



Jennifer Schoeneck
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201 N. Broadway, Escondido, CA 92025
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NOTICE OF REQUEST FOR PROPOSALS

November 23, 2022

Re: Notice of Request for Proposals (“RFP”) – To Provide Initial Physical Feasibility Analysis including Environmental and Seismic Analysis of a City Owned Industrial Building as well as a Cost Estimate for Building Rehabilitation and Demolition Services (the “Project”)

Notice is hereby given that the City of Escondido, a California municipal corporation (“City”), is soliciting proposals from qualified consultants for an initial physical feasibility analysis including an environmental and seismic analysis of a City owned industrial building as well as a cost estimate for building rehabilitation and demolition services (“Project”). The analyses and estimates shall be for two separate scenarios: 1) renovating the building so it is in a safe and functional condition; and 2) partial and/or complete demolition of the building. The City will use the analyses and cost estimates as part of a determination of potential future uses for the Project site. Please see Section E of this RFP for a schedule of deadlines.

Prospective consultants must submit one proposal to Pedro Cardenas at pcardenas@escondido.org **later than 5 p.m. on December 5th, 2022**, (“Submission Deadline”). Any proposals received after the Submission Deadline will not be accepted.

Questions or comments concerning this RFP may be submitted via e-mail to Pedro Cardenas at pcardenas@escondido.org **no later than 5 p.m. on, November 30th, 2022** (“Questions Deadline”). Any questions or comments regarding this RFP received after the Questions Deadline will be disregarded. Emails concerning this RFP should state the following in the subject line: “RFP – Building Repairs and Rehabilitation Services.” Any communication regarding or relating to this RFP with any City employee or official other than Pedro Cardenas is strictly prohibited. The city will post its responses to the questions received by **December 2nd, 2022** at <https://www.escondido.org/purchasing>.

Each proposal shall be in accordance with specifications, instructions, and information contained in this RFP. The City reserves the right to reject any or all proposals for any reason it deems necessary, to waive defects or irregularities in any proposal, and to accept the proposal deemed the most advantageous to the City. This RFP does not commit the City to award a contract or to pay any costs incurred in the preparation of a response to this request.

Sincerely,

Jennifer Schoeneck
Deputy Director of Economic Development
City of Escondido

A. General

The City of Escondido is located in north San Diego County, approximately 30 miles north of the City of San Diego, California. Escondido is an established community incorporated on October 8, 1888 under the general laws of the State of California. The City's current population is approximately 152,200.

The City of Escondido is a full-service city that operates under a City Council/City Manager form of government. Day-to-day activities of the City are carried out under the direction of the City Manager. The City provides the following services to its citizens: Police, Fire, Water, Wastewater, Streets, Planning, Engineering, Building, and Community Services.

Responses to this RFP should provide the City with a proposal (as described below in section E) for initial physical feasibility analyses including environmental and seismic reports, as well as a cost estimate for potential building rehabilitation and demolition services for the building located at 455 Quince St., Escondido, CA 92025 ("Project Property"). Within 20 calendar days of the City's notice of award of the Project, the consultant awarded the contract ("Consultant") shall enter into a Consulting Services Agreement in substantially the same form as the City's standard Consulting Service Agreement ("Agreement"), which is attached to this RFP as Exhibit 1 and incorporated herein by this reference.

B. Federally Assisted Project

The contract resulting from this solicitation ("Contract") will be federally assisted. Coronavirus State and Local Fiscal Recovery Funds ("CSLFRF") will be used to fund all or a portion of this Project, and as such the Contractor shall comply with all applicable federal laws, regulations, executive orders, CSLFRF policies, procedures, and directives; and comply with any applicable sections of 2 CFR Appendix II Part 200 relating to required contract provisions for federal awards, included in the Consulting Services Agreement ("Agreement").

C. System of Award Management (SAM)

Active SAM registration is required for any entity to bid on and get paid for federal contracts or to receive federal funds.

D. Project Description

The Project Property is owned by the City of Escondido and is located at 455 Quince St., Escondido, CA 92025 in the Light Industrial M-1 Zone. M-1 zoning provides sites for light industrial firms engaged in processing, assembling, manufacturing, warehousing and storage, research and development, as well as for incidental service facilities and public facilities to serve the manufacturing area. In order to ensure compatibility among a variety of uses, M-1 development standards are more restrictive than the general industrial zone. Outdoor storage is permitted as an accessory use, but is limited in scale. **A building report of the project site is attached (Attachment C).**

The Project site is currently being considered for an agtech incubator in partnership with education institutions. This analysis will be a part of a larger feasibility report that will ultimately allow City Council to have access to the information necessary to make an informed decision on whether or not to move forward with building renovations.

The City is seeking **initial physical feasibility analyses including environmental and seismic reports for the Project Property, as well as cost estimates for potential building rehabilitation and demolition services**. The City is requesting that the cost estimates provided as part of this project for renovation and/or demolition be proposed in three tiers: light renovation to meet minimum requirements, medium renovation and complete renovation. As a result of the analyses and cost estimates, the City may choose, as a separate undertaking, to rehabilitate the Project Property or demolish a portion or the complete structure. **If the City decides to move forward with the proposed renovation of the building, the selected bidder for this project will not be eligible to complete the renovation or rehabilitation work.**

After review of the submitted proposals, the City will select one Consultant to provide the analyses and cost estimates as described below.

E. Scope of Services and Deliverables

The Consultant shall complete the following work:

1. Physical Feasibility Analysis of the building including Environmental and Seismic Analysis in the form of reports on the following:
 - a. Building analysis – the state of the current building including but not limited to: state of the roof, walls, flooring, roll-up doors, etc.
 - b. Environmental Phase 1
 - c. Asbestos/lead based paint report
 - d. Seismic analysis
 - e. Americans with Disabilities Act (“ADA”) restroom analysis (are the restrooms compliant) and identify other ADA issues throughout the building
 - f. Fire safety status
 - g. Other reports and analysis as determined by the consultant to provide a complete physical feasibility analysis
2. Construction cost estimate and timeline in weeks for renovating the building in three tiers – light, medium, and heavy renovation
 - a. Roof improvements, repairs, or replacement
 - b. Restroom improvements
 - c. General internal repairs (walls, flooring, doors, entry points etc.)
 - d. Fire safety upgrades
 - e. ADA restrooms and any other ADA improvements
 - f. Other Project site improvements as recommended by consultant
3. Construction cost estimate and timeline in weeks for demolition of part or all of the property
4. PowerPoint presentation summarizing, in the branding guide of Escondido’s Economic Development Department (**Attachment D**), the three deliverable categories above to internal staff and available for a possible city council presentation

F. Right to Submitted Material

This RFP does not commit the City to award a contract, to pay any costs incurred in the

preparation of a proposal in response to this RFP or contract, or to procure or contract for any services. The City reserves the right to accept or reject any or all proposals received as a result of this RFP, or to amend, cancel (in part or in whole) this RFP if it is in the City’s best interest to do so. All proposals, reports and data submitted to the City shall become the property of the City of Escondido and may not be returned.

G. Proposal Deadlines and Schedule

Activity	Date
Questions Deadline	November 30 , 2022
Response to Questions Released	December 2, 2022
Proposal Submission Deadline	December 5, 2022
Staff Review of Proposals	December 6-8, 2022
Award of Contract	December 12, 2023
Consultant Final Report	January 31, 2023

Note: The City reserves the right to make modifications to the estimated schedule outlined above.

