

LaDonna Hinesley
Leisure Tourism Marketing Director
City of Foley, Alabama

RE: Community Gateway Signs

April 1, 2015

Dear LaDonna,

The following is a summary of proposed services and related fees for the design of new gateways. This body of work will in coordination with your civil engineering and landscaping tasks.

Project Scope

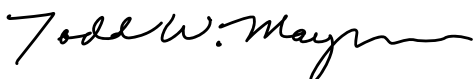
- Teleconference with key stakeholders (project kick-off and coordination with other consultants/departments)
- Collect all available information such as photo images, any civil drawings (if available) and your native logo files with an indication of Pantone colors.
- Coordinate with City of Foley engineering department to work with ALDOT to make sure we are in compliance for signs within their jurisdiction
- Establish a fabrication budget
- 2 or 3 rough concept sketches to establish a design direction
- Design development - refine the approved concept and create a photoshop mock-up so you can visualize what a gateway sign may look like in the environment.
- Make any minor refinements
- Create scaled drawings to be used for bidding and/or submittal to a sign contractor.
- Be available to communicate with the sign contractor to answer questions or address their recommendations for alterations if needed.

Proposed Fees:

\$5,000.00

If you have any questions or would like to discuss this further, feel free to call me anytime.

Sincerely,

A handwritten signature in black ink that reads "Todd W. Mayfield".

Todd Mayfield
Principal & Group Creative Director
Axia Creative