

April 12, 2017

To: Columbia Association Board of Directors
Milton W. Matthews, President/CEO

From: Norma Heim, Director of Communications & Marketing

Cc: Dan Burns, Director of Sport & Fitness
Patrick O'Malley, Director of Purchasing

Re: Request for Purchasing Exception for Graphic Design Services and Production at
Columbia Gym, Athletic Club and Supreme Sports Club

The Department of Communications and Marketing is requesting that the CA Board approve an exception to the "Request for Bids" section of the purchasing policy to contract with Ashton Design to create, fabricate and install new design features.

In an effort to make CA's clubs more contemporary and engaging, staff identified Ashton Design as the best agency to take us from concept through production of graphic elements. Their approach is thorough; from learning about our organization and our brand through staff interviews and site visits to doing research of ways to apply the messaging using materials that would be conducive to CA facility spaces. At the outset, we had an idea of what we wanted and what the final products may resemble; however, it was a very high-level view of the project scope.

As we drilled down to what materials would be used, where exactly they would be applied at Columbia Gym, and what it would take to fabricate and apply the various media needed, the scope of the project grew. It became clear that both capital and operating funds would be required to complete the project. This was only apparent towards the end, when materials, structural elements and even construction equipment needed to apply the media elements were detailed.

CA staff desires to contract with Ashton Design for all clubs to ensure the CA brand is evident throughout.

The current total project cost for Columbia Gym is approximately \$57,000 for design, fabrication and installation. The cost for applying a similar approach to the other two clubs is approximately another \$150,000. The elements are designed to be interchangeable between clubs, extending the life and engagement factor several times over. The total requested exception amount is \$207,000.