



REQUEST FOR PROPOSALS: HOT SPOT SIGNS

Hot Spot Signs is a network of promotional signs directing people to Pittsburgh destinations otherwise left off the map. Focusing on local legends, community landmarks, famous sites, and other homegrown attractions, Hot Spot Signs will gather data from the street-level and promote the unique character of Pittsburgh's distinct neighborhoods. This campaign will require the collaborative effort of designers, marketers, and community stakeholders to be truly effective.

OPPORTUNITY

Hot Spot Signs will engage everyday Pittsburghers in the selection of local sites to be designated and included in a "Hot Spots" promotional network. Hot Spot Signs will give the participating communities the chance to announce their neighborhood character and draw in visitors with their own unique attractions.

SCOPE

Proposals are not limited to this description and may also include programmatic elements, websites, marketing, and other activities that enhance the effectiveness of the initiative.

Hot Spot Signs should:

- Develop a method for gathering information from the community to identify and evaluate sites
- Produce a comprehensive catalog of famous Pittsburgh sites
- Define an initial set of Hot Spots to be included in the pilot network
- Design unique and engaging signage
- Be installed with the endorsement and/or permission of community stakeholders and business owners with featured establishments
- Be promoted throughout Pittsburgh and the surrounding communities of Allegheny County

Project Managers will be responsible for the following outcomes:

- Catalog of sites culled from the community
- Design, production, and installation of Hot Spot Signs throughout the city
- Integrated promotion of the signs as a branded network
- Methods for updating and expanding the network

FUNDING RANGE

Funding for this project will cover a data gathering campaign, the design and production of the signs, and promotion of the network. Sprout will consider funding requests of up to \$15,000 for this project.

REQUEST FOR PROPOSALS (RFP)

The Sprout Fund invites community members to submit their approach to this proposed project, one of five identified during the Engage Pittsburgh civic engagement initiative. Proposals should present an innovative and effective realization of the idea described in this request. If awarded, the successful project team will be engaged to implement their proposal.

Proposals will be evaluated according to the answers to the questions asked and each applicant's ability to fulfill the project requirements and achieve the desired outcomes described in the RFP.



PROPOSAL PROCESS

BACKGROUND

Engage Pittsburgh began in September 2006 with The Idea Round Up, where over 300 participants from Pittsburgh and the surrounding communities of Allegheny County brainstormed more than 100 ideas for community projects. The dialogue continued throughout late 2006 and early 2007 online at WWW.ENGAGEPITTSBURGH.ORG to refine the original ideas and propel the strongest projects to the forefront.

Five ideas have made it through to become contenders for a share of \$100,000 in project funding. The Sprout Fund is requesting proposals from the Pittsburgh community to move these exciting, innovative projects forward.

TIMELINE

Proposals are due **NO LATER THAN 5PM, THURSDAY, MAY 24, 2007.**

Decisions will be announced in **LATE JUNE 2007.**

Funding will be distributed for project activities beginning in **JULY 2007**

HOW TO SUBMIT

Applications are encouraged to be submitted via email attachment to:

ENGAGE@SPROUTFUND.ORG

Applications can also be faxed, mailed, or hand-delivered to:

The Sprout Fund
4920 Penn Avenue
Pittsburgh, Pennsylvania 15224-1609
Tel: (412) 325-0646 Fax: (412) 325-0647

Please contact Sprout prior to submitting a proposal if you have any questions or need further clarification.

PROPOSAL FORMAT

Eligible proposals **MUST** include 3 components: a coversheet, your narrative, and several attachments.

COVERSHEET

PROPOSAL INFORMATION:

- Name of Engage Pittsburgh Project for which you are applying
- Proposed Project Name (if different)
- Total Project Expenses
- Funding Amount Requested

CONTACT INFORMATION for Project Manager(s):

- Name(s)
- Organization(s) (if applicable)
- Complete Mailing Address(es)
- Telephone(s)
- Email Address(es)



PROPOSAL FORMAT (CONTINUED)

NARRATIVE

In no more than 2000 words, please address the following questions:

1. **ORGANIZATION/TEAM DESCRIPTION:** Describe your organization and/or project team. Who are your staff and/or your collaborators? What skills and/or experience you and/or your organization possess that demonstrates your ability to successfully execute the project?
2. **IMPLEMENTATION PLAN:** Describe the components, features, and activities of your project, specifying any relevant dates. Explain your method of collecting, cataloging and evaluating sites in the community. How will the signs be displayed and/or mounted at Hot Spot sites?
3. **PROJECT GOALS:** What goals have you set for the project? What will be the geographic range of Hot Spot Signs? How many sites will be included in the initial set of signs?
4. **PROMOTION AND MARKETING:** How will you build an audience for your project? Please estimate how many people will see and/or know about Hot Spot Signs. How will Hot Spot Signs be function as a network?
5. **PARTNERSHIPS:** What partnerships and/or collaborations are necessary to your project? What permission and/or approval will be necessary to install the signs?
6. **COMMUNITY CONNECTIONS:** At what stage(s) does the project engage the community and how? What role will community members have in the project and how will they be included? Who does the project serve and how?
7. **MEASURES FOR SUCCESS:** How will you determine the success of the project? What measures will be used to assess how well the goals of the project are met?
8. **PROJECT SUSTAINABILITY:** At this stage in project development, what goals and/or ideas do you have for sustaining your initiative after Engage Pittsburgh funding has expired? How will signs be updated and/or added to the network? Will any maintenance to the signs be necessary?

ATTACHMENTS

- **SIGN DESIGN/PLACEMENT:** Please attach designs for prototype signs and illustrations of how the signs will appear at Hot Spots.
- **BUDGET:** Please use the standardized budget form provided by Sprout to detail revenues, expenses, and the amount of Sprout's support that would go toward particular expenses. If after providing your budget in the required format, you believe that it is not a sufficient representation of the details on the revenues and expenses for your project, you may email a spreadsheet with additional details.
- **TIMELINE:** Please list when the activities described in your implementation plan and elsewhere in the proposal will take place. A list of activities with corresponding approximate dates is sufficient.
- **REFERENCES:** Please provide the complete contact information for 2 professional references that can address you or your organization's relevant project experience.
- **SUPPORTING DOCUMENTS AND/OR IMAGES (Optional):** Please submit any other additional materials with your application which will be helpful in evaluating your proposal.