

## **1.0 INTRODUCTION**

The Parkdale Village BIA (PV BIA) was established in 1978 and includes the vibrant commercial strip along Queen Street West from Dufferin Street to Roncesvalles Avenue, representing the voice of 440+ properties, commercial businesses and/or community organizations.

As an area in transition and due to the pandemic, the BIA has begun the process of revising the current Work plan, which includes updating certain branding initiatives and infrastructure such as Banners.

As we look towards uplifting our community, we are seeking a redesign of our current banners to better reflect our vibrant and colourful community. We look to you, as a local or surrounding artist, illustrator, graphic designer, and invite you to apply and help illustrate our vision.

The PV BIA currently has 34 double sided Banners, depicting three (3) colourways of our logo.

## **2.0 SCOPE OF WORK**

The vendor will be responsible for providing all the necessary resources to carry out, but not limited to, the following activities related to this project:

1. Four (4) Banner designs in JPEG, AI, PDF and PNG formats plus any additional changes required for banner printer.
2. The redesign will take into account the logo and color in PMS 228.
3. The redesign will take into account notes from a series of brainstorm sessions discussing local icons, landmarks, community imagery, demographics, peoples and color pallets.
4. The redesign will take into account the location of the Banners and the accent branding located near the banners such as the Parkdale street signs, Members window decals & Bell box murals.
5. The redesign will take into account how the Banners are viewed by pedestrians, cyclists and vehicles.
6. If shortlisted, vendor will participate in an initial meet and greet (virtually) with Staff/Board to better understand the BIA's process and goals.
7. Three (3) initial themes leading into eight (8) designs will be presented to the BIA for initial review.
8. A minimum of 4 revisions to be included to ensure the final product meets the needs and satisfaction of the BIA.
9. All finalized designs become the product, property and asset of the BIA.

**DEADLINE FOR SUBMISSIONS – 5:00 pm, Friday May 27<sup>th</sup>, 2022.**

### **3.0 APPLICATION CONTENT**

1. Include: "Banner RFP" in your email subject line
2. Provide samples of past work; attachments or links to portfolio will be accepted
3. Provide estimates for scope of work, you may include any additional description of your process to better help illustrate your estimates
4. Provide estimates for potential 'additional work' such as consulting with outside resources
5. Indicate any experience working on banners or outdoor/street facing signage.
6. Indicate any local experiences and/or work within Parkdale Village.
7. Include a brief statement of themes or imagery you would explore for such a project.
8. Arts collectives or arts groups are welcome to apply.

### **4.0 ADDITIONAL WORK**

The Parkdale Village BIA has the right to change, add or delete items or quantities included in this Request for Quote, to fit budgetary or permitting needs, or as site conditions require; and by accepting this Request for Quote, the Vendor shall take into account said changes that could take place.

The PVBIA recognizes that the Vendor may want to explore or consult other resources within the scope of the project in order to ensure themes and designs are locally accurate. The Vendor will present estimates associated with any Additional Work.

### **5.0 BILLING**

Prior to substantial completion and final payment/invoicing, the Vendor shall submit three (3)

**Invoices** to:

The Parkdale Village BIA  
1313 Queen Street West  
Toronto, Ontario M6K 1L8  
Attention: Executive Director

### **6.0 EVALUATION**

Vendor will be selected by the Board and will be based on four (4) criteria;

1. Samples of past work provided.
2. Experience working on banners or outdoor/street facing signage.
3. Any local experiences and/or work within Parkdale Village.

4. Budgeted estimates.

This PVBIA project is committed to providing equitable access to opportunities and experiences to people facing economic disadvantage, discrimination and/or barriers to equal opportunity including those from equity-seeking communities protected by human rights legislation.

These communities include, but are not limited to: Aboriginal communities, racial minorities, persons living with disabilities, women, newcomers, youth, LGBTQ2S+, and vulnerable populations including people who are homeless or under-housed, and persons living with mental health challenges. In doing so the PVBIA project aims to achieve positive outcomes and experiences for people disproportionately affected by poverty and discrimination.

## **7.0 SCHEDULE**

The work schedule starts June 7, 2022 and ends July 1, unless otherwise agreed upon, after award, by the Parkdale Village BIA and the Vendor.

## **8.0 ATTACHMENTS**

- a) Current Logo and Pantones
- b) Additional branding materials; Parkdale street signs, Members window decals & Bell box murals.
- c) Banner Location Map
- d) Brainstorm Notes – provided once project awarded

## **9.0 PRICING**

For your estimate to be considered, pricing must be provided on all items listed in the Price Schedule.

## **10.0 PRICE SCHEDULE**

Price shall include the supply of all services and additional work, excluding harmonized sales tax.

## **11.0 CHANGE ORDERS**

Any changes to the scope of work and value of the purchase order are to be directed in writing, via a change order, to be approved by the Parkdale Village BIA, prior to the commencement of any additional work.

**END OF SECTION**

**PVBIA**

REQUEST FOR QUOTE: GENERAL INSTRUCTIONS  
Parkdale Village Business Improvement Area (BIA)  
Banners Re-Design

1 of 4  
May 2022

APPENDIX

a)

	PMS 228		c 0 / m 100 / y 4 / k 41
	PMS 382		c 29 / m 0 / y 100 / k 0
	PMS 322		c 100 / m 0 / y 33 / k 35



b)



c)

