

**proposal date**

January 18, 2011

**to**

Nancy MacCartney  
Parks, Recreation and Forestry  
6801 Delmar Blvd., 3rd floor City Hall  
University City, MO 63130

**from**

Karen Handelman  
President  
501creative, inc.  
6677 Delmar Blvd., Suite 300  
University City, MO 63130

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### 1. understanding of the project

The City of University City was recently awarded a grant for improvements to the Parkview Gardens neighborhood. The project will look at ways to improve parks, develop better connections to the Metrolink, create LEED-certified affordable housing, and develop part of the Centennial Greenway trail and on-street bike routes. If selected to work on the project, 501creative will help the grant partners develop tools that will communicate the planning process and allow other communities to replicate the process in the future.

501creative will attend meetings as needed in order to see the civic engagement in action and to gather input from the consultants. We will review ideas and materials created by the grant partners and suggest ways to communicate the ideas more clearly. We will use this input to create the following project deliverables:

1. An interactive website that houses the process and plan. This can include tools that allow the public to comment on the plan.
2. A process toolkit that will include presentations, documents and minutes that outline the planning process as well as templates of these materials that can be used by other communities.
3. A responsibility flashcard tool that summarizes the sustainability plan and includes a way for users to easily find the specific outcomes and information they are seeking.
4. Project branding including a logo and consistent look that can be used throughout all materials.
5. Tools for collecting data on website visitors and other media reports.

501creative understands that much of the work will be completed in year one but that updates may be needed until the project ends in 2014. We agree to the guidelines and requirements as outlined in the RFP and will complete the work on schedule and within the budget.

## **2. work plan and methodology**

We typically work in phases that include the following although this may be adjusted as needed once we meet with the rest of the Parkview Planning Partners (PPP):

### ***phase 1: discovery & planning***

This includes meetings and brainstorming sessions with consultants where we will learn more about the project, set communications timelines and discuss how the website, process toolkit and responsibility flashcard tool will be used by the partners and the public.

### ***phase 2: design concepts and feedback***

During the design concept phase, we will present multiple design concepts for each deliverable. These will be reviewed by the PPP and other decision makers. We assume several rounds of changes during the concept phase. We realize that all deliverables may not be designed at one time so there may be some fluidity as we move back and forth among the different stages.

### ***phase 3: implementation of selected concepts***

Once a concept is selected, we will develop the final tools and make changes as needed. Our team will include strategists, designers and programmers who will work together to develop materials and tools that are co-branded, easy to use, and communicate the plan and the process clearly.

### ***phase 4: launch and updates***

We anticipate several different launch/delivery dates during the process and will work with the PPP to meet all deadlines on time. Updates will be made on a reasonable schedule.

### **3. staffing qualifications**

#### ***Karen Handelman, president***

Karen is the founder and president of 501creative. She has 21 years of design and marketing experience, the last 16 focused exclusively on the nonprofit sector. Before starting 501, Karen worked in the corporate design world in Chicago and spent a year volunteering full-time for Habitat for Humanity in Georgia and North Carolina.

#### ***Andrew Roth, vice-president/creative director***

Andrew has 19 years of experience in design and branding. He spent 8 years working in Dallas for clients such as Texas Instruments, Nokia and EDS, before joining 501creative in 1999. He leads the design and web teams.

#### ***Maryanne Dersch, strategist***

Maryanne has 19 years of public relations and communications planning experience for nonprofit and civic organizations. Prior to 501, Maryanne served as a communications and public engagement consultant for Vector Communications and served as the public relations officer for the City of University City.

#### ***Sue Bechmann, designer***

Sue has been one of our senior designers since 2001. Prior to joining 501, she worked on the Blue Cross Blue Shield of North Carolina design team.

#### ***Steve Norkaitis, designer***

Steve came to 501creative in 2000 after 3 years as a designer in the Washington University School of Medicine medical public affairs department.

#### ***David Vordtriede, designer***

David joined 501 in 2007 after spending nine years at Quilogy working on interactive design projects for clients such as Microsoft, Anheuser Busch, Enterprise Rent a Car and Wellmont Hospital Systems.

#### ***Pedro Albea, programmer***

Pedro joined 501 in 2007 and brings exceptional back-end coding and database skills to our team. He leads our web development team which includes freelancers and part-time developers.

