



Friends of Netarts Bay
WEBS
Watershed
ESTUARY
Beach & Sea



Request for Proposals for Friends of Netarts Bay Watershed, Estuary, Beach, and Sea (WEBS)

Friends of Netarts Bay Watershed Estuary Beach and Sea (WEBS), a 501(c)(3) non-profit organization, is requesting proposals to design various outreach packages on beach fire safety and flora and fauna photo ID guides.

WEBS:

WEBS is a small, mainly volunteer organization. Our mission is to use educational events, programs and activities, as well as informed scientifically based documents, to enhance knowledge of the important and unique qualities of the Netarts Bay Area - collaboratively focusing efforts on environmental and community interests that affect the watershed, estuaries, beaches and near-shore sea area bounded by Cape Lookout and Cape Meares.

PROJECT DESCRIPTION:

WEBS has acquired funding to design and produce the following outreach and marketing related items.

➤ BEACH FIRE SAFETY OUTREACH PACKAGE:

- 2-4 social media graphics formatted for use on Instagram and Facebook
- Design and printing of rack cards with tips on best practices for beach fires
- Design and printing of flyers to be used in vacation rentals, hotel information books, and posting in visitor information centers sharing best practices for beach fires.

➤ LOCAL FLORA AND FAUNA PHOTO ID GUIDES

- Develop 4-6 flora and fauna ID guides utilizing the resources curated by a local biologist on our website (www.netartsbaywebs.org)
- Guides will include photos (provided by WEBS) or graphics developed by a graphic designer to help with identification, brief descriptions of each plant and/or animal, and tips for responsible/safe exploration.
- Development of one, editable template guide that can be used to shape additional resources in the future.
- The guides will be made available to the general public at events and utilized by school students during programs.

CONTRACTOR(S) TASKS:

WEBS is seeking a contractor(s) to assist with the following tasks. Contractors are welcome to bid on portions of the tasks listed below.

➤ **BEACH FIRE SAFETY OUTREACH PACKAGE:**

- Contractor will work with Friends of Netarts Bay WEBS and our partners (Netarts-Oceanside Fire Department, Oregon State Parks, and Keep Oregon Green) to develop accurate messaging about beach fire safety to be used to develop social media graphics and printed outreach material.
- The Contractor will explore any required or optional co-branding requirements from partners. This may include communicating with partners about co-branding needs (i.e. formatting requirements, logo use, etc.).
- Contractor will use the above content to develop 2-4 social media graphics to be used by WEBS and our partners. Graphics should be formatted to work, at a minimum, across Instagram and Facebook. Other social media formats are welcome.
- Contractor will design a rack card to be printed and distributed to information hubs utilizing the developed messaging about beach fire safety. The content should be designed in an attractive format that is easy to read and remember.
- Contractor will design a flyer utilizing the same information. This flyer would be made available to vacation rentals, B&B's, hotels for information books, and other information hubs.
- Please provide the cost associated with developing each item: Social Media Graphics, Rack Card, and Flyer

➤ **LOCAL FLORA AND FAUNA PHOTO ID GUIDES**

- Contractor will work with WEBS staff, board members and partners to curate professional photographs (WEBS will be able to provide >90% of these) and recommendations on descriptions and content for 4-6 ID guides.
- If photos are not available, the contractor will secure photos or develop accompanying graphics to be used on the guide. Any photography or graphics used in this project should be original and WEBS will reserve the right to use them in the future.
- Contractor will work with WEBS to develop responsible and safe exploration tips for each guide.
- Contractor will develop an editable template that can be used to create additional guides in the future.

➤ **TRANSLATION**

- All media / products created will be translated into Spanish. With assistance from WEBS, the contractor will submit work to be professionally translated

into Spanish and reformat designs as needed to accommodate the expanded text.

➤ **OTHER CONSIDERATIONS**

- Additionally, the contractor is to review and follow the branding requirements for Tillamook Coast Visitors Association, which is partially funding this project. WEBS is committed to using local vendors when feasible to produce merchandise.
- Contractors are asked to break out bids per task.
- WEBS will provide the contractor with access to professional photographs, WEBS logos, and examples of previous work related to this project. WEBS will provide resources to help guide the development of content and work with the contractor to fine-tune that information and get feedback from partners.

PROPOSALS:

Please provide the following in your proposal:

- If you are not presenting a proposal for the entire scope of work outlined above, please clearly indicate which pieces you have included.
- 2 relevant work examples
- Detailed cost for the project
- Timeline to complete the project, including anticipated start date, review dates, and final product completion date.

Note: The contractor(s) will be selected based on cost, quality of work, and demonstrated level of expertise. WEBS does prioritize working with local businesses when possible.

The selected contractor will work directly with the organization's Executive Director (ED). We anticipate the potential for 3-6 meetings by the contractor with the ED and partners. Up to 2 of those meetings may take place with the full WEBS board to share about project details and outcomes. The WEBS board meetings occur the 4th Thursday of each month from 4:00 to 6:00 PM in Netarts, OR. Meetings are often held virtually and virtual participants can be accommodated during in-person meetings.

Proposals are to be submitted to Christine Smith, Executive Director via email at director@NetartsBayWEBS.org by 5pm, April 26, 2022. Please contact the Executive Director if you have any questions by email or phone at 541-231-8041.