



Lisa Reckon  
Curator of Exhibit & Education  
301 S. Euclid St.  
La Habra, CA 90631  
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Email: [lreckon@lahabracity.com](mailto:lreckon@lahabracity.com)

April 19, 2021

Subject: Centennial Farm Exhibit Request for Proposal

Dear Ms. Reckon,

On behalf of Contrast Media Agency, please accept this communication as our Letter of Intent to submit a qualified and bona fide bid to produce Phase 1 of the Centennial Farm Exhibit.

JKS Partners LLC dba Contrast Media Agency is a California Limited Liability Company in good standing with the Secretary of State and the City of La Habra.

Sincerely,

*Kathie Salas*

Co-Founder, Contrast Media Agency  
615 S. Palm St., Unit C  
La Habra CA, 90631  
Phone: 714 269-4266  
Email: [Kathie@ContrastMediaAgency.com](mailto:Kathie@ContrastMediaAgency.com)

cc: David DeLeon, City of La Habra  
John Salas, Contrast Media Agency  
Maria Tinajero-Dowdle, The Children's Museum at La Habra

## Design, Production and Installation of The Centennial Farm



Response to:  
The Children's Museum at La Habra  
Request for Proposal  
Dated: 3/17/2021

Submitted April 19, 2021 by:  
Contrast Media Agency  
615 S. Palm Street, Unit C  
La Habra CA, 90631  
[www.ContrastMediaAgency.com](http://www.ContrastMediaAgency.com)

Main Point of Contact:  
Kathie Salas, Co-Founder  
[Kathie@ContrastMediaAgency.com](mailto:Kathie@ContrastMediaAgency.com)  
Direct/Cell: (714) 269-4266

## 1.0 Demonstration of Qualifications

Contrast Media Agency designs and fabricates of trade show displays, museum exhibits, retail environments and digital media. Our fabrication skills include, but are not limited to:

- Finished carpentry with an intimate knowledge of the aesthetics and properties of woods, finishes, design, proportion and detail.
- Our equipment is modern and commercial grade, including a 4' x 8' Flatbed CNC router which allows us to precision cut plastics, woods, metals and acrylics.
- Our supply chain is local with the majority of our Tier 1 suppliers no more than 10 miles from our La Habra location. Our facility is located 5 minutes from The Children's Museum at La Habra, which is optimal for post installation support, repairs and maintenance.

At Contrast Media Agency, we pride ourselves on four main areas:

Creativity, Innovation, Customer Care and Quality of Craftsmanship

Work examples include:



- Client: Skout's Honor Pet Supply
- Project: 400 sq. ft. custom Island exhibit
- Budget: \$67,000
- Production time: Four weeks
- Features: Custom metal structure with powder coating finish, wood cabinetry with white faux brick finish, custom upholstery, lighting design and installation, large format fabric graphics with back lighting and floral design in the form of a living wall.
- Logistics: Transportation, installation and dismantle at show site in Orlando
- Outcome: The project was delivered on time and on budget which included client change requests



**The J. Paul Getty Museum**

- Client: J. Paul Getty Museum
- Project: Custom Case Work for The Getty Museum
- Budget: \$73,000
- Production time: 90 days
- Features: Custom millwork using solid maple lumber and plywood. The casework also included the fabrication of museum quality vitrines and finishing.
- Logistics: Custom pallets and special handling/transportation
- Outcome: Project delivered on time and on budget



- Client: Solstice Medicine Company of Los Angeles
- Project: Custom 300 sq. ft. linear exhibit with a header spanning 29 feet
- Budget: \$52,000
- Production time: 60-days
- Features: Custom millwork using solid birch lumber and plywood. The components included custom cabinetry with gold-leaf edging and Chinese calligraphy, black lacquer accents and hand-stained finishing.
- Logistics: Transportation, installation and dismantle at show site in Anaheim
- Outcome: Project delivered on time and on budget

