



REQUEST FOR PROPOSALS

DOWNTOWN GRAND RAPIDS WINTER DECOR

Deadline: August 28, 2020 by 5pm EST

Deliver to:
Downtown Grand Rapids Inc.
Attn: Kimberly Van Driel
kvandriel@downtowngr.org
29 Pearl St. Suite 1
Grand Rapids, MI 49504



DOWNTOWN GRAND RAPIDS INC. (DGRI) BACKGROUND

DGRI is the organization responsible for city building and place-management in the urban core of Grand Rapids, Michigan, the state's second largest city. Established in 2013, DGRI serves as the singular management entity for the combined operations of the Downtown Development Authority (DDA), the Downtown Improvement District (DID), and the Monroe North Tax Increment Finance Authority. More details can be found at www.downtowngr.org.

PROJECT SUMMARY

Downtown Grand Rapids Inc. (DGRI) is seeking proposals from qualified vendors to design, install, manage and store winter lighting displays Downtown Grand Rapids.

The