H. Proposal Content

Prospective consultants are responsible for preparing and timely submitting an effective, clear, and concise proposal. Proposals must be limited to **twenty-five pages**. Each proposal shall demonstrate the qualifications, competence, and capacity of the prospective consultant to perform the services described within the timeframe in the table above, and in conformity with the requirements of this RFP.

By submitting a proposal in response to this RFP, prospective consultants certify that they take no exceptions to the terms and requirements of this RFP, including the terms of the City’s form Consulting Agreement (Exhibit 1).

To be considered responsive, proposals must contain the following information in the order listed:

1. Cover Letter: A cover letter introducing the company and the individual who act as the company’s project manager.
2. Qualifications and Experience:
 - a. A list of qualifications and experience for each person who will be assigned by the prospective consultant or sub-consultant to work on the Project;
 - b. A list of at least three different projects previously completed by the prospective consultant and/or sub-consultant that are similar in size and scope to the Project.
3. Rate Sheet and Total Fee for Project: Rate sheets shall include, but not be limited to:
 - a. Hourly wages for all staff that will be assigned by the prospective consultant and sub-consultant to work on the Project;
 - b. Estimate of the total number of hours to complete the Project; and
 - c. Total Not-to-Exceed fee of the prospective consultant’s proposal, which shall be calculated based the hourly rates of staff assigned to the Project, sub-consultant fees, and the estimated number of hours to complete the Project. Any incidental costs and reimbursable costs shall be included in the total fee.
4. Schedule for completion of all work meeting the city’s deadlines above.

The successful consultant’s proposal submitted in response to this RFP may become part of the resulting Consulting Agreement (Exhibit 1). **Any proposed waiver, or change to the resulting Consulting Agreement (Exhibit 1) must be clearly identified in Prospective consultant’s proposal.** All contracts, and any addenda thereto, shall be subject to the City’s sole discretion and approval. The requirements and service standards of this RFP and the responses of the successful consultant will be incorporated by reference into the resulting agreement regarding the Project. The successful consultant shall enter into a contract within 20 calendar days of the City’s notice of award in substantially the same form as the Agreement (Exhibit 1).

I. Selection Process

The contract resulting from this RFP will be awarded to the most responsive and responsible consultant whose proposal conforms to the requirements of this RFP and is considered to be the most advantageous to the City, taking into consideration not just the proposal price, but also the evaluation criteria set forth in this RFP. The City will act as the sole judge of information submitted in response to this RFP. The City reserves the right to: (i) request additional information or clarification of any submitted information, (ii) cancel or amend this RFP, including the proposal evaluation process, at any time, and (iii) not enter into any contract resulting from this RFP and issue similar solicitations in the future.

1. Background, consultant team diversity and experience in similar cities, and three references of the consultant team	25 Points
2. Overall proposal/response	40 Points
3. Price	35 Points
Total	100 Points

J. General Conditions

PLEASE READ CAREFULLY. THE FOLLOWING GENERAL TERMS AND CONDITIONS ARE A PART OF ALL PROPOSALS SUBMITTED IN RESPONSE TO THIS RFP AND THE RESULTING CONTRACT.

This RFP as advertised, the specification requirements detailed in this RFP (including the following General Provisions), and documents on file with the City pertaining to projects included in the City’s Capital Improvement Program are subject to all provisions of the Ordinances of the City of Escondido. Each prospective consultant submitting a response to this RFP warrants that the submitted proposal is genuine and non-collusive, or made in the interest of any person, firm, or corporation. A non-collusion declaration shall be properly completed and returned with the proposal documents.

In submitting a proposal in response to this RFP, each prospective consultant agrees to the following general terms and conditions:

1. Public Information: The City reserves the right to retain all proposals submitted and to use

any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal in response to this RFP indicates the prospective consultant's acceptance of all terms and conditions contained in this RFP, including all exhibits and attachments hereto, unless clearly and specifically stated otherwise.

2. Confidential Information: Any information deemed confidential or proprietary should be clearly identified by the prospective consultant as such. Information identified as confidential or proprietary will be protected and treated with confidentiality to the extent permitted by applicable local, state, and federal law.
3. Addendums: The City reserves the right to amend, alter, or revoke this RFP at any time. Any modifications, clarification, or additions will be distributed via email as an addendum.
4. Proposal Preparation Cost: The City is not obligated to reimburse any prospective consultant for expenses incurred in preparing proposals in response to this RFP. All Prospective consultants shall bear their own costs, fees, and expenses incurred in preparing proposals in response to this RFP.
5. Withdrawal of Proposal: A prospective consultant may modify or withdraw their proposal, either personally or by written request via email, at any time prior to the Submission Deadline. Such requests should be directed to the City's Project Manager.
6. Inaccuracies or Misinterpretations: Subject to the City's sole discretion, the City may terminate a prospective consultant from the RFP process or terminate any agreement with the Prospective consultant if the City determines that said Prospective consultant has: (i) made a material misstatement, (ii) made a material misrepresentation, or (iii) provided materially inaccurate information.
7. Optional Items: Prospective consultants may elect to provide recommendations and pricing for optional items. Pricing for optional items shall not be included in the minimum requirements pricing.
8. Business License: The successful consultant shall be required to obtain a City of Escondido Business License pursuant to the terms of Exhibit 1.
9. Signature: All proposals shall be signed in the name of the prospective consultant and shall bear the original signature in longhand of the persons duly authorized to sign the proposal. Obligations assumed by such signature shall be fulfilled.
10. Right to Reject Proposal: The City reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any proposal, and to accept or reject any items or combination of items. The City is not obligated to explain or justify its selection or rejection of any Prospective consultant. All proposals submitted in response to this RFP shall immediately become property of the City.
11. Right to Conduct Personal Interviews: The City reserves the right to conduct personal interviews or require oral presentations of any or all prospective consultants prior to selection.