## 2.0 Photographic Samples of Work

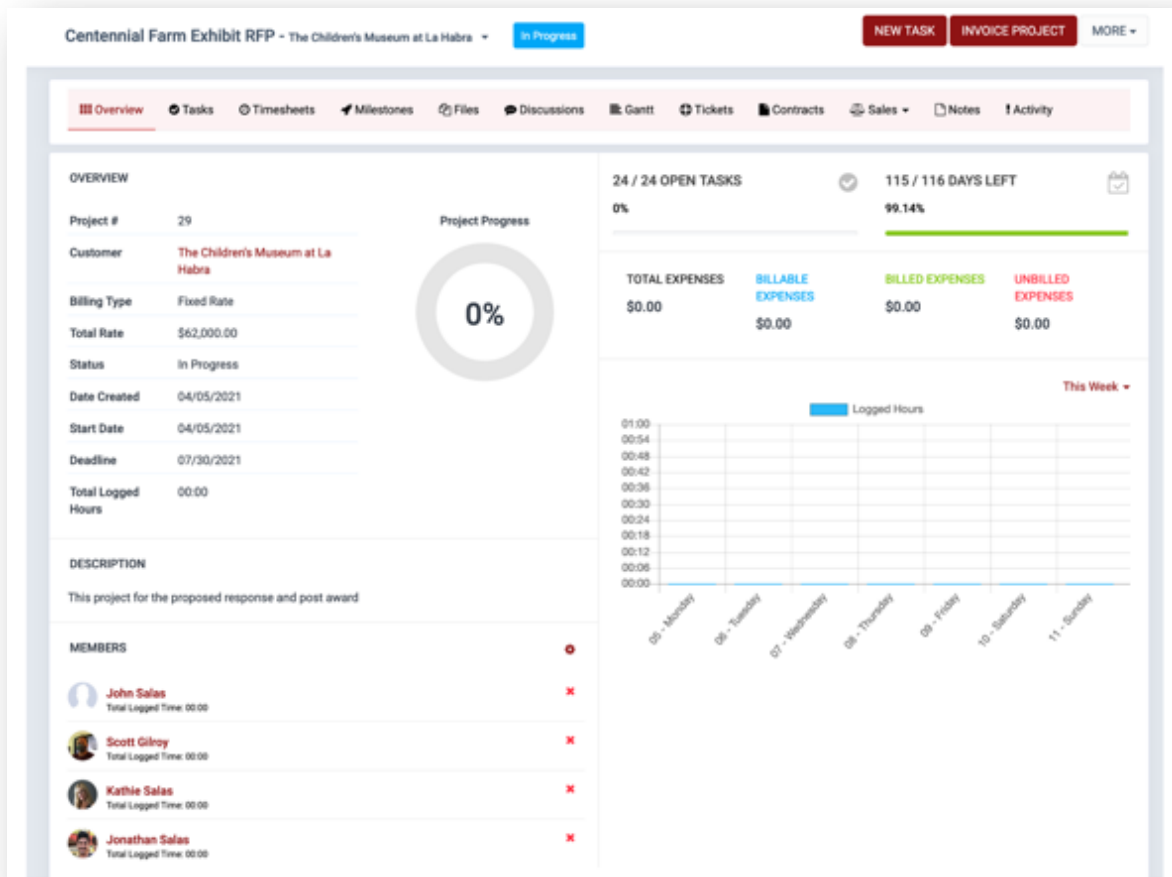


### 3.0 Project Management Approach

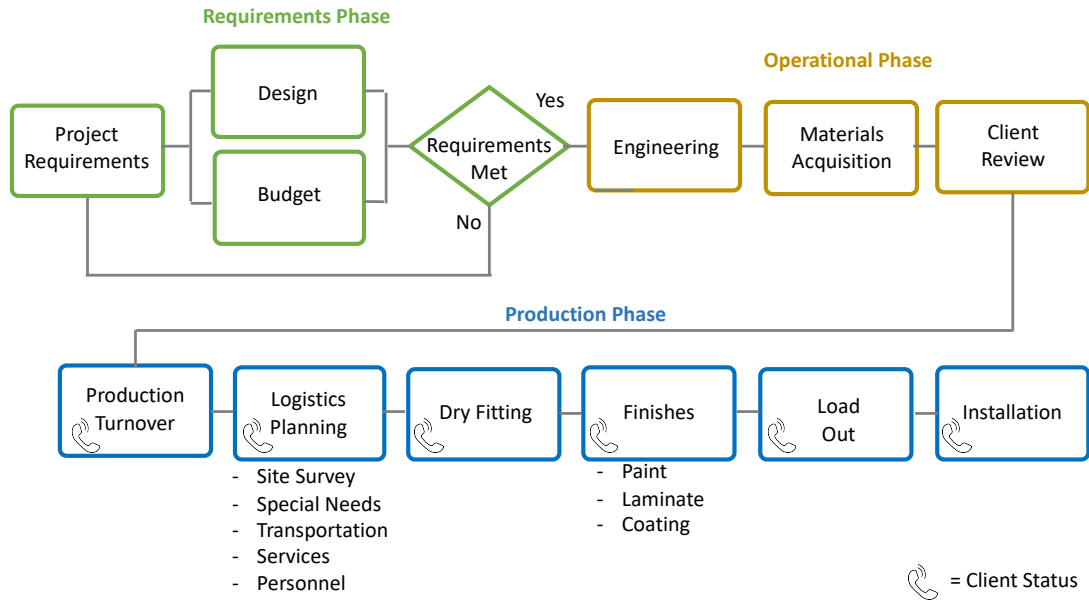
At Contrast Media Agency (CMA), our project management approach has three basic tenets: Communication, Knowledge Management and Process Regimen.

