

CITY OF OBERLIN, OHIO

ORDINANCE No. 16-39 AC CMS

AN ORDINANCE ACCEPTING THE PROPOSAL OF STUDIO GRAPHIQUE, INC. OF CLEVELAND, OHIO, AND AUTHORIZING AND DIRECTING THE INTERIM CITY MANAGER TO ENTER INTO AN AGREEMENT IN AN AMOUNT NOT TO EXCEED \$52,500.00 TO PROVIDE FOR THE DEVELOPMENT OF A BRANDING AND CULTURAL WAYFINDING SIGNAGE PLAN FOR THE CITY OF OBERLIN AND DECLARING AN EMERGENCY

WHEREAS, the City of Oberlin, Ohio has become a local and regional destination for arts and cultural activities; and

WHEREAS, the City of Oberlin, Ohio is interested in creating a “brand” related to the arts and cultural facilities and activities in the City to be used for signage and in marketing the City and what it has to offer to residents and visitors; and

WHEREAS, the City of Oberlin, Ohio is also interested in developing a plan for cultural wayfinding signage to better direct visitors and residents to City arts and cultural facilities and activities; and

WHEREAS, the National Endowment for the Arts has granted funding to the City of Oberlin for the development of a branding and cultural wayfinding signage project through its Our Town Grant Program which is for creative placemaking projects which involve arts engagement, cultural planning and design activities; and

WHEREAS, a Request for Proposals was issued by the City to solicit for a qualified design firm to complete the branding and cultural wayfinding signage plan; and

WHEREAS, five (5) consulting firms submitted proposals which were reviewed by a committee of City staff and representatives from the many cultural organizations who were involved in the National Endowment for the Arts Our Town Grant application including the Firelands Association for the Visual Arts, the City’s primary cultural institution partner; and

WHEREAS, the committee selected Studio Graphique, Inc. as being the best consulting firm to develop the branding and cultural wayfinding signage plan for the City of Oberlin based on a review of their proposal, samples of their design work, references by other municipalities , and responses provided in an interview with key members of Studio Graphique’s design team; and

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Oberlin, County of Lorain, State of Ohio, five-sevenths (5/7ths) of all members elected thereto concurring:

SECTION 1. That the proposal of Studio Graphique, Inc. of Cleveland, Ohio for the development of a branding and cultural wayfinding signage plan for the City of Oberlin, being the best proposal received, is hereby accepted and the City Manager is hereby authorized and directed to enter into a contract accordingly, said proposal being in the amount of \$49,500 with potential reimbursable expenses up to an additional \$3,000.00.

SECTION 2. It is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health and safety of the citizens of the City of Oberlin, Ohio or to provide for the usual daily operation of a municipal department, to wit: to accept a proposal for the development of a branding and cultural wayfinding signage plan and to ensure that the plan is completed by the National Endowment of the Arts grant deadline of September 30, 2017.

PASSED: 1st Reading: November 7, 2016 (E)

2nd Reading: _____

3rd Reading: _____

ATTEST:



BELINDA B. ANDERSON, MMC
CLERK OF COUNCIL



RONNIE RIMBERT
PRESIDENT OF COUNCIL

POSTED: 11/08/2016

EFFECTIVE DATE: 11/07/2016

date 19 September 2016

client name City of Oberlin



STUDIO GRAPHIQUE ■ *design with direction*

Address

City of Oberlin
69 S. Main Street
Room 204
Oberlin, OH, 45074

Contact

Carrie Handy
Planning & Development Director
chandy@cityofoberlin.com

TERMS OF ENGAGEMENT

Thank you for the opportunity to work with your company. Our professional insurance carrier requires that we have an Engagement Letter for each and every client at Studio Graphique. This letter spells out the basic services and responsibilities of our engagement. If you have any questions, please do not hesitate to call.

For each Project, Studio Graphique shall provide City of Oberlin ("Client") with a proposal (the "Project Proposal") setting forth the scope and estimated cost of the Project.

1.0 BASIC TERMS & CONDITIONS

1.1 INVESTMENT. The total Investment for each element or phase of the Project will be comprised of Professional Fees and Reimbursable Expenses. An itemization of the estimated costs associated with a Project shall be included on each Project Proposal. All Project Proposals are reviewable by Studio Graphique and subject to change if not accepted within 60 days. Studio Graphique will notify Client of any requests that are out of Scope and seek Client's approval for any increase in fees or expenses as a result of that out of Scope request.