12. Right to Request Additional Information: Prospective consultants shall furnish additional information as the City may reasonably require. The City reserves the right to investigate the qualifications of prospective consultants as it deems appropriate.
13. Right to Determine Financial Responsibility and Viability: The City reserves the right to request information pertaining to the financial stability of a prospective consultant to allow an appraisal of a prospective consultant's current financial condition.
14. Understanding the Services to be Performed: By submitting a proposal in response to this RFP, each prospective consultant certifies that they have fully read and understand this RFP and have full knowledge of the scope, nature, quantity, and quality of services to be performed. Each prospective consultant understands that, if successful, they will be required to enter into a written contract in substantially the same form as Exhibit 1.
15. Award of Contract: Proposals submitted in response to this RFP will be analyzed and the contract awarded to the responsible prospective consultant whose proposal conforms to this RFP and is considered to be the most advantageous to the City, taking into consideration not just the proposal price, but also the evaluation criteria set forth in this RFP. If the prospective consultant does not execute a contract in substantially the same form as Exhibit 1 within 30 days after notification of award, the City may, subject to its sole discretion, (i) give notice to the Prospective consultant of the City's intent to select from the remaining Prospective consultants or (ii) issue a new RFP for the services.
16. Contract Funding: The City's funding of any agreement resulting from this RFP shall be on a fiscal year basis and is subject to annual appropriations. Prospective consultant acknowledges that the City is a municipal corporation, is precluded by the State Constitution and other laws from entering into obligations that financially bind future governing bodies, and that, therefore, nothing in this RFP shall constitute an obligation of future legislative bodies of the City or State to appropriate funds for any agreement resulting from this RFP. Accordingly, prospective consultants acknowledge and agree that the funding for any agreement resulting from this RFP shall be contingent upon appropriation of funds.
17. City Provisions to Prevail: The terms of this RFP and the terms of any agreement resulting from this RFP shall govern the services. Any standard terms and conditions of the successful consultant shall not be acceptable to the City unless expressly agreed to by the City by separate document. The City reserves the right to reject a proposal containing unacceptable conditions as non-responsive as a condition of evaluation or award of the proposal.
18. Equal Employment Opportunity: The consultant awarded the project shall comply with all equal employment opportunity provisions of federal, state, and local non-discrimination laws, orders, regulations and guidelines as may be applicable to the consultant and be in effect during the performance of any agreement resulting from this RFP.
19. Consulting Agreement: Consultants submitting a proposal in response to this RFP shall be prepared to use the City's standard contract form (Exhibit 1) rather than its own contract form. Services may not commence until Agreement for services is executed.
20. Prospective Consultant's Invoices: Invoices shall be prepared and submitted to the City

Manager’s Office, ATTN: Pedro Cardenas, 201 N. Broadway, Escondido, CA 92025 or via email to pcardenas@escondido.org. Invoices shall be submitted on a monthly basis and contain the following information: Purchase Order number, description of services rendered, rates, quantities, extended totals, and remaining balances. Invoices should include all applicable sales or other taxes, and shall be remitted to appropriate agencies on the City’s behalf. All payments made pursuant to this contract are not assignable and shall only be made payable to the seller.

- 21. Payment Terms: The City’s payment terms are Net 30 days from date of invoice. No pre-payment or partial up front down payment will be made for any services or equipment. The time period allowed for payment, as indicated on the face hereof or offered by quote, bid, or proposal shall commence upon receipt of Prospective consultant’s invoice or upon receipt of the goods or services, whichever is later.
- 22. Insurance Requirements: The successful consultant must have insurance in accordance with the requirements listed in Exhibit 1.
- 23. Public Agency Clause: It is intended that other public agencies (e.g., city districts, public authorities, municipal utilities, public school districts and other political subdivisions or public corporations of California) shall have the option to participate in any award made as a result of this solicitation. The City shall incur no financial responsibility for their order placement and payments to the successful consultant. This option shall not be considered in proposal evaluation. State whether said option is granted:

YES

NO

NONCOLLUSION DECLARATION

TO BE EXECUTED BY PROSPECTIVE CONSULTANT AND SUBMITTED WITH PROPOSAL

The undersigned declares:

The foregoing proposal submitted in response to the City of Escondido’s Request for Proposals – Building Rehabilitation and Demolition Services is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The proposal is genuine and not collusive or sham. The prospective consultant has not directly or indirectly induced or solicited any other prospective consultant to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any prospective consultant or anyone else to put in a sham proposal, or to refrain from submitting a proposal. The prospective consultant has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the prospective consultant or any other prospective consultant, or to fix any overhead, profit, or cost element of proposal price, or of that of any other prospective consultant. All statements contained in the proposal are true. The prospective consultant has not, directly or indirectly, submitted their proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal, and has not paid, and will not pay, any person or entity for such purpose.

Each individual executing this declaration on behalf of a prospective consultant that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that they have full power to execute, and does execute, this declaration on behalf of the prospective consultant.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on _____.
Date

Signature
Title _____
Of _____

Signature
Title _____
Of _____

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY
MICHAEL R. MCGUINNESS, City Attorney

By: _____

EXHIBIT 1

Form Consulting Agreement



CITY OF ESCONDIDO

CONSULTING AGREEMENT

This Consulting Agreement (“Agreement”) is made and entered into as of this ____ day of _____, 2022 (“Effective Date”),

Between: CITY OF ESCONDIDO
a California municipal corporation
201 N. Broadway
Escondido, CA 92025
Attn: Jennifer Schoeneck
760-839-4587
("CITY")

And: [Name]
[Entity Type: e.g., “a California corporation”]
[Street address]
[City, state, zip code]
Attn: [name of contact]
[Telephone number]
("CONSULTANT").

(The CITY and CONSULTANT each may be referred to herein as a “Party” and collectively as the “Parties.”)

WHEREAS, the CITY has determined that it is in the CITY’s best interest to retain the professional services of a consultant to provide an Initial Physical Feasibility Analysis including Environmental and Seismic Analysis of a City-owned industrial building located at 455 Quince St., Escondido, CA 92025, as well as a Cost Estimate for building rehabilitation and demolition services;

WHEREAS, CONSULTANT is considered competent to perform the necessary professional services for the CITY; and

WHEREAS, the CITY and CONSULTANT desire to enter into this Agreement for the performance of the Services described herein.

NOW, THEREFORE, in consideration of the mutual covenants, promises, terms, and conditions set forth herein, and the mutual benefits derived therefrom, the Parties hereby agree as follows:

1. Description of Services. CONSULTANT shall furnish all of the Services described in the Scope of Work, which is attached to this Agreement as Attachment "A" and incorporated herein by this reference ("Services").
2. Compensation. In exchange for CONSULTANT's completion of the Services, the CITY shall pay, and CONSULTANT shall accept in full, an amount not to exceed the sum of [Dollar Amount]. CONSULTANT shall be compensated only for performance of the Services described in this Agreement. No compensation shall be provided for any other work or services without the CITY's prior written consent.
3. Performance. CONSULTANT shall faithfully perform the Services in a proficient manner, to the satisfaction of the CITY, and in accord with the terms of this Agreement. CONSULTANT shall be responsible for the professional quality, technical accuracy, timely completion, and coordination of all reports and other information furnished by CONSULTANT pursuant to this Agreement, except that CONSULTANT shall not be responsible for the accuracy of information supplied by the CITY.
4. Personnel. The performance of the Services by certain professionals is significant to the CITY. As such, CONSULTANT shall only assign the persons listed on Attachment "B", attached to this Agreement and incorporated herein by this reference ("Personnel List"), to perform the Services. CONSULTANT shall not add or remove persons from the Personnel List without the City's prior written consent. If CONSULTANT has not designated a person to perform a component of the Services, CONSULTANT shall not assign such component of the Services to a person without obtaining the City's prior written consent. CONSULTANT shall not subcontract any component of the Services without obtaining the City's prior written consent.
5. Termination. The Parties may mutually terminate this Agreement through a writing signed by both Parties. The CITY may terminate this Agreement for any reason upon providing CONSULTANT with 10 days' advance written notice. CONSULTANT agrees to cease all work under this Agreement on or before the effective date of any notice of termination. If the CITY terminates this Agreement due to no fault or failure of performance by CONSULTANT, then CONSULTANT shall be compensated based on the work satisfactorily performed at the time

of such termination. In no event shall CONSULTANT be entitled to receive more than the amount that would be paid to CONSULTANT for the full performance of the Services.