3.1 Communications: Constant communication with all project stakeholders, to include the client, the production team and the supply chain is critical to ensure an on-time, on-budget outcome. At CMA, we are often entrusted with the personal cell phone numbers of our stakeholders. We also share project information with the entire team to ensure continuity and benefit from shared knowledge and experience.

3.2 Knowledge Management (KM): A key success factor to good project management is to enable all stakeholders (clients included) to independently synchronize themselves with the project's current status. CMA utilizes a proprietary project management tool called HubbaHub to track and document all aspects of the project including hours, costs, tasks, discussions, schedules, percentage of completion, change orders and more. HubbaHub allows for The Children's Museum Staff to log in and see the same dashboard used by the production team. See the Centennial Farm Exhibit project dashboard below:



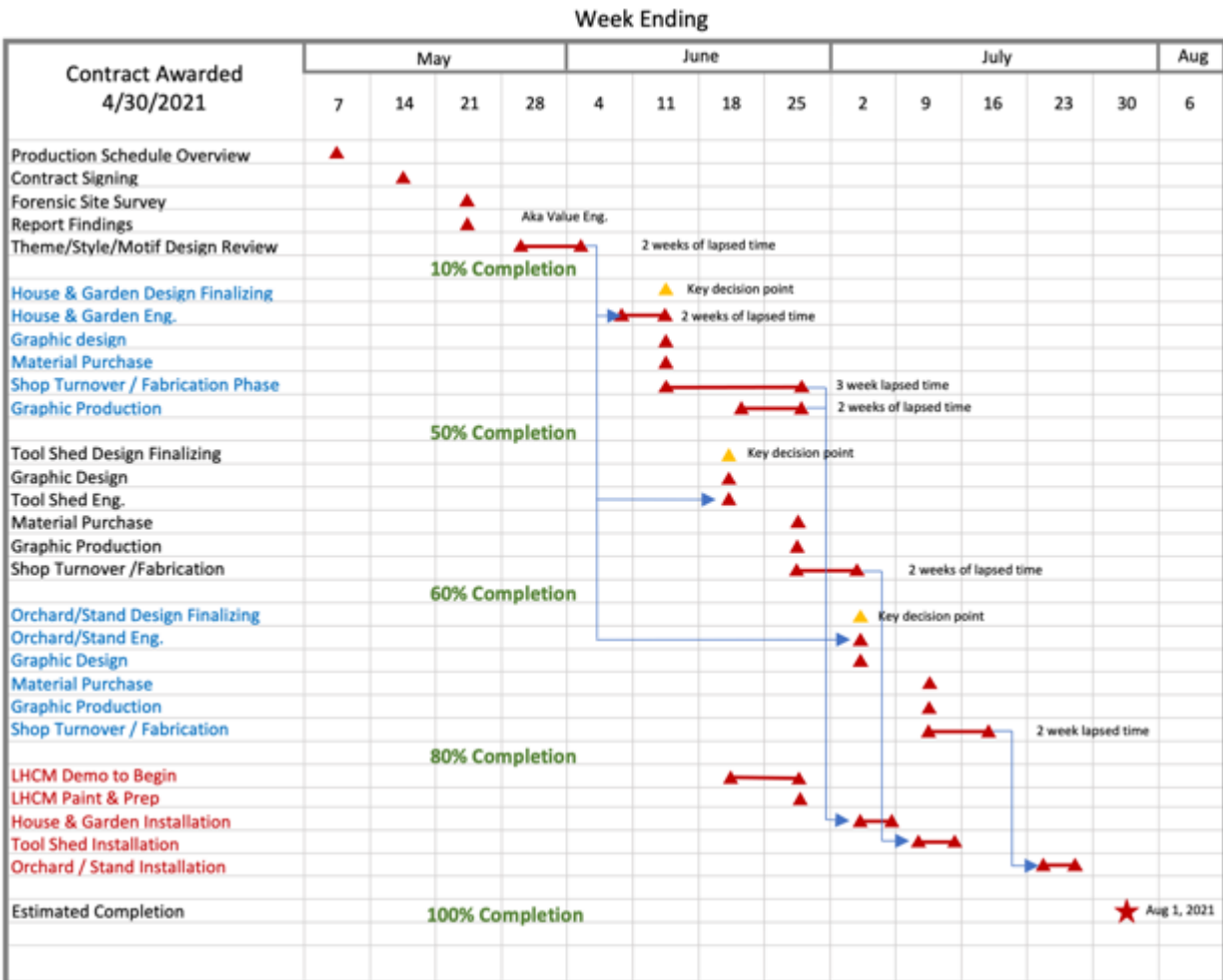
3.3 Operations: The CMA operations plan is grounded in accessing acquired knowledge and team experience. We partner with our clients so they can access the project details and provide feedback that contributes to delivering a successful project.