1.2 REIMBURSABLE EXPENSES. The Client is responsible for all expenses arising from the Project as outlined in the Proposal. The Client's responsibility to reimburse Studio Graphique for Project-related expenses applies regardless of whether the Project is completed or cancelled. Expenses made by Studio Graphique on the behalf of the Client are billed with an additional 20% of their cost as a handling fee.

1.3 PAYMENT TERMS AND ARRANGEMENTS. Studio Graphique will begin work on the Project upon approval of the Proposal and receipt of a signed copy of this Engagement Letter. Invoices will be issued regularly, typically monthly, in accordance with the pattern established and outlined in an invoicing letter that accompanies the issuance of the Project Schedule. Invoices shall be paid within 30 days of receipt. A finance charge of 2% per month shall be applied to invoice balances overdue by 60 days. Client accepts responsibility for the payment of any legal fees, including reasonable attorney's fees, incurred in the collection of overdue invoice balances. Studio Graphique reserves the right to cease work(s)-in-progress and/or delivery of completed work if invoice payments are significantly overdue.

1.4 RELATIONSHIP OF THE PARTIES. The relationship between Studio Graphique and Client shall only be considered that of independent contractors. Nothing contained in this Engagement Letter shall create an agency, partnership, joint venture, or employment relationship between Studio Graphique and Client. Further, Studio Graphique and Client hereby specifically agree that nothing contained herein shall create a "work made for hire" relationship between Studio Graphique and the Client.



2.0 WORK PRODUCT

2.1 **INTELLECTUAL PROPERTY.** Studio Graphique retains exclusive ownership and intellectual property rights in all Instruments of Service it creates. Client is hereby granted a non-exclusive license to publish, reproduce, and otherwise use the Instruments of Service, in electronic or other tangible form, in connection with Client business. "Instruments of Service," as used herein, means all works of authorship, designs, discoveries, programs, routines, procedures, processes, formulas, know-how, techniques, developments, drawings, notes, documents, objects or elements within a design, letter styles, images, materials made, conceived or developed, improvements, modifications and derivative works, whether or not subject to copyright protection, in any media, including digital files, whether preliminary or final, which are made, conceived, expressed, written or authored by Studio Graphique, solely or jointly with others, in connection with any services performed for, or at the request of Client, at any time during the course of Studio Graphique's engagement with Client.

2.2 **PORTFOLIO USE.** Studio Graphique hereby retains the right to use the Instruments of Service for the purposes of design competitions, future publications on design, educational purposes and the marketing of Studio Graphique's business, services and portfolio; but no other use without the Client's express written consent.

2.3 **BRAND IDENTITY OWNERSHIP.** In the case of an approved Brand Identity as the Instruments of Service, which may include a deliverable of a logo, logo type, icon, or badge developed as a unique visual expression of the Client's place, service, product or business, Studio Graphique shall transfer exclusive ownership and intellectual property rights upon full payment.

2.4 **REPRODUCTION RIGHTS.** Client also acknowledges and agrees that Studio Graphique retains all reproduction rights to the Instruments of Service and waives the right to challenge the validity of Studio Graphique's ownership and reproduction rights to the Instruments of Service. Client further acknowledges that the Instruments of Service may not be used or produced in any form by Client or any third party engaged by Client, other than those uses expressly identified and included in the Project description set forth above or within the Project Proposal, without the prior written consent of Studio Graphique.

2.5 **INSTRUMENTS OF SERVICE CREDIT.** Studio Graphique reserves the right to require Client to include a credit line with any editorial use of the Work Product. Studio Graphique further reserves the right, in its sole discretion, to prohibit Client from attributing any credit to Studio Graphique, in any form, in any editorial use of the Work Product. When required by Studio Graphique, the credit line shall be in the following form: © Studio Graphique, Inc. 20___. Client further agrees to employ best efforts to protect Work Product produced under this Engagement Letter from unauthorized duplication, reproduction and/or alteration.

2.6 **THIRD PARTY SOFTWARE AND IMAGE LICENSES.** Third party software and image licenses are generally non-transferable. If Client wishes to create any derivative works or reprint any Work Product for any use other than the Project described and delivered by Studio Graphique, without using Studio Graphique, they may do so, however, Client is responsible for purchasing the license to any fonts, photos, illustrations, other images or software that may be used, as required by the product developer.