6. City Property. All original documents, drawings, electronic media, and other materials prepared by CONSULTANT pursuant to this Agreement immediately become the exclusive property of the CITY, and shall not be used by CONSULTANT for any other purpose without the CITY's prior written consent.

7. Insurance Requirements.

a. CONSULTANT shall procure and maintain, at its own cost, during the entire term of this Agreement, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the Services, and the results of such work, by CONSULTANT, its agents, representatives, employees, or subcontractors. Insurance coverage shall be at least as broad as the following:

- (1) *Commercial General Liability.* Insurance Services Office ("ISO") Form CG 00 01 covering Commercial General Liability on an "occurrence" basis, including products and completed operations, property damage, bodily injury, and personal & advertising injury, with limits no less than \$2,000,000 per occurrence and \$4,000,000 general aggregate.
- (2) *Automobile Liability.* ISO Form CA 00 01 covering any auto (Code 1), or if CONSULTANT has no owned autos, hired (Code 8) and non-owned autos (Code 9), with limits no less than \$1,000,000 per accident for bodily injury and property damage, unless waived by the CITY and approved in writing by the CITY's Risk and Safety Division.
- (3) *Workers' Compensation.* Worker's Compensation as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limits of no less than \$1,000,000 per accident for bodily injury or disease.
- (4) *Professional Liability (Errors and Omissions).* Professional Liability (Errors and Omissions) appropriate to CONSULTANT's profession, with limits no less than \$2,000,000 per occurrence or claim and \$2,000,000 aggregate.
- (5) If CONSULTANT maintains broader coverage and/or higher limits than the minimums otherwise required by this Agreement, the CITY requires and shall be entitled to the broader coverage and/or the higher limits maintained by CONSULTANT.

b. Each insurance policy required by this Agreement must be acceptable to the City Attorney and shall meet the following requirements:

- (1) *Acceptability of Insurers.* Insurance coverage must be provided by an insurer authorized to conduct business in the state of California with a current A.M. Best's rating of no less than A-: FSC VII, or as approved by the CITY.
- (2) *Additional Insured Status.* Both the Commercial General Liability and the Automobile Liability policies must name the CITY (including its officials, officers, agents, employees, and volunteers) specifically as an additional insured under the policy on a separate endorsement page. The Commercial General Liability additional insured endorsement shall be at least as broad as ISO Form CG 20 10 11

85, or if not available, through the addition of *both* CG 20 10, CG 20 26, CG 20 33, or CG 20 38, *and* CG 20 37 if a later edition is used. The Automobile Liability endorsement shall be at least as broad as ISO Form CA 20 01.

- (3) *Primary Coverage.* CONSULTANT's insurance coverage shall be primary coverage at least as broad as ISO CG 20 01 04 13 with respect to the CITY, its officials, officers, agents, employees, and volunteers. Any insurance or self-insurance maintained by the CITY, its officials, officers, agents, employees, or volunteers shall be in excess of CONSULTANT's insurance and shall not contribute with it.
 - (4) *Notice of Cancellation.* Each insurance policy shall provide that coverage shall not be canceled, except with prior written notice to the CITY.
 - (5) *Subcontractors.* If applicable, CONSULTANT shall require and verify that all subcontractors maintain insurance meeting all the requirements stated within this Agreement, and CONSULTANT shall ensure that the CITY (including its officials, officers, agents, employees, and volunteers) is an additional insured on any insurance required from a subcontractor.
 - (6) *Waiver of Subrogation.* CONSULTANT hereby grants to the CITY a waiver of any right to subrogation that any insurer of CONSULTANT may acquire against the CITY by virtue of the payment of any loss under such insurance. CONSULTANT agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this subsection shall apply regardless of whether or not the CITY has received a waiver of subrogation endorsement from the insurer. Any Workers' Compensation policy required by this Agreement shall be endorsed with a waiver of subrogation in favor of the CITY for all work performed by the CONSULTANT, its agents, representatives, employees, and subcontractors.
 - (7) *Self-Insurance.* CONSULTANT may, with the CITY's prior written consent, fulfill some or all of the insurance requirements contained in this Agreement under a plan of self-insurance. CONSULTANT shall only be permitted to utilize such self-insurance if, in the opinion of the CITY, CONSULTANT's (i) net worth and (ii) reserves for payment of claims of liability against CONSULTANT are sufficient to adequately compensate for the lack of other insurance coverage required by this Agreement. CONSULTANT's utilization of self-insurance shall not in any way limit the liabilities assumed by CONSULTANT pursuant to this Agreement.
 - (8) *Self-Insured Retentions.* Self-insured retentions must be declared to and approved by the CITY.
- c. *Verification of Coverage.* At the time CONSULTANT executes this Agreement, CONSULTANT shall provide the CITY with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting the insurance coverage required by this Agreement), which shall meet all requirements under this Agreement. The CITY reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by this Agreement, at any time.
 - d. *Special Risks or Circumstances.* The CITY reserves the right, at any point during the term of this Agreement, to modify the insurance requirements in this Agreement, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

- e. *No Limitation of Obligations.* The insurance requirements in this Agreement, including the types and limits of insurance coverage CONSULTANT must maintain, and any approval of such insurance by the CITY, are not intended to and shall not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including but not limited to any provisions in this Agreement concerning indemnification.
 - f. Failure to comply with any of the insurance requirements in this Agreement, including, but not limited to, a lapse in any required insurance coverage during the term of this Agreement, shall be a material breach of this Agreement. In the event that CONSULTANT fails to comply with any such insurance requirements in this Agreement, in addition to any other remedies the CITY may have, the CITY may, at its sole option, (i) immediately terminate this Agreement; or (ii) order CONSULTANT to stop work under this Agreement and/or withhold any payment that becomes due to CONSULTANT until CONSULTANT demonstrates compliance with the insurance requirements in this Agreement.
8. Indemnification, Duty to Defend, and Hold Harmless.
- a. CONSULTANT (including CONSULTANT's agents, employees, and subCONSULTANTS, if any) shall indemnify, defend, and hold harmless the CITY, its officials, officers, agents, employees, and volunteers from and against any and all claims, demands, actions, causes of action, proceedings (including but not limited to legal and administrative proceedings of any kind), suits, fines, penalties, judgments, orders, levies, costs, expenses, liabilities, losses, damages, or injuries, in law or equity, including without limitation the payment of all consequential damages and attorney's fees and other related litigation costs and expenses (collectively, "Claims"), of every nature caused by, arising out of, or in connection with CONSULTANT's performance of the Services or its failure to comply with any of its obligations contained in this Agreement, except where caused by the sole negligence or willful misconduct of the CITY.
 - b. CONSULTANT (including CONSULTANT's agents, employees, and subcontractors, if any) shall indemnify, defend, and hold harmless the CITY, its officials, officers, agents, employees, and volunteers from and against any and all Claims caused by, arising under, or resulting from any violation, or claim of violation, of the San Diego Municipal Storm Water Permit (Order No. R9-2013-0001, as amended) of the California Regional Water Quality Control Board, Region 9, San Diego, that the CITY might suffer, incur, or become subject to by reason of, or occurring as a result of, or allegedly caused by, any work performed pursuant to this Agreement.
 - c. All terms and provisions within this Section 8 shall survive the termination of this Agreement.
9. Anti-Assignment Clause. Because the CITY has relied on the particular skills of CONSULTANT in entering into this Agreement, CONSULTANT shall not assign, delegate, subcontract, or otherwise transfer any duty or right under this Agreement, including as to any portion of the Services, without the CITY's prior written consent. Any purported assignment, delegation, subcontract, or other transfer made without the CITY's consent shall be void and ineffective. Unless CONSULTANT assigns this entire Agreement, including all rights and duties herein, to a third party with the CITY's prior written consent, CONSULTANT shall be the sole payee under this Agreement. Any and all payments made pursuant to the terms of this Agreement are otherwise not assignable.