*The CMA Project Management Process*

## 4.0 Production Schedule

The below schedule is presented in Gantt form whereby key activities are tethered to preceding activities and cannot begin unless or until said activities are completed in order. This is a key part of the CMA project management process. This same chart can be viewed in HubbaHub. Schedule markers displayed in gold are key decision points that must involve The Children’s Museum staff.



## 5.0 The Production Team

**Kathie Salas**, Project Management. Kathie’s professional career spans more than 25 years in domestic and international project management and meeting planning. She possesses intimate trade knowledge of the end-to-end production of displays and exhibits with the marquis of “Voice of the Customer.” Kathie is the Co-Founder of Contrast Media Agency.

**Scott Gillroy**, Architectural and Graphic Design. Scott has a command knowledge of print and digital media, décor, architectural genre and corporate branding and whose early career achievements began at Nickelodeon. He is also knowledgeable in structural engineering and ADA code requirements.

**Jack Hale**, Architectural and Themed Design. Jack is an award-winning trade show exhibit designer whose experience includes interior design, graphic design, branding and audio/visual coordination.

**Julian Rodriguez**, Master Carpenter. Julian is a career professional in the field of design and fabrication of fine furniture, cabinetry, structural and themed environments. He is also a finishing specialist knowledgeable in laminates, veneers, lacquers, varnishes and paints.

**Francisco Martinez**, Shop Foreman & Master Carpenter. Francisco is a career professional in the fabrication of displays and exhibits for trade shows, museums, retail environments and themed environments.

**Jonathan Salas**, CNC Operator and Display Lighting. Jonathan is experienced in creating highly detailed cut files for CNC carving, signage, and lettering. He also knowledgeable in specifying lighting requirements from conceptual designs to themed displays.

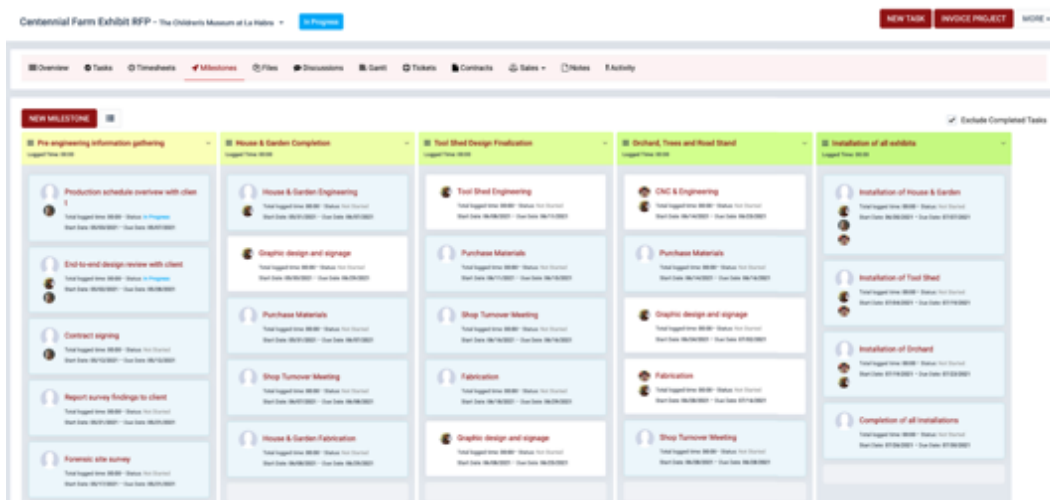
**John Salas**, Manufacturing & Operations. John possesses the tacit knowledge of all aspects of business, branding, manufacturing, estimating and logistics. He runs the day-to-day production operations and is Co-Founder of Contrast Media Agency.