3.0 SIGNAGE DESIGN & WAYFINDING SERVICES

3.1 **DESIGNER'S RESPONSIBILITY.** Studio Graphique shall design and recommend items required for a signage and wayfinding Project which may include specifications for materials and construction details. However, it is understood by the Client that the Designer is not a licensed engineer or architect, and that responsibility for the interpretation of design drawings and design and engineering of all work performed under this contract to yield an effective and safe product is the responsibility of the Client's architect, engineer and/or Sign Contractor.

3.2 **CODE COMPLIANCE.** Studio Graphique may provide Client with signage and wayfinding solutions that require compliance with the Americans with Disabilities Act (ADA), Manual for Uniform Traffic Control Devices (MUTCD), Building Codes including Fire Safety, and local Zoning Codes. The Client understands that the requirements of these

rules, codes, ordinances, and regulations, etc. may be subject to various and contradictory interpretations. Studio Graphique will therefore employ its reasonable and professional efforts and judgement to interpret applicable requirements of federal, state and local rules, codes, ordinances and regulations as they apply to the project. Studio Graphique, however, cannot and does not warrant or guarantee that the Project will comply with all interpretations of the requirements of these rules, codes, ordinances, and regulations, etc. as they apply to the project.



3.3 DESIGN INTENT. Studio Graphique may provide Client with Design Intent Drawings. The graphic design requirements shown by the details on the sign type drawing documents are for design intent only and intended to establish basic dimensions of units or modules, profiles and sight lines of members, and appearance. They are not intended for fabrication reference, and therefore, may not be provided to a Sign Contractor without Studio Graphique's express written consent and/or involvement in the fabrication phase of the Project.

3.4 SIGN CONTRACTOR'S RESPONSIBILITIES. The Sign Contractor shall supplement the general design shown with detailed shop drawings for the Owner's/Construction Manager/Designers approval. The shop drawings shall include major aspects of the system proposed, such as sections, shapes and connections of components and joints, how temperature movement is handled, venting, and anchorage to structure or ground. Studio Graphique's review of shop drawings provided by the Sign Contractor is only for conformance with the design concept of the Project and compliance with the information given in the Design Intent Documents. Review of a specific item shall not include review of an assembly of which the item is a component. The Contractor is responsible for: dimensions to be confirmed and correlated at the job-site; information that pertains solely to the fabrication processes or the means, methods, techniques, sequences and procedures of construction; coordination of the Work with that of all other trades and performing the Work in a safe and satisfactory manner. Corrections or comments made on the shop drawings during this review do not relieve the contractor from compliance with the requirements of the plans and specifications.

3.5 COSTS OF FABRICATION. Unless the Project Proposal describes the services as "Design-Build", the client shall contract and pay directly for implementation services such as fabrication or installation. The designer shall not be held responsible for the quality or timeliness of the fabricator's work, whether or not the designer assists the client in the evaluating, selecting or monitoring of the fabricator or installer.

4.0 TERMINATION OR SUSPENSION

4.1 TERMINATION. Either party can terminate this Engagement Letter or a Project by providing to the other party fifteen (15) days notice in writing. If Client should decide to terminate then it would owe Studio Graphique a pro-rated amount of the fee due for the Project phase in which work is authorized, at the end of the fifteen (15) days notice plus all actual expenses incurred at that same date. If Studio Graphique should decide to terminate it would provide Client with a report and design plans developed up to the point of termination, for the Project phase in which work is authorized, and Studio Graphique would be paid a pro-rated fee at the date of its termination letter plus all actual expenses incurred as of the date of such letter.

4.2 SUSPENSION. If any Project is suspended in whole or in part or delayed for 12 weeks or more by Client, Studio Graphique reserves the right to renegotiate the fee to reflect any changes in hourly rates, expenses or Project Scope. In the case of Project suspension, Studio Graphique shall be paid for all services performed and reimbursables extended to that date.

5.0 LIMITATIONS OF LIABILITY

5.1 LIMITATIONS OF LIABILITY. Studio Graphique hereby disclaims any and all implied warranties of merchantability and/or warranties of fitness for a particular purpose. In no event shall Studio Graphique be liable to any person or entity for any consequential and/or incidental damages.

5.2 WAIVER OF CONSEQUENTIAL DAMAGES. Notwithstanding any other provision of this agreement, and to the fullest extent permitted by law, neither the Client nor Studio Graphique shall be liable to the other for any incidental, indirect or consequential damages arising out of or connected in any way to the Project or this Engagement Letter.

