



COUNTY OF LOUISA

MEMORANDUM

TO: The Honorable Members of the Board of Supervisors

FROM: Sam Massie, Purchasing Officer
Cindy King, Community Engagement and Tourism Manager

CC: Christian Goodwin, County Administrator

DATE: June 11, 2026

RE: A Resolution to Approve and Award the Contract for Branding for Signage & Art, Plus Roundabout Feature Art Design & Installation

I. Background:

a. Project Description

The County of Louisa is seeking proposals from qualified firms or creative teams to provide a cohesive visual brand design that can be used for County gateway signage, wayfinding, and adaptable applications across public artwork (including murals and sculptures); and design, fabrication, and installation of a permanent public feature art for the Wares Crossroads roundabout,

b. Need

The County recently approved a Public Outdoor Art Program as part of its tourism strategy to celebrate local character and enhance visitor experience through public art. Gateway signage updates are also planned and will incorporate a unifying artistic identity. The County already maintains a sign fabrication and installation contract; however, the County does not have an existing contract for public art design or for roundabout feature art work.

c. Project Budget

Funds for such services are included in the Transit Occupancy Tourism account, under GL# 0110-11081650-458460.

d. Request for Proposals

On February 6, 2026 the County issued a Request for Proposals inviting qualified vendors to submit proposals to provide Branding for Signage & Art, Plus Roundabout Feature Art Design & Installation. Louisa County will select the

vendor(s) who they determine most closely satisfies the needs of the County. There is no requirement for acceptance of the lowest cost of service offered, and specific requirements may be waived or amended at the discretion of the County.

- e. The Selection Committee consisted of Cindy King, Community Engagement and Tourism Manager, and Sam Massie, Purchasing Officer.

II. Current Situation:

a. Proposals

A Request for Proposals was issued on February 6, 2026. Two (2) proposals were received by the closing date of March 19, 2026.

- Letterpress Communications, LLC
- Moon'k Films Devoted

b. Short Listed Firms

Negotiations and interviews with the following firms were conducted:

- Letterpress Communications, LLC

c. Selected Firm

After careful consideration, Letterpress Communications, LLC was determined to be the most qualified firm to meet the needs of the County.

d. Justification

Letterpress Communications, LLC has provided similar services for multiple localities in Virginia. Their proposal showed a viable timeline and they have experience with community engagement to provide the best product for each location.

When asked, they proposed several ways their firm would work to meet budget restrictions, including coordinating efforts with Louisa County staff and grants.

III. Recommendation

The recommendation is for the Board of Supervisors to approve and award a contract for Branding for Signage & Art, Plus Roundabout Feature Art Design & Installation with Letterpress Communications, LLC for a period of one year beginning July 7, 2026 and ending July 7, 2027, with the option to renew for four additional one year terms.