



PA WILDS CENTER
FOR ENTREPRENEURSHIP



PA Wilds Media Lab Plaques/Signage Producer Request for Proposals

Summary

The PA Wilds Center is looking to hire a juried professional level Creative Maker from The Wilds Cooperative of PA (WCO) program to produce engraved wooden signage for the PA Wilds Media Lab. The specific signage to be designed will honor the sponsors who made the Media Lab possible and must coordinate with existing wooden hexagon sound diffusers in the Media Lab space. The goal is to have the finished signage on display at the PA Wilds Media Lab Grand Opening on Tuesday, September 26, 2023.

RFP Issued: August 7, 2023

Responses Due: August 18, 2023 (COB – 5 p.m.)

Notifications: August 25, 2023

Contract Period: August 28 - September 30, 2023

Final Signage Materials Due: September 22, 2023

Timeline: This project is on a tight timeline as it is tied to the Grand Opening of the PA Wilds Media Lab on September 26, 2023. Responses to the Request for Proposal are due by close of business (COB) August 18, 2023. The selected designer will be notified by August 25, 2023, and the contract period will take place between August 28 and September 30, 2023. Final signage materials will be due no later than September 22, 2023.

Send questions and proposals to: LaKeshia Knarr, Entrepreneurial Ecosystem Director, lknarr@pawildscenter.org

About the PA Wilds Center for Entrepreneurship, Inc.

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

Many local partners are involved in the effort to grow the region's nature and heritage tourism industry. The PA Wilds Center is the coordinating entity among these partners. The PA Wilds Center's work is sustained through program fees, philanthropic giving, government grants, and entrepreneurial activities related to the Pennsylvania Wilds brand.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 13-county landscape is known for its two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage.

Promoting locally made handcrafted products and tying them to the regional tourism brand and visitor experience has been a key focus of the Wilds work for 10 years. More than 500 artisans, entrepreneurs and nonprofits currently participate in the Wilds Cooperative of PA network, which is promoted as part of the regional experience.

Learn more about the PA Wilds at www.pawildscenter.org. Learn more about The Wilds Cooperative of PA at www.wildcsopa.org. Learn more about stewardship in the PA Wilds at www.pawilds.com/stewardship.



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About the PA Wilds Media Lab

The PA Wilds Media Lab is a 5,000-square-foot space that will house administrative offices for the PA Wilds Center for Entrepreneurship and feature audio-visual equipment and creative studios. Located at 61 N. Fraley St., 2nd Floor, the PA Wilds Media Lab is one of the first brick-and-mortar facilities operated by the PA Wilds Center for Entrepreneurship (PA Wilds Center), a nonprofit charged with coordinating the regional strategy to promote the rural 13-county region as a premier outdoor recreation destination as a way to stimulate rural economies.

The PA Wilds Media Lab will feature tools, technologies and classroom space to support the nonprofit's expanding entrepreneurial ecosystem and its regional partnership work. For example, the site will include spaces for audio-visual tools, a photography booth, workshops and more. Business owners and community leaders participating in the Wilds Cooperative of PA, a free network that brings together and uplifts Pennsylvania Wilds stakeholders, will be able to utilize these resources and learn from each other in this space.

Situated on the second floor of an older Main Street-type building, the PA Wilds Media Lab renovation serves as an energy-efficiency model for similar enhancements in rural downtowns across the PA Wilds and beyond.

Renovation of this space has been underway since December 2019, with delays caused by COVID pushing back opening.

More information:

- Grand Opening Event Page: <https://www.pawildscenter.org/network/events/#!event/2023/9/26/pa-wilds-media-lab-grand-opening>
- Past press releases about the renovation project:
 - <https://www.pawildscenter.org/blog/partners-assist-pa-wilds-media-lab/>
 - <https://www.pawildscenter.org/blog/construction-pa-wilds-media-lab/>
- Landing page (under development): <https://wildscopa.org/media-lab/>
- Photos of the Media Lab: <https://pawilds.smugmug.com/VALUE-CHAIN/Media-Lab-Photos>

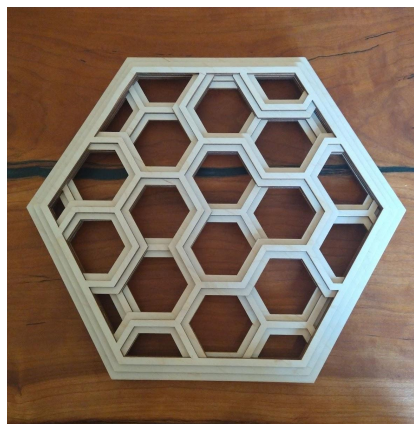
Project Scope

The PA Wilds Center is looking to hire a juried professional level Creative Maker from The Wilds Cooperative of PA (WCO) program to produce engraved wooden signage for the PA Wilds Media Lab.

The specific signage to be designed will honor the sponsors who made the Media Lab possible and must coordinate with existing wooden hexagon sound diffusers in the Media Lab space (pictured at right).

Plaque specifications:

- 10 individual plaques / signs
- Material: Wood
- Dimensions:
 - Point to point 1' 1"
 - Outer side to side 11 3/16"
 - Outer sides from point to point 6 1/2"
 - Inner sides from point to point 6"
 - Depth from edge to the face 3/8"



PA Wilds Center staff will supply selected artisan with an example of one of the existing wooden hexagon sound diffusers to facilitate production.



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Finished plaques/signage must be delivered to the PA Wilds Media Lab in Kane no later than September 22, 2023, as the goal is to have the finished signage on display at the PA Wilds Media Grand Opening on Tuesday, September 26, 2023.

Lab

The finished signage/plaques will be owned by the PA Wilds Center and displayed at the PA Wilds Media Lab at the PA Wilds Center's discretion. The successful candidate for this contract must be a Juried Creative Maker within The Wilds Cooperative at the Professional Level. The candidate must have experience in plaque or signage production, particularly in the medium of wood, as well as excellent time and project management skills.

Equipment Requirements

Contractor must have all equipment needed to produce high quality photographs for print and digital use. Contractor must have required insurances.

Proposal Requirements

Please submit your proposal in pdf format to LaKeshia Knarr, Entrepreneurial Ecosystem Director, by COB August 18, 2023. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover Letter summarizing the following:
 - Your qualifications;
 - Why you joined The Wilds Cooperative and why this project speaks to you personally or professionally;
 - General description of your operation (solo woodworker, partner operation, full-time, etc); and
 - An overview of your experience producing plaques and interior signage.
- Proposed Work Plan summarizing the following:
 - A budget breakdown that showcases the total cost of production;
 - How you would allocate time in order to accomplish the project outcomes; and
 - The equipment you would bring to bear on this project.
- A minimum of 10 examples of your past signage and/or plaque work.
- 3-5 references.

RFP & Project Timeline Details

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Thank you for your interest in responding to this RFP. We look forward to your response.