This mutual waiver of consequential damages shall include, but not be limited to, loss of use, loss of profit, loss of business or income or any other consequential damages that either party may have incurred from any cause of action whatsoever.

6.0 CLAIMS OR DISPUTES

6.1 DISPUTE RESOLUTION. In an effort to resolve any conflicts that arise during the process of the Project or following the completion of the Project, the Client and Studio Graphique agree that all disputes between them and arising out of or relating to this Engagement or the Project shall be submitted to mediation unless the parties agree otherwise.



SUMMARY

If you have any questions regarding any of these above terms and conditions, or if you ever have questions or complaints to make about our statements or services, please call me so we may resolve these matters. It is our desire to provide you with prompt and efficient services in this or any other matter for which you may engage us.

Again, we thank you for your consideration of our firm and we look forward to working with you toward a satisfactory completion of the Project. You may indicate acceptance of the foregoing by signing a copy of this Engagement Letter and returning it to Studio Graphique, Inc.

Respectfully submitted,

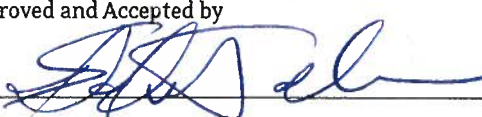
Studio Graphique, Inc.


Cathy Fromet, Principal

29 September 2016

Date

Approved and Accepted by

 Interim
City Mgr. 11/15/16
Signature and Title of Authorizing Party Date

Formal Company Name

Business Type

Tax ID

APPROVED AS TO FORM

Date: 11/15/16



Jon D. Clark, Oberlin City Law Director



Carrie Handy
City of Oberlin
69 S. Main Street
Room 204
Oberlin
Ohio 45074
USA

Studio Graphique, Inc.
13110 Shaker Square, Suite 101
Cleveland, OH 44120

Quoted By: Cathy Fromet

Quote

QUOTE DATE	QUOTE TOTAL	VALID TO
09/19/2016	49,500.00	11/18/2016

Cultural Wayfinding Signage Plan

INTRODUCTION

I appreciate the confidence that you have expressed in Studio Graphique, Inc. (SG) ("Consultant") by asking us to assist City of Oberlin ("Client"), Cultural Wayfinding and Signage Plan ("Assignment" or "Project"). The purpose of this Proposal is to set forth the terms of our engagement, to identify the services you may expect to receive, and to establish the manner by which Studio Graphique will be compensated for services rendered.

PROJECT PARAMETERS

Studio Graphique will provide strategic consulting services to develop an understanding of the City of Oberlin's brand promise and translate that into a Cultural Wayfinding Program that will present the Oberlin experience within the fabric of the city and their downtown.

1. Client-side Project Management: We ask that 1-2 individuals are designated as our day-to-day project management and point of contact for the project to keep communications streamlined.
2. We will ask you to form a Steering Committee comprised of 8-12 people representing a variety of stakeholder groups who will be responsible for advising the process, making decisions and advocating for the determined solution. The Steering Committee may include key city officials, residents, business owners, and local institution representatives, developers, block groups and other organizational leaders.
3. At the conclusion of this project, the City of Oberlin will have a completely designed sign program with appropriate documentation for bidding. Additional Services related to Bid Management, Fabrication Management and Installation Review will be outlined in the Implementation Strategy Plan (the final deliverable).
4. The project outlined below can be completed within 14-16 weeks.

PROJECT APPROACH

PHASE 1 : dig down

During the Dig Down phase, we get to know the City of Oberlin so we can learn how best to understand your brand and develop a wayfinding strategy to achieve your objectives and goals. Our consulting team will conduct a variety of research and outreach efforts to gain a firm understanding of the environment as it exists today as well as priorities and goals for the future.

1.1 Discovery

Initial Meeting with the Client team: This meeting is to establish priorities, define the work plan and Phase I timeline, set benchmarks, define the working relationships, and identify the appropriate public outreach process. We will determine an approach to gathering both qualitative and quantitative data and learn about challenges we will address in our Phase I work.

- This initial meeting is conducted via on-line meeting software - Go To Meeting.
- Existing Plans, Studies, Research, Data, Brands: Existing information about the City will be reviewed, including any existing and/or recent plans, studies, research and data that is on hand and available. Client to provide the information outlined above prior to the Discovery Sessions.

