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**cultureNOW, Inc., a NY State Registered Non Profit 501c3 Corporation
seeks proposals to provide printing services**

REQUEST FOR PROPOSALS

Printing for

downtownNOW Map - 5th Edition

Abby Suckle, FAIA, President

July 18, 2006

**Deadline for Response:
August 10, 2006**

Questions must be submitted in writing no later than August 4th, 2006 to Abby Suckle
abby@culturenow.org

Background

The downtownNOW Map grew out of meetings of the Cultural and Historic Resources Committee of the New York New Visions (NYNV) Design Coalition for the rebuilding of Lower Manhattan. Led by the American Institute of Architects NY Chapter and the American Planning Association, NY Metro Chapter, NYNV was a volunteer effort by professional design organizations in response to the tragic events of September 11th. In an overwhelming response, more than 400 architects and designers participated with the goal of providing a set of strategic recommendations for rebuilding the lost portion of the city.

Our committee was so moved by the possible imminent demise of cultural organizations affected by September 11th, that we determined to inventory the cultural richness of the area beyond Ground Zero. The downtownNOW Map is the direct result of the cumulative inventory.

Initially printed in January 2002, the Map illustrates the vibrant cultural community of Lower Manhattan and to date, over 400,000 maps have been printed in 4 updated editions. It has become a vital cultural and historic resource providing updated, in-depth information.

It is both a planning tool for public officials in the rebuilding of Lower Manhattan as well as a guide for visitors in locating and appreciating the cultural organizations and events downtown. With its growing inventory of cultural organizations, the Map offers a unique guide to locating and identifying art, and architecture in Lower Manhattan.

As a not-for-profit corporation, cultureNOW,Inc., grew out of the Cultural and Historic Resources Committee of NYNV, to advance the mission of the printed map and developing the data inventory associated with it.

Scope of Services

cultureNOW is soliciting the services of a printer for the 5th edition of the downtownNOW map. The present map is a 4-color folded map printed on glossy paper with bleeding edges on both the front and the back. It is approximately 22-1/2" x 27" which folds 6 times vertically and three times horizontally in order to fit into a number 10 envelope. Standards for printing the 5th edition will be identical to the 4th edition of the map.

The document is in Illustrator CS for the Mac.

The 4th edition of the Map will be available for all interested printers either by USPS or they may be picked up at cultureNOW by contacting David Andersson at david@culturenow.org

Quantity:

100,000 folded maps will be printed.

An additional 100 unfolded maps will be printed

Additional maps may be ordered in lots of 100,000 so the price break should be for lots of 100,000. Pricing will remain for 1 year.

Schedule:

The schedule is as follows:

July 18, 2006 - RFP posted / 4th edition of the map available upon request

July 31, 2006 - interested bidders to submit statement of intent via email to:

David Andersson, david@culturenow.org

August 4, 2006 – Deadline for questions submitted

August 7, 2006 – Responses sent to all bidders.

August 10, 2005 – Bids due to Abby Suckle, abby@culturenow.org

August 15, 2006 - Contract awarded– map is ready to print

October 1, 2006 – Printing complete, delivery to first distribution-see below

Distribution:

The printer will provide initial distribution to 10 distribution points in Manhattan for approximately 50,000 maps and a unit price for additional distribution. The printer will provide storage/distribution for the remainder of the maps for six months if required.

Proposal Requirements:

Firms interested in submitting proposals are to submit:

- Pertinent background information about the firm,
- Key personnel to be involved in the project,
- 3 samples of comparable printed material including;
 - Client's name
 - name of contact person and telephone number
 - description of the nature of the work,
 - complexity of the project
 - project schedule
 - fee proposal

The title sheet of the proposal to include:

1. Firm name or individual name
2. Firm's contact person and contact information
3. All contact information including email, address, telephone and fax
4. The year the practice was established
5. MBE/WBE status of the firm
6. Signature of the lead individual and the date of the signature

The submissions will be made to:

Abby Suckle, President

CultureNOW, Inc

511 W 25th Street

Suite 302

New York, NY 10001 by 5pm on August 10th 2006.

Criteria for Selection:

In evaluating proposals submitted pursuant to this request, cultureNOW places high value on the following not necessarily in order of importance:

1. Quality of printed samples
2. Fee
3. Approach
4. Satisfaction of previous clients