#### **4. our experience**

##### **a. history, location and services**

501creative has 15 years of experience working exclusively with nonprofit and civic organizations in St. Louis and around the U.S. Our mission is simple: to help our clients achieve their missions. We do this by developing strategic communication plans and tools that help clients communicate clearly with their audiences and get their messages heard. We are committed to providing the highest quality of work for our clients at affordable rates in reasonable time frames. We constantly strive to work WITH our clients to make sure that dollars are spent wisely.

Our offices is located in University City in what we refer to as the Jimmy John's Building. We opened our doors in 1995 in UCity, moved to Clayton in the late 90s and returned to UCity in 2008. Several of our staff members grew up in UCity and our president is a current resident. We have one employee who has moved to Philadelphia and works remotely.

While we started as a small graphic design firm, we are much more of a communications company today as most of our work today involves helping nonprofits communicate more effectively. Sometimes this includes developing new messaging. Sometimes it results in new branding. Sometimes we develop specific tools (web or print) that help get their messages out. We are comfortable facilitating meetings when needed and are often responsible for helping our clients reach consensus about their communications needs and solutions. Our clients have been in many sectors of the nonprofit community including social services, health care, religion, community building, the environment, the arts, animal welfare, education, associations and foundations.

##### **What makes us different?**

1. We are first and foremost communicators. Long before design happens, we are working with our clients to determine what needs to be communicated and to whom.
2. We listen. We are proud of the fact that we don't come to the project with preconceived ideas about how we will solve problems. Instead, we listen to the challenges and goals and then develop solutions.
3. All of our clients are nonprofits and civic organizations. Your project will be as important to us as our other projects. We don't have a Fortune 500 client who takes precedent over work schedules and deadlines.

**b. previous experience**

Most of our projects, like this one, involve more than one decision maker. We are comfortable working with a team, listening to different opinions, building consensus and then creating tools that work. This project will require a communications firm that is able to listen to many opinions and work with the many partners.

The project deliverables are similar to many of our past projects. We believe that our experience in developing online tools that communicate to the public without confusion will help us create the right solutions for this project.

**c. references****Greater St. Louis Community Foundation**

We have worked with the Community Foundation for the past six years. Currently we are helping them develop a charity database that will allow donors and potential donors to easily research local nonprofits before donating and allow the nonprofit organizations to login and keep their information current. The web-based solution includes public and private sections and is currently in beta testing. It will be launched later this year.

*Project Name: Your Giving Link web tools*

*Project Budget: \$32,000*

*Project Contact: Diane Drollinger (ddrollinger@gstlcf.org, 314-588-8200)*

**St. Louis Public Radio**

We have worked with our local public radio station on special event materials, annual reports and their capital campaign since 2002. In 2009, they asked us to help facilitate a branding discussion with their board and staff that resulted in a name change, new logo and new messaging as they rebranded the station St. Louis Public Radio to better align with National Public Radio. While they manage their website internally, we continue to help them as they recently expand their reach to include two new HD streams.

*Project Name: Station Rebranding*

*Project Budget: \$21,800 (including partial trade for on-air sponsorships)*

*Project Contact: Tim Eby (teby@kwmu.org, 314-516-5968)*

**Holocaust Museum & Learning Center**

We have been working with the local Holocaust Museum to develop a new interactive exhibit that looks at incidents of bias, discrimination and genocide around the world and how hate can escalate from simple name calling to much more dangerous forms of discrimination. The new exhibit will be displayed on a large wall-mounted flat screen and will include ways for visitors to discover ways to get involved and make a difference. The project team includes researchers from Webster University, staff and volunteers from the museum, 501creative and a firm that specializes in trade show experiences.

*Project Name: Interactive Display*

*Project Budget: \$60,000*

*Project Contact: Jean Cavender (jcavender@jfedstl.org, 314-442-3715)*

**List Visual Arts Center at MIT**

We worked with MIT in 2007 and 2008 to develop a new website that showcases the work of the department and including the extensive public art collection. Visitors can browse several collections of artwork, learn about the Center, and sign up for events and eblasts. The site is completely database-driven and open-source. Additional features include password-protected sections (for members and the press) and an event calendar. The most exciting part of the website is the interactive public art map which allows visitors to browse the public art collection by artist, thumbnail or location and then link to details about that particular artwork. The map was built in Flash and connects in real-time to their proprietary database of artwork. When the database is updated, the map is automatically updated.