10. Attorney's Fees and Costs. In any action to enforce the terms and conditions of this Agreement, the prevailing Party shall be entitled to reasonable attorney's fees and costs.
11. Independent CONSULTANT. CONSULTANT is an independent CONSULTANT, and no agency or employment relationship is created by the execution of this Agreement.
12. Amendment. This Agreement shall not be amended except in a writing signed by the CITY and CONSULTANT.
13. Merger Clause. This Agreement, together with its attachments or other documents described or incorporated herein, if any, constitutes the entire agreement and understanding of the CITY and CONSULTANT concerning the subject of this Agreement and supersedes and replaces all prior negotiations, understandings, or proposed agreements, written or oral, except as otherwise provided herein. In the event of any conflict between the provisions of this Agreement and any of its attachments or related documents, if any, the provisions of this Agreement shall prevail.
14. Anti-Waiver Clause. None of the provisions of this Agreement shall be waived by the CITY because of previous failure to insist upon strict performance, nor shall any provision be waived because any other provision has been waived by the CITY, in whole or in part.
15. Severability. This Agreement shall be performed and shall be enforceable to the full extent allowed by applicable law, and the illegality, invalidity, waiver, or unenforceability of any provision of this Agreement shall not affect the legality, validity, applicability, or enforceability of the remaining provisions of this Agreement.
16. Governing Law. This Agreement and all rights and obligations arising out of it shall be construed in accordance with the laws of the State of California. Venue for any action arising from this Agreement shall be conducted only in the state or federal courts of San Diego County, California.
17. Counterparts. This Agreement may be executed on separate counterparts, each of which shall be an original and all of which taken together shall constitute one and the same instrument. Delivery of an executed signature page of this Agreement by electronic means, including an attachment to an email, shall be effective as delivery of an executed original. The Agreement on file with the City is the copy of the Agreement that shall take precedence if any differences exist between or among copies or counterparts of the Agreement.
18. Provisions Cumulative. The foregoing provisions are cumulative to, in addition to, and not in limitation of any other rights or remedies available to the CITY.

19. Notice. Any statements, communications, or notices to be provided pursuant to this Agreement shall be sent to the attention of the persons indicated herein, and the CITY and CONSULTANT shall promptly provide the other Party with notice of any changes to such contact information.

20. Business License. CONSULTANT shall obtain a City of Escondido Business License prior to execution of this Agreement and shall maintain such Business License throughout the term of this Agreement.

21. Compliance with Laws, Permits, and Licenses. CONSULTANT shall keep itself informed of and comply with all applicable federal, state, and local laws, statutes, codes, ordinances, regulations, rules, and other legal requirements in effect during the term of this Agreement. CONSULTANT shall obtain any and all permits, licenses, and other authorizations necessary to perform the Services. Neither the CITY, nor any elected or appointed boards, officers, officials, employees, or agents of the CITY, shall be liable, at law or in equity, as a result of any failure of CONSULTANT to comply with this section. The Parties acknowledge that Coronavirus State and Local Fiscal Recovery Funds (“SLFRF”) administered by the U.S Department of Treasury (“Federal Awarding Agency”) under American Rescue Plan Act of 2021 (“ARPA”) funds will be used to fund all or a portion of this Agreement. The CONSULTANT shall comply with all applicable federal laws, regulations, executive orders, policies, procedures, and directives.

22. Prevailing Wages. If applicable, pursuant to California Labor Code section 1770 et seq., CONSULTANT agrees that a prevailing rate and scale of wages, in accordance with applicable laws, shall be paid in performing this Agreement. CONSULTANT shall keep itself informed of and comply with all applicable federal, state, and local laws, statutes, codes, ordinances, regulations, rules, and other legal requirements pertaining to the payment of prevailing wages. The prevailing rate and scale to be paid shall be the same as the applicable “General Prevailing Wage Determination” approved by the Department of Industrial Relations as of the Effective Date of this Agreement, which are available online at <http://www.dir.ca.gov/opri/dprevwagedetermination.htm> and incorporated into this Agreement by this reference. Neither the CITY, nor any elected or appointed boards, officers, officials, employees, or agents of the CITY, shall be liable, at law or in equity, as a result of any failure of CONSULTANT to comply with this section.

23. Immigration Reform and Control Act of 1986. CONSULTANT shall keep itself informed of and shall comply with the Immigration Reform and Control Act of 1986 (“IRCA”). CONSULTANT represents and warrants that all of its employees and the employees of any subcontractor retained by CONSULTANT who perform any of the Services under this Agreement, are and will be authorized to perform the Services in full compliance with the IRCA. CONSULTANT affirms that as a licensed CONSULTANT and employer in the State of California, all new employees must produce proof of eligibility to work in the United States within the first three days of employment and that only employees legally eligible to work in the United States will perform the Services. CONSULTANT agrees to comply with the IRCA before commencing any Services, and continuously throughout the performance of the Services and the term of this Agreement.

24. Clean Air Act. CONSULTANT agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. § 7401 et seq. CONSULTANT agrees to report each violation to the CITY and understands and agrees that the CITY will, in turn, report each violation as required to assure notification to the Federal Awarding Agency, and the appropriate Environmental Protection Agency Regional Office. CONSULTANT agrees to include these requirements in each subcontract exceeding \$150,000 financed in whole or in part with federal assistance provided by the Federal Awarding Agency.
25. Federal Water Pollution Control Act. CONSULTANT agrees to comply with all applicable standards, orders, or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq. CONSULTANT agrees to report each violation to the CITY and understands and agrees that the CITY will, in turn, report each violation as required to assure notification to the Federal Awarding Agency, and the appropriate Environmental Protection Agency Regional Office. CONSULTANT agrees to include these requirements in each subcontract exceeding \$150,000 financed in whole or in part with federal assistance provided by the Federal Awarding Agency.
26. Debarment and Suspension.
- a. This Agreement is a covered transaction for purposes of 2 C.F.R. Part 180 and 2 C.F.R. Part 3000. As such, CONSULTANT is required to verify that none of CONSULTANT's principals (defined at 2 C.F.R. § 180.995) or its affiliates (defined at 2 C.F.R. § 180.905) are excluded (defined at 2 C.F.R. § 180.940) or disqualified (defined at 2 C.F.R. § 180.935).
 - b. CONSULTANT shall comply with 2 C.F.R. Part 180, Subpart C and 2 C.F.R. Part 3000, Subpart C, and must include a requirement to comply with these regulations in any lower tier covered transaction CONSULTANT enters into.
 - c. This certification is a material representation of fact relied upon by the CITY. If it is later determined that CONSULTANT did not comply with 2 C.F.R. Part 180, Subpart C and 2 C.F.R. Part 3000, Subpart C, in addition to remedies available to the CITY, the federal government may pursue available remedies, including but not limited to suspension and/or debarment.
 - d. The bidder or proposer agrees to comply with the requirements of 2 C.F.R. Part 180, Subpart C and 2 C.F.R. Part 3000, Subpart C while this offer is valid and throughout the period of any contract that may arise from this offer. The bidder or proposer further agrees to include a provision requiring such compliance in its lower tier covered transactions.
27. Byrd Anti-Lobbying Amendment, 31 U.S.C. § 1352 (as amended).
- a. Prior to entering into this Agreement, CONSULTANT shall file the required certification pursuant to the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352 (as amended)). Each tier certifies to the tier above that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Each tier shall also disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up