2-Day Discovery Visit \ DAY 1

- **Experience Audit***: The consulting team will conduct a detailed site visit of the study areas with the client to understand the overall composition and character of the City, as well as challenges and future plans. We will review any existing sign programs currently in place to help in determining a consolidation and/or removal plan. We will also take this opportunity to understand your unique Brand traits and how those traits will translate into the visual strategy for introducing and navigating visitors through your city.
- **Discovery Workshop with Steering Committee***: The consulting team will conduct a Discovery Workshop with the Steering Committee. This is considered an initial outreach and public engagement effort to understand in greater detail what they see as the biggest challenges and greatest opportunities. We will conduct a series of exercises that will help us understand the unique branding and wayfinding challenges and opportunities within your city.
- **Community Meeting***: In this step, we engage with your residents, businesses and other stakeholders to understand their priorities and understand how the brand strategy can serve their needs. The engagement process addresses current perceptions and aspirational goals, both important in developing an authentic brand that helps you achieve your vision.

2-Day Discovery Visit \ DAY 2

- **Arts Organizations Meeting***: Meeting with representatives from arts organizations in the community to gather ideas and themes that represent the cultural personality of Oberlin.
- **Intensive Wayfinding Planning session***: Our project team will spend a half-day (on-site) analyzing the results of the audit, discovery session and workshop results to begin developing the wayfinding strategy for your city.
- **Preliminary Wayfinding Strategy Working Meeting w/Steering Committee***: Before we head out, we will share with you the initial results from our two-day visit as well as the foundation for your city wayfinding strategy. This working session allows us to make sure we all are on the same page before we head back to build your Sign Program Framework.

* These meetings will be conducted within our initial 2-day visit to your city.

1.2 Project Framework

With the Preliminary Wayfinding Strategy approved, we begin to build your Project Framework. This document is a communication tool that acts as the foundation for the sign program throughout all project phases by documenting the project mission, objectives and measurable goals. It formalizes the Wayfinding Strategy discussed during our visit and sets the parameters for the design and implementation (fabrication and installation) of your sign program.

Sign Program Framework includes the following documentation:

- Project Objectives/Measurable Goals/Wayfinding Philosophy — including a Brand Positioning Statement for the City of Oberlin
- Current travel path, arrival and decision point study
- Preliminary sign type hierarchy that outlines and defines the recommended sign types for the wayfinding system
- Preliminary sign location plan
- Terminology and message criteria for sign program
- Character Study/Mood Board Study
- Preliminary sign program budget: Based on determined sign types, quantities and similar project fabrication and installation costs.
- Implementation Strategy Plan: To help prioritize the sign elements that should be initially implemented for immediate improvement for your wayfinding experience.

Sign Program Framework Presentation: We will present the Framework in an online presentation to the Client Team and then an on-site meeting to the Steering Committee

PHASE 2: build up

This phase addresses the function and visual representation of your sign program — including (look and feel) of your Brand Image and how it translates to your Sign Program. If you are familiar with a traditional design process, this Phase includes Conceptual Design, Schematic Design (30%), Design Development (60%), Design Intent (90%) and Bid Documentation (100%).

2.1 Brand Look & Feel Utilizing the Brand Positioning and Character/Mood Board study developed in Phase 1, Studio Graphique will present thematic ideas for the Brand Look and Feel for Oberlin and introduce how this can translate into a signage and wayfinding program for the City. These themes will be introduced with conceptual design of the sign program as outlined below.

2.2 Sign Program Design

Conceptual Design: This initial design step will address functional and aesthetic goals for a beautiful and maintainable wayfinding sign program. We will select three (3) sign types from the Framework to present three (3) conceptual design themes for the proposed wayfinding program. Conceptual themes will be delivered via hand-sketches, mood/imagery boards and other visual examples. Working with a fabrication partner, we will present updated implementation budgets for each concept.

- One round of revisions or refinements are included.
- The Brand Look and Feel/Conceptual Design Presentation is conducted via on-line meeting software - Go To Meeting.

Message Programming and updates to the Sign Location Plan: Based on feedback from the Sign Program Framework, we will establish coordinated sign messaging with the sign location plan.

- Three rounds of revisions are included.
- Includes an on-site visit to verify locations and recommended messaging.

Schematic Design (30% Package): With an approved sign design concept and message schedule as our guide, we will develop the recommended sign system family as outlined in the Sign Program Framework. We will begin deeper exploration and presentation of the sign program's character, style, materials and fabrication methods. Sign program budget update is included.