*Project Name: New Website with Interactive Map*

*Project Budget: \$60,000*

*Project Contact: Mark Linga (mlinga@mit.edu, 617-452-3586)*

**St. Louis Green**

We've worked with St. Louis Green since 2007 as a consultant first and now as their new website design and implementation team. The new site is partially launched and the rest is scheduled to launch this spring. The new site will allow visitors to interact more, to search multiple databases (green jobs, green education, green companies, green events) and to submit information to be included on the site. Custom logins will allow different levels of access (staff, partners, public).

*Project Name: New Website and Special Event Materials*

*Project Budget: \$27,200*

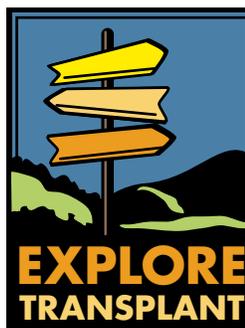
*Client Contact: Craig Jung (craig@stlouisgreen.com, 314-574-0232)*

5. examples of our work

**Washington University: Explore Transplant**

Deciding to seek a kidney from a living donor can be an overwhelming prospect. Working with Washington University researchers, we developed the Explore Transplant program, a series of materials designed to be delivered by a social worker while kidney patients undergo dialysis. The materials walk through the process of making the decision to seek a living kidney donor. We worked with the WU team on naming the program, and developed the logo and visual branding of all the materials, including a series of brochures, magnets, poster and DVD case.

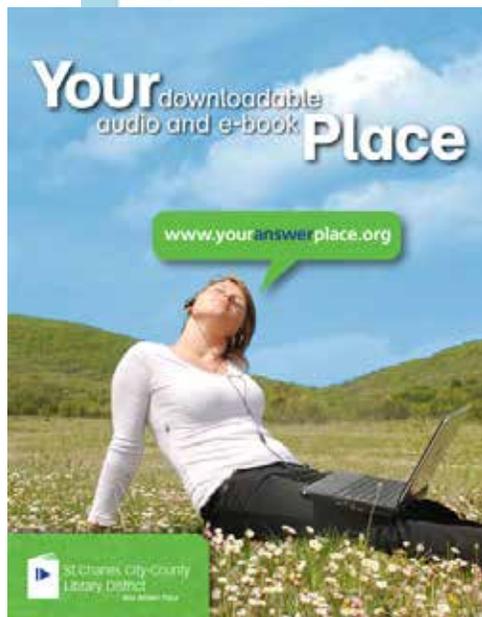
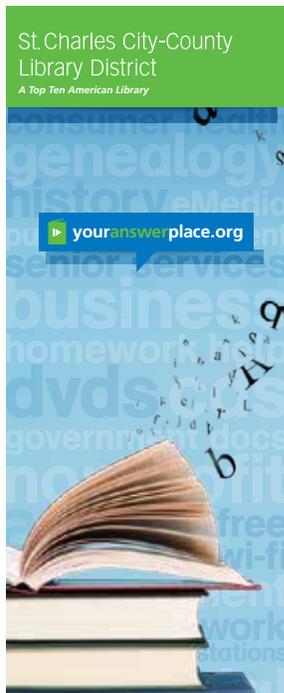
The program was recently expanded to a multi-state region. Signage, an e-blast template and a website were developed to help promote the program, and a best practice manual was developed to help other groups adopt the program.



visit the site:  
[www.exploretransplant.org](http://www.exploretransplant.org)

**St. Charles City-County Library District**

St. Charles City-County Library District’s new website provides logical access to information and direct links to the existing online catalog and other online research tools. We learned during the discovery sessions that the library’s existing site was organized the way their departments are structured instead of the way users come looking for information. We suggested a new way to approach the content, always keeping the end-user in mind. The new website was the starting point for a larger re-branding effort including a new marketing campaign to drive traffic to their website and integrate their new look.



visit the website:  
[www.youranswerplace.org](http://www.youranswerplace.org)