- to the recipient who in turn will forward the certification(s) to the Federal Awarding Agency.
- b. **Required Certification.** At the time CONSULTANT executes this Agreement, CONSULTANT shall provide the CITY with a completed Appendix A, 44 C.F.R. Part 18 – Certification Regarding Lobbying. A blank Appendix A, 44 C.F.R. Part 18 – Certification Regarding Lobbying is attached to this Agreement as Attachment “C” and incorporated herein by this reference.
28. **Procurement of Recovered Materials.** In the performance of this Agreement, CONSULTANT shall make maximum use of products containing recovered materials that are EPA-designated items unless the product cannot be acquired (1) competitively within a timeframe providing for compliance with the Agreement’s performance schedule, (2) meeting Agreement performance requirements, or (3) at a reasonable price. Information about this requirement, along with the list of EPA-designated items, is available at EPA’s Comprehensive Procurement Guidelines website, located at <https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program>. CONSULTANT shall also comply with all other applicable requirements of Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act.
29. **Access to Records.** The following access to records requirements apply to this Agreement: (1) CONSULTANT agrees to provide the CITY, the Federal Awarding Agency Administrator, the Comptroller General of the United States, or any of their authorized representatives access to any books, documents, papers, and records of CONSULTANT that are directly pertinent to this Agreement for the purposes of making audits, examinations, excerpts, and transcriptions. CONSULTANT agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed. CONSULTANT agrees to provide the Federal Awarding Agency Administrator or their authorized representatives access to construction or other work sites pertaining to the work being completed under this Agreement. In compliance with the Disaster Recovery Act of 2018, the CITY and CONSULTANT acknowledge and agree that no language in this Agreement is intended to prohibit audits or internal reviews by the Federal Awarding Agency Administrator or the Comptroller General of the United States.
30. **Federal Awarding Agency Seal, Logo, and Flags.** CONSULTANT shall not use the Federal Awarding Agency seal(s), logos, crests, or reproductions of flags or likenesses of Federal Awarding Agency officials without specific Federal Awarding Agency pre-approval.
31. **No Obligation by Federal Government.** The United States Federal Government is not a party to this Agreement and is not subject to any obligations or Agreement to the CITY, CONSULTANT, or any other party pertaining to any matter resulting from this Agreement.
32. **Program Fraud and False or Fraudulent Statements or Related Acts.** CONSULTANT acknowledges that 31 U.S.C. Chapter 38 (Administrative Remedies for False Claims and Statements) applies to CONSULTANT’s actions pertaining to this Agreement.
33. **Effective Date.** Unless a different date is provided in this Agreement, the effective date of this Agreement shall be the latest date of execution set forth by the names of the signatories below.

IN WITNESS WHEREOF, this Agreement is executed by the Parties or their duly authorized representatives as of the Effective Date:

CITY OF ESCONDIDO

Date: _____

Jennifer Schoeneck, Deputy Director of
Economic Development

[CONSULTANT COMPANY NAME]

Date: _____

Signature

Name & Title (please print)

APPROVED AS TO FORM:
OFFICE OF THE CITY ATTORNEY
MICHAEL R. MCGUINNESS, CITY ATTORNEY

BY: _____

SAMPLE

Attachment A

Scope of Work

A. General

This section should include a general statement about the purpose/objective of the contract, including what is being done under the contract and who is doing it.

B. Location

This section should include the location(s) where the contract will be performed.

C. Services

This section should describe the services the Consultant is to provide to the City, dividing the services into separate tasks if applicable.

D. Scheduling

This section should describe when the services should be performed, including any related scheduling requirements.

E. Contract Price and Payment Terms

This section should state the contract price, what is included or not included within the contract price, and the terms and schedule for any payments.

F. Term

This section should provide the time frame for the entire project or term of the contract. If possible, provide the starting and completion date.

G. Other

Some contracts may include unique requirements or provisions that do not fall within the above general categories (e.g., license/permit requirements, warranties, reference and incorporation of technical specifications or other documents). Any of these unique requirements/provisions should be listed here, or delete this section if not applicable.

Attachment B

Personnel List

Pursuant to Section 4 of the Agreement, CONSULTANT shall only assign performance of Services to persons listed below. [Please indicate “N/A” if no person is designated (e.g., if CONSULTANT is a sole proprietor and will not use additional personnel).]

1. [Name, Title, Email Address, Company]; and
2. [Name, Title, Email Address, Company].

CONSULTANT shall not add or remove persons from this Personnel List without the City’s prior written consent. If CONSULTANT has not designated a person to perform a component of the Services, CONSULTANT shall not assign such component of the Services to a person without obtaining the City’s prior written consent. CONSULTANT shall not subcontract any component of the Services without obtaining the City’s prior written consent.

Acknowledged by:

Date: _____

[CONSULTANT Name/Title]

Property Summary Report

455 N Quince St



Escondido, CA 92025 - Escondido Submarket



BUILDING

Type	2 Star Industrial Warehouse
Tenancy	Single
Year Built	1974
RBA	40,680 SF
Stories	1
Typical Floor	40,680 SF
Ceiling Ht	12'10"
Construction	Wood Frame

LAND

Land Acres	3.48 AC
Zoning	M-1, Escondido
Parcels	232-091-27

POWER & UTILITIES

Power	600a/480v 3p 3w
-------	-----------------

LOADING

Docks	17 ext	Drive Ins	None
Cross Docks	None	Cranes	None
Rail Spots	None		

FEATURES

- Fenced Lot
- Signage

SALE

Sold Price	\$4,925,000 (\$121.07/SF)
Date	Jun 2011
Sale Type	Investment

TRANSPORTATION

Parking	55 available (Surface);Ratio of 1.04/1,000 SF
Transit/Subway	3 min drive to Escondido Transit Center (Sprinter)
Airport	21 min drive to McClellan-Palomar Airport
Walk Score®	Somewhat Walkable (63)
Transit Score®	Good Transit (54)

TENANTS

Sleep Therapy	-
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Property Summary Report

455 N Quince St



Escondido, CA 92025 - Escondido Submarket

PROPERTY CONTACTS

True Owner

City of Escondido
201 N Broadway
Escondido, CA 92025
(760) 839-4563 (p)
(760) 839-7004 (f)

Recorded Owner

City of Escondido
201 N Broadway
Escondido, CA 92025
(760) 839-4563 (p)
(760) 839-7004 (f)

Previous True Owner

Wickline Bedding Enterprise
455 N Quince St
Escondido, CA 92025
(760) 747-7761 (p)
(760) 747-6899 (f)





**455 N Quince St
Escondido, CA 92025**

Building Size: **40,680 SF Total Rentable Building Size**

Building Status: **Existing Class B Warehouse Building Built in 1974**

Space Available: -

Max Contig: -

Smallest Space: -

Rental Rate: -

Ceiling Height: **12'10"**

Column Spacing: -

Sprinkler: **Yes**

Drive-In Bays: -

Loading Docks: **17 ext**

Power: **600a/480v**

Building Expense: **2011 Tax @ \$0.58/sf**

Utilities: -

Features/Parking: **Fenced Lot, Signage; 55 free Surface Spaces are available; Ratio of 1.04/1,000 SF**

Brand Guidelines



Intro

The Escondido Economic Development brand is an important asset of the City, helping us express our values and attract new people. These brand guidelines explain how to use the brand with confidence and clarity. They also demonstrate the flexibility within our brand and should be used to inspire and motivate creative expression.