- Revisions/refinements are not included. Comments and changes requested in the review of
- Schematic Design will be documented in Design Development.
- The Schematic Design Presentation is conducted via on-line meeting software - Go To Meeting.

Design Development (60% Package): This step in the design process includes further documentation of material and construction methods. Scaled drawings with dimensions and detailed illustrations are included. Material and fabrication specifications for each sign type will be included on each drawing. Revisions/refinements are not included. Comments and changes requested in the review of Design Development will be documented in Design Intent.

- The Design Development Presentation is an on-site meeting.
- Government Reviews: Presentations of the new sign program to appropriate Government Review Boards. Includes two (2) meetings.

2.3 Design Intent and Bid Documentation

Design Intent Drawings (90% Package): Comments and changes based on the review of the Design Development package will be incorporated. Views and details that demonstrate the design intent of each sign type along with sign face and message layout instructions are presented. The location plans and a coordinated message schedule will undergo a final update and may include additional details such as location conditions, installation needs and requirements. Material, installation and performance specifications will be finalized making these drawings appropriate for obtaining proposals for fabrication and installation. A final budget update will be completed prior to bidding.

- No revisions/refinement are included. Final comments discussed in the review of Design Development will be recorded in the Bid Document.

Bid Document (100%): While incorporating any final comments gathered from the review of the 90% Package, this document compiles the design intent drawings, location plan and message schedule along with performance specifications, bid worksheet and bid instructions. This is considered a complete and appropriate document for obtaining sign program fabrication and installation proposals.

Implementation Strategy Plan: Updates to help prioritize the sign elements that should be initially implemented for immediate improvement for your wayfinding experience.

PROJECT ASSUMPTIONS

These are the assumptions we have made about this project that will help to keep costs down.

- Approvals: Sign-off is required for all work to move into a new Phase. Rounds of revisions are based on the type of deliverable. A round of revisions is defined as any change or update requested by the Client or the Client's representative. We ask that comments be collected and provided altogether to minimize time spent on multiple rounds of revisions. Any revisions and requests for changes made after sign-off will be considered out-of-scope and a Change Order will be submitted prior to completing work. Additional revisions will be billed hourly.
- Meetings: (10) formal meetings and/or presentations have been identified in this proposal. We have determined that (6) meetings/presentations should occur on site and (4) meetings/presentations can be handled via online presentation software. If additional meetings are requested, these will be considered out-of-scope and a Change Order will be submitted prior to completing work.
- If the estimated and/or actual time involved in this project increases dramatically from what is outlined in this proposal and/or the scope of the project changes, Studio Graphique requests an opportunity to discuss any changes with you, and if warranted, reduce the time we are spending on the project or increase the fees estimated and paid.

	AMOUNT
Professional Fees	
DIG DOWN	
Phase 1 Discovery Process & Project Goals	(TE) 14,000.00
Phase 1 Sign Program Framework	(TE) 6,000.00
BUILD UP	
Phase 2 Oberlin Brand Look & Feel	(TE) 2,500.00
Phase 2 Sign Program Design	(TE) 18,000.00
Phase 2 Design Intent and Bid Documentation	(TE) 8,000.00
Expenses	
Estimated Expenses	(TE) 1,000.00

Subtotal 49,500.00

Tax 8.00% 0.00

Total USD\$ 49,500.00

Terms:

DEPOSIT

Upon approval of this Proposal, we will send an invoice for the 25% deposit (Phase 1 only) typically requested for the start of projects. [**\$5,000**]

ESTIMATED REIMBURSABLE EXPENSES

In-house reimbursable expenses are estimated at 3-5% of the total project fee. They may include, but are not limited to, the following: travel expenses, mileage, digital outputs (color), digital output (b/w), large format output (color), presentation materials, CDs, scans, postage/couriers, and other incurred costs. You will only be billed for expenses incurred. Fees and expenses estimates do not include applicable sales or use tax.

STANDARD RATES SCHEDULE

Activities designated to be tracked hourly, as well as Client Alterations and/or services beyond the Scope of the Project will be charged on the basis of time incurred by members of Studio Graphique based upon the standard hourly rate in effect at the time the work is performed. Studio Graphique's time is billed in 15-minute increments. Studio Graphique's current rate is \$140.00/hr.

Total Contract and Expenses not to exceed \$49,500

Acceptance

Signed: 

Date: 11/18/14

APPROVED AS TO FORM

Date: 11/21/14



Jon D. Clark, Oberlin City Law Director