**MIT List Visual Arts Center**

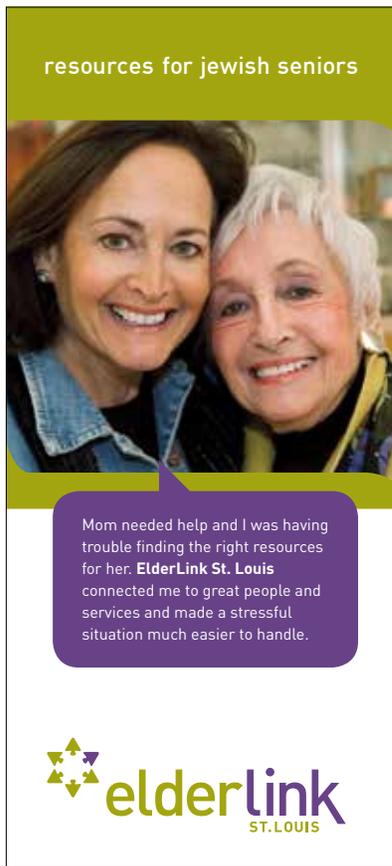
The website for the List Visual Arts Center allows visitors to browse several collections of artwork, learn about the Center, and sign up for events and eblasts. The site is completely database-driven and open-source allowing multiple staff members to update the content from any internet connection. Additional features include password-protected sections (for members and the press) and an event calendar. The most exciting part of the website is the interactive public art map which allows visitors to browse the public art collection by artist, thumbnail or location and then link to details about that particular artwork. The map was built in Flash and connects in real-time to their proprietary database of artwork. When the database is updated, the map is automatically updated.

visit the site:  
listart.mit.edu

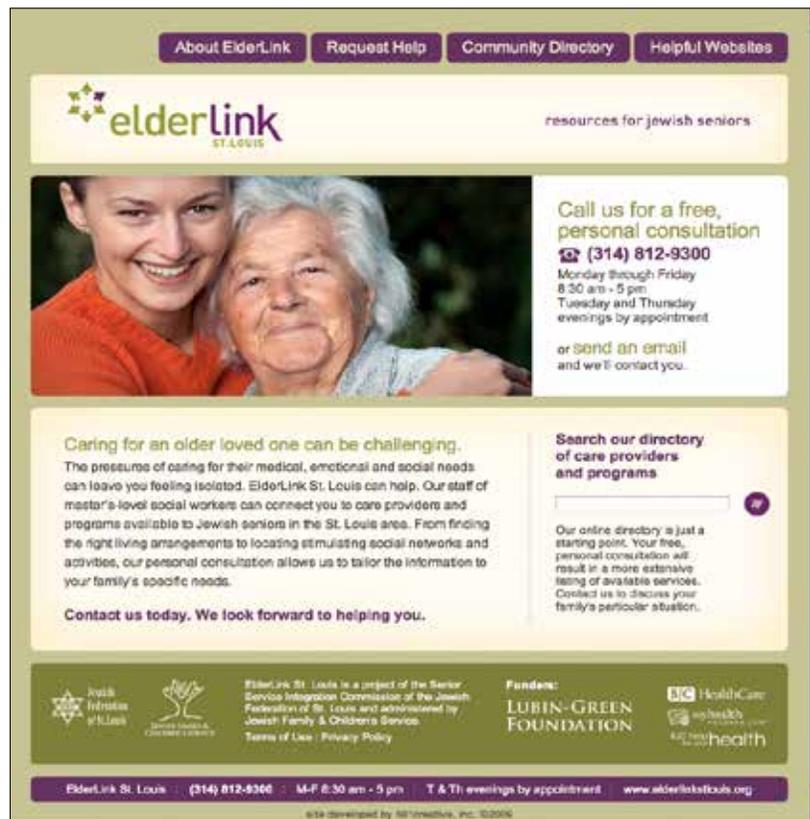


**ElderLink St. Louis**

Jewish Federation and Jewish Family & Children’s Services joined forces to launch a new referral program to provide information to Jewish seniors and their caregivers. We worked with both organizations to develop a marketing plan and brand identity including name, tagline, logo, website, brochure, promotional items and print advertising. The website includes a searchable database of organizations working with the elderly in St. Louis.