### 5.1 Sub-Contractors

With regards to the scope of work outlined in the RFP and with the exception of raw material suppliers, CMA does not see any need to call upon sub-contractors at this time.

## 6.0 Fabrication Approach

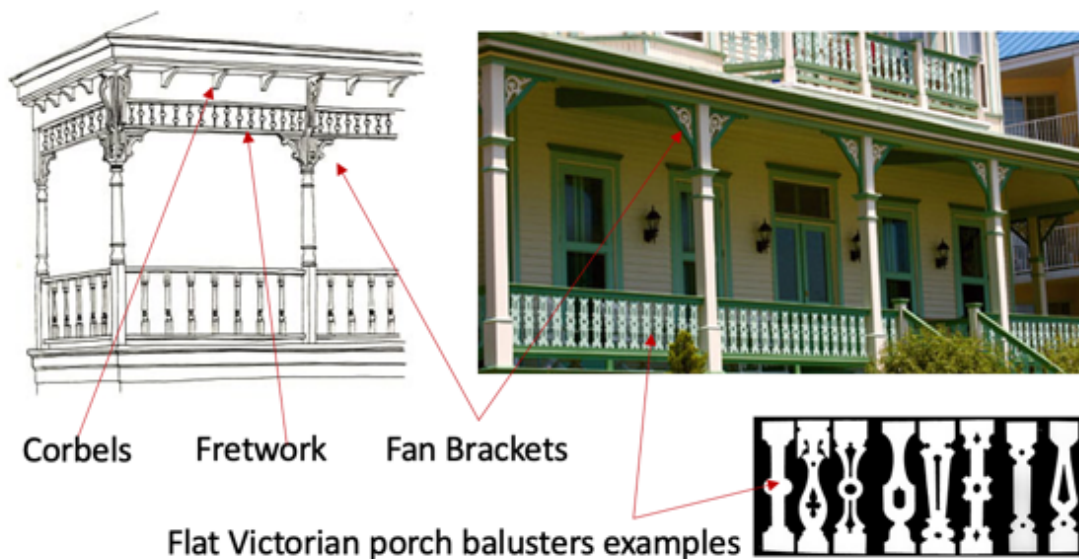
CMA utilizes a Project Management tool called HubbaHub. From within the tool, provisions are available to assign and track tasks. The tasks can be displayed as Gantt or Kanban charts for ease of visualization. The task chart below is a preliminary version of the actual task list associated with The Centennial Farm:



## 6.1 Victorian Farmhouse Visual and Descriptions

The Centennial Victorian Farmhouse is poised to have a lasting community presence and will immediately become an iconic La Habra heirloom, serving generations of children and their families well into the next century. CMA views this project as the perfect opportunity to do something extraordinary. CMA will focus on four (4) customizable decorative elements to create the persona of Phase 1, The Centennial Farmhouse. These elements are intended to be designed in tandem with Museum staff, post-contract award:

- Custom corbels
- Custom fretwork
- Custom fan brackets
- Custom porch balusters



## 6.2 Proposed Centennial Farmhouse and Design Approach

- Size: ~16' w x 16' d x 12' t with a 48" wide wrap-around porch on two sides
- Exterior: The farmhouse structure is to consist of a custom Victorian porch design that sits upon a 3" raised, wood foundation with a tongue and groove style flooring.
- Porch floor covering is to be a durable, composite faux wood flooring product.
- Porch is to be ~48" wide, adequate for baby stroller parking, with handrails and customized flat balusters and open ceiling which is suitable for hanging seasonal decorations or signage.
- House exterior walls are to be covered with faux tongue and groove siding with elongated, curved mullion Victorian windows.
- All exposed wood studs, rafters, corbels, beams, and rails will be coated with white paint.
- House interior is to feature a fireplace mantel and child-size appliances. The décor is to reflect the turn-of-the 20<sup>th</sup> century and be representative of a Hispanic family.
- Exact appliances to be selected post-contract award.



