

McGregor Lake Map Project – Design Brief

Background

The McGregor Lake Association is a not-for-profit formed in 1945 with the mission to engage lake residents and stakeholders in an ongoing effort to protect and preserve the water quality of the lake and its environmental surroundings. The roughly 150 Members pay an annual fee of \$50 towards operating costs of the Association. In addition to educating about invasive species such as Eurasian Milfoil, conducting annual water testing, and promoting watercraft safety, the association also holds an annual BBQ and games event so lake goers have an opportunity to get to know each other.

Sometime in the late 1940's early 1950's, the Association created a map of the lake and highlighted where members were located on the lake (photo attached) The map continues to be displayed in many cottages and there has been regular calls for the Association to update the map and make it available for sale on a cost-recovery basis.

The Project

The Association is looking to undertake a design project that provides an attractive art piece which could potentially be used as a multimedia rendering on our website to provide real-time updates about sensitive areas on the lake.

Specifically, we are seeking assistance to:

1. Design a display map based on actual scale and topography (print size approx. 18x24) that locates participating lake association members by the property name they choose (estimated 80-100 participants), areas of interest (eg boat launch, Camping McGregor, milfoil zones, no wake zones), as well as named islands, bays et al.
2. *To be confirmed:* Create an interactive rendering of the map that will function within our WordPress site www.lacmcgregorlake.ca. The interactive version of the map ideally will enable us to regularly update milfoil buoy placements, e-coli testing results, no wake zones, and other ecologically related information for lake residents and visitors.

Ideally, we would like to have the map available by **mid-July 2023** but final timelines will be established jointly with the designer(s) selected.

Designers interested in assisting us with one or both of these deliverables are invited to respond before April 27th with:

1. Samples of related work or projects
2. Estimate of timeline and milestones to complete the work for the display map only
3. Budget estimate and proposed in-kind contribution (if applicable) for the display map only

If you are also interested in the interactive map project, please let us know with a brief description of your experience.

A small committee of 2-3 board members will be responsible for choosing the designer(s) selected for the project. The primary point of contact for the project will be Deborah Morrison

mcgregorlakegear@gmail.com and we encourage you to contact her if you have further questions or would like additional information.