Once you've read through these guidelines, you'll be armed with the information needed to carry out the brand successfully in multiple formats.

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05 Brand Foundation

08 Logomark

09 Icons

10 Color Palette

12 Typography

15 Design Practices

17 Branding Examples



ESCONDIDO

Centre City Pkwy

Centre City Pkwy

Grand Ave

Brand Pillars

1

**We connect
community.**

We connect people, not just processes, and create paths – making it easier for the next person that comes along.

2

**We serve
pragmatically.**

We share knowledge and resources, and communicate clearly.

3

**We think
brilliantly.**

We work to understand the vision before we provide an answer – to give the right solution the first time.

Within Reach

Inspired to dream for more? Imagine how far you can go with a city actively supporting your goals. Escondido is the place where everything is within reach.

In a world where most municipalities add additional layers (of bureaucracy, traffic, hoops) making it hard to get anything done, Escondido works daily to make sure what you need is within reach.



Primary Logo

This is our official logo and should be used on most brand materials.

It's important that other elements do not enter the clear space around the logo. This is defined by the cap height of "Escondido" defined as "X."



Industry Icons

We use illustrations to help communicate big ideas in simple ways, and add imagination to functional moments. These illustrations can be used in any combination shown here that best fits size and application.

Specifically, these groups of icons relate to these industries:

1. Agribusiness & Ag-Tech
2. Culture, Entertainment & Tourism
3. Information, Communications & Tech
4. Specialty Foods & Beverages
5. Cleantech
6. Hospitals & Healthcare
7. Manufacturing



1

2

3

4

5

6

7

Primary Colors

Our colors are confident and diverse to express our multi-faceted city. Our Beige color creates a neutral canvas to support our vibrant colors and photography. Navy, Coral, Yellow, and Green are used often as accents in type, icons, and buttons.

Tints of these colors should never be used.

Brilliant Beige

RGB: 247/240/232

CMYK: 2/4/7/0

HEX: #F7F0E8

Pragmatic Navy

RGB: 0/0/102

CMYK: 100/98/21/31

HEX: #000066

Lively Coral

RGB: 255/120/102

CMYK: 0/67/56/0

HEX: #FF7866

Uplifting Yellow

RGB: 255/189/64

CMYK: 0/29/85/0

HEX: #FFBD40

Friendly Green

RGB: 2/158/123

CMYK: 82/14/66/0

HEX: #029E7B

Color Contrast

When using our brand colors with copy, always make sure there is enough contrast for legibility.

For example, avoid using Yellow on a Beige background, or Green on a Blue background.

NOT ENOUGH CONTRAST



Escondido



Escondido

SOLUTION



Escondido



Escondido

NOTE: this is specifically for copy that needs to be read, not icons or illustrations.

Hepta Slab

is the voice of Escondido.

Infused with warmth and character, Hepta Slab gives unique visual representation to the voice of Economic Development. Hepta Slab is confident and brilliant, while maintaining legibility and accessibility – from the largest sign, to the tiniest postcard.

Hepta Slab is thoughtfully paired with the typeface Be Vietnam Pro.

Hepta Slab carries our voice, leads the conversation, and establishes a unique visual identity for Economic Development. Be Vietnam Pro balances the personality of Hepta Slab with pragmatic sensibility. We use these typefaces together to deliver our message with a voice that flexes from a passionate conversation about the future to the functional specifications of department communication.

Type Usage

This is one example of our type hierarchy in use.

Hepta Slab is our primary typeface, used for headlines, callouts, and quotes. It should be used in Medium at larger sizes and Semibold when smaller.

Be Vietnam Pro is our support typeface, used for things like subheads, numbers, and body copy.

Each of these fonts are Google Fonts, and easily accessible.

NOTE: Body copy should never be larger than 11pt.

HEPTA SLAB
MEDIUM

BE VIETNAM PRO
MEDIUM

BE VIETNAM PRO
REGULAR

HEPTA SLAB
SEMIBOLD

Inspired to dream for more?

CREATING A VIBRATE ECOSYSTEM

Escondido has excellent access to talented regional workforce for professional, scientific and information-focused companies. More and more people are finding their dreams are within reach in Escondido. As the heart of San Diego North, it is one of the few remaining communities where people of all income levels can enjoy the Southern California lifestyle.

**There's so much
more to uncover!
Visit our website:
escondido.org**

Design Practices

Our brand is very flexible and encourages creative adaption to fit all kinds of formats. That said, there are 4 helpful design practices to keep in mind to support clear communication across all channels.

DON'T



DO



DON'T



DO



1. Place photos asymmetrically (not perfectly centered)

2. Use type left-aligned. (not centered)

3. Make space for text & photos (not stacked on each other)

4. Limit the use of color (don't use all colors in equal amounts on one single piece)

DON'T



DO



DON'T



DO



Photo Contrast

Sometimes the logo or a headline will be placed on top of photography. When doing this, keep the logo or headline away from busy areas of the photo. It's also a good rule to use one color to ensure optimal legibility.

In some cases, you may need to adjust the photo levels to create contrast. A simple fix is to place a black box over the image, multiply, and set the opacity to 15-30%.

NOT ENOUGH CONTRAST



SOLUTION



Putting it all together.

These are examples of materials prepared for the brand that show how photography, color, and typography come together to create an ownable look and feel.



Your dreams are within reach.

Escondido is rich in the entrepreneurial spirit that defines the San Diego region.

Inspired to dream for more?



We're growing.



12th
largest farm economy in CA



Championing community.



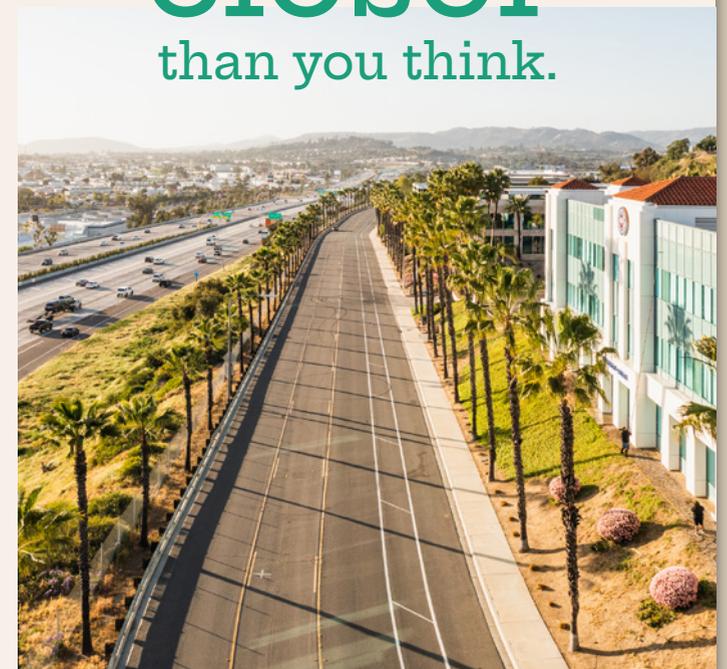
Welcome to Escondido!