### 6.3 Vegetable Garden

- Location: Garden to be positioned between the two ramps, not to exceed ramp edge.
- Style: Garden surface to be printed soil graphic with durable UV lamination. Image to include garden critters such as ladybugs, lizards or worms to demonstrate a garden ecosystem.
- The produce will be removable so it can be collected and placed into custom branded La Habra fruit and vegetable crates.



### 6.4 Tool Shed

- Approach: The tool shed structure is to be rustic. It is to be age-appropriate in terms of size, functionality and tools.
- Size: Approx. 40" w x 14" d x 84" t
- Shelves and sides of shed to feature permanent and removable props to include apron hooks, hat hooks and tool hooks.
- Interior walls of the shed to display a backdrop featuring critter cameos such as mouse holes, Charlotte's Web style messages, etc.
- Exact creative approach to be decided in tandem with the Museum staff during the design phase as defined in the schedule.



## 6.5. Fruit Stand

- Approach: The fruit stand to include three (3) age appropriate-height trees with removable magnetic produce and foliage. (See picture of tree prototype below.)
- Size: ~50" tall by 36" wide
- Three tree species to include lemon, orange and avocado.
- Produce from the trees to be removable and fit conveniently in the custom fitted fruit stand fruit crates.
- A surplus of fruit and other produce will be made available to account for loss over time.
- Fruit stand and crates to be 1920's and age appropriate.
- Fruit stand to incorporate up to eight (8) fruit crates with custom designed crate labels (see examples below).
- Exact dimensions of the fruit stand to be determined at time of engineering.





## 7.0 Budget

For bidding purposes, labor expense encompasses fabrication, design, graphic file printing prep, engineering, project management, payroll, taxes, insurance, fees and General & Accounting (G&A) costs. The estimated cost for the SoW described in the RFP as expressed below is subject to change between categories with no impact on the bottom-line overall budget unless there is a substantial change to the scope of work. Terms require a deposit in the amount of 50% due upon acceptance to begin work. At 75% completion of fabrication, an additional payment in the amount of 25% will be due. Final balance is due Net 15 upon completion and sign-off of the project. Sales tax to be added to final invoice.

Sections 1 - 3: Farmhouse, Vegetable Garden, Toolshed, Orchard & Fruit Stand

<b>Phase 1</b>	<b>Materials Est.</b>	<b>Labor Est.</b>	<b>\$85 hr.</b>	<b>Price</b>
Farmhouse	\$9,100	\$25,500	380 hrs.	\$41,400
Garden	\$1,200	\$3,400	40 hrs.	\$4,600
Toolshed	\$700	\$3,400	40 hrs.	\$2,300
Orchard/Fruit Stand	\$3,500	\$6,800	80 hrs.	\$6,700
Transportation & Install	\$600	\$6,375	80 hrs.	\$7,000
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	\$15,100	\$46,900	705 Est. Hrs.	\$62,000

## 8.0 Manuals and Warranties

Contrast Media Agency is conveniently located within five minutes of The Children's Museum. If there is ever a need for repair or maintenance, CMA will respond same-day during business hours, after business hours and on weekends. Additionally, CMA will offer 12 months of routine maintenance and touch-ups upon request.

## 9.0 References

The J. Paul Getty Trust, Kevin Marshall, Head of Preparation, kmarshall@getty.edu  
Tel: (310) 440-7058 | Address: 1200 Getty Center Dr, Los Angeles CA 90049

Solstice Medicine, Wina So, President, winaso@solsticemed.com  
Tel: (323) 221-8180 | 215 W Ann Street, Los Angeles CA 90012

Skout's Honor, Inc., Jenny Gilcrest, Marketing Director, jenny@skoutshonor.com  
Tel: (760) 415-9310 | 17821 Sky Park Circle, Suite L, Irvine CA 92614

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Thank you for the opportunity to bid on this amazing project! We look forward to answering any questions you may have, and to exceeding your expectations!

John & Kathie Salas  
Contrast Media Agency  
(800) 562-0210