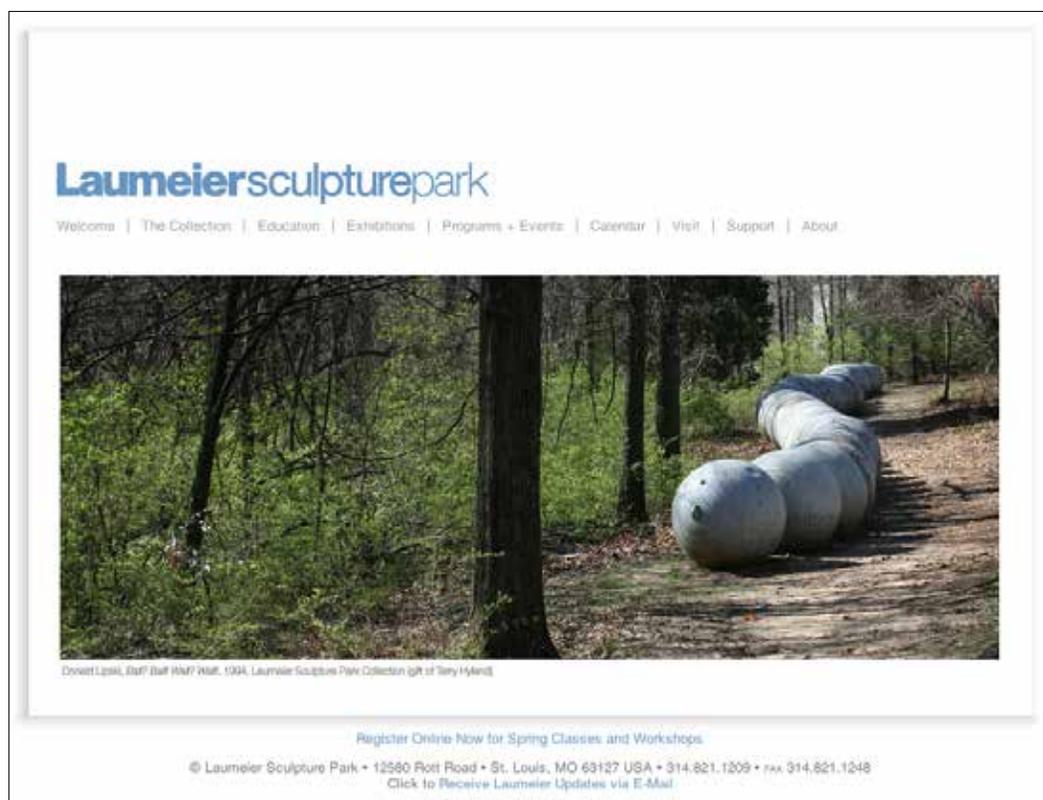
visit the site:  
[www.elderlinkstlouis.org](http://www.elderlinkstlouis.org)



### Laumeier Sculpture Park

Laumeier Sculpture Park is both a park and an outdoor art gallery. The organization came to us in need of a new website that better represents their open-air “museum” that is so unique to St. Louis. The simple site design allows the beautiful photography to stand out.

The Laumeier collection is now catalogued in a database that allows staff to update the database which automatically updates the website. Laumeier staff members update the site in-house using a customized content management system. A custom feature allows staff to change text color to match the photos.



*visit the site:* [www.laumeier.org](http://www.laumeier.org)

**terms**

1. Outside expenses may not be included in this proposal. These include, but are not limited to: website hosting, domain name registration, secure site certificates, printing and deliveries. All major expenses will be pre-approved by client.
2. This proposal assumes reasonable client edits. Reasonable is defined as two (2) rounds of client-requested changes. This proposal is subject to change if edits are excessive or if the scope of the project is altered during the creative and/or production phases.
3. Our website solutions are compatible with the two most widely used versions of Internet Explorer, Safari, Mozilla/Firefox and Google Chrome. Support in other browsers may require additional fees.
4. All final websites and online files become the property of the client after the work is complete and upon receipt of full payment.
5. Upon cancellation of a project, a fee will be determined based on a percentage of work completed.
6. We typically request one-third of the approved project costs before work can begin. If this is a problem due to the grant funding, please let us know. Remainder of project costs will be billed monthly during the course of the project. Any approved outside expenses will be included on invoices as incurred.

**To approve any or all of this proposal, please sign and fax to 314.863.0508.**

\_\_\_\_\_  
proposal accepted by

\_\_\_\_\_  
date