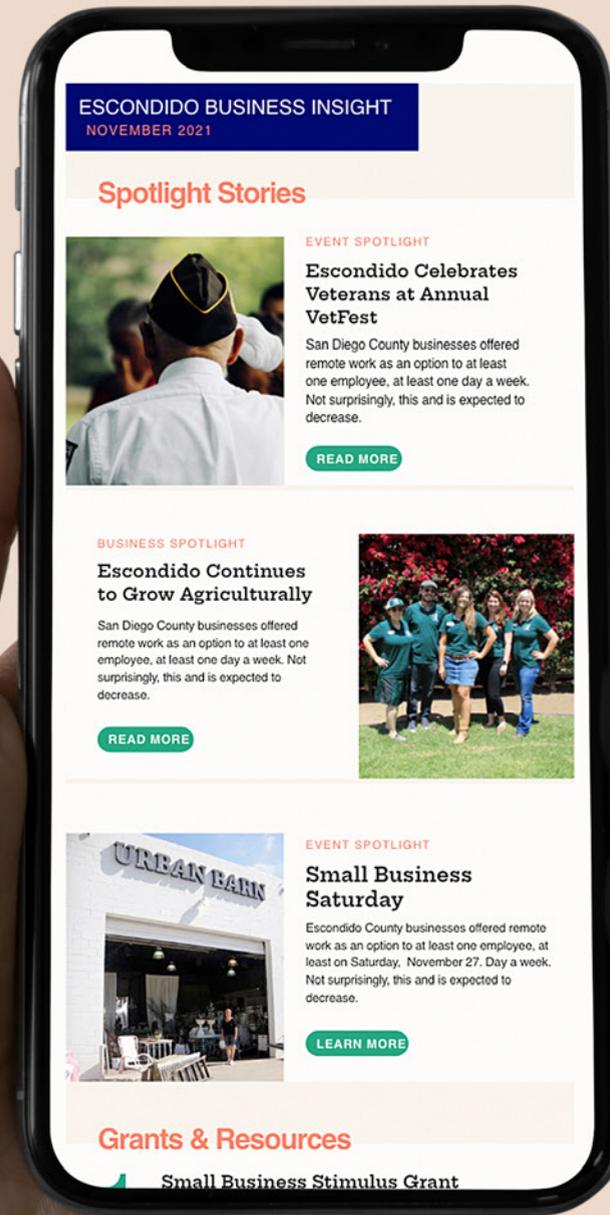


There's so much more to uncover!
Visit our website: escondido.org



We're closer than you think.

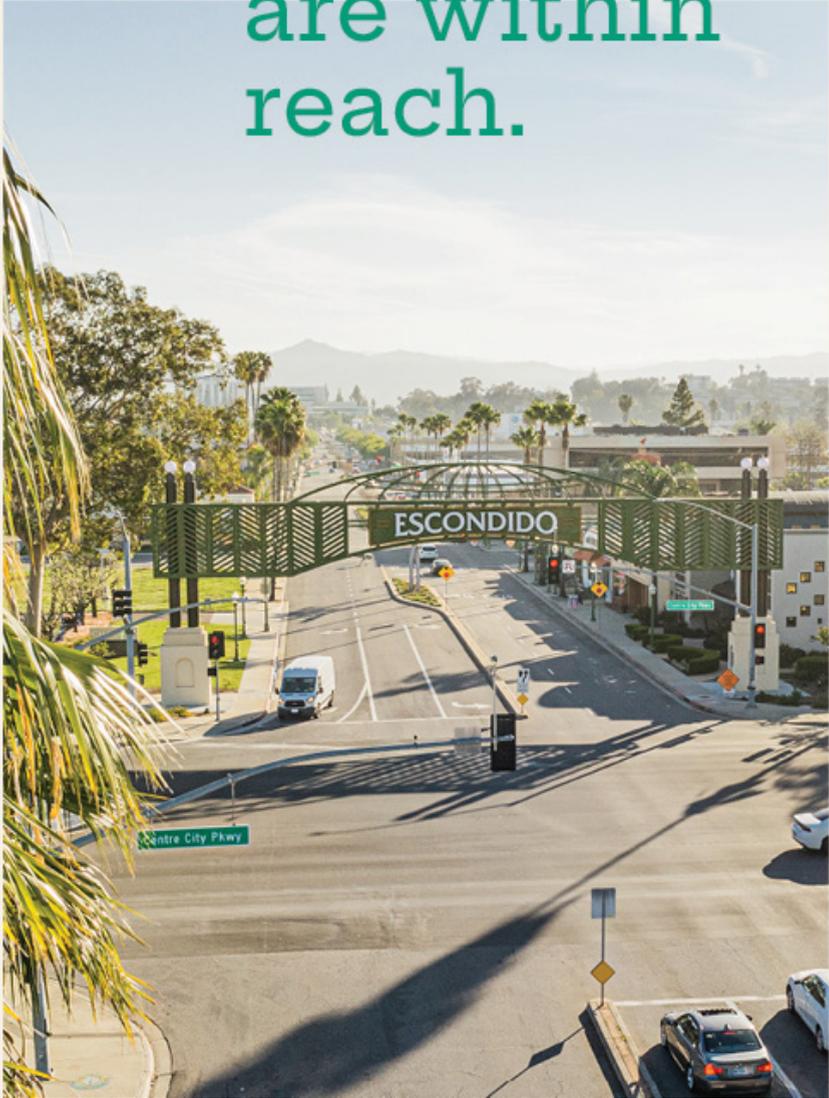








Your dreams are within reach.



WELCOME TO ESCONDIDO!



Inspired to dream for more?

Settled in a long valley in the coastal mountains of Southern California, Escondido lies 30 miles northeast of San Diego. Escondido may mean "hidden" but it's no secret there's a lot going on here! Our award-winning city is a diverse, vibrant community with just the right mix of small-town friendliness and big-city buzz.

CHAMPIONING COMMUNITY

Escondido's economy is very diversified. From computers to craft beer, Escondido is rich in the entrepreneurial spirit that defines the San Diego region. Industries that call Escondido home include:

- Healthcare
- Specialty food and beverage
- Agriculture,
- Professional services
- Precision manufacturing

CREATING A VIBRATE ECOSYSTEM

Escondido has excellent access to talented regional workforce for professional, scientific and information-focused companies.

More and more people are finding their dreams are within reach in Escondido. As the heart of San Diego North, it is one of the few remaining communities where people of all income levels can enjoy the Southern California lifestyle.



There's so much more to uncover!
Visit our website:
escondido.org

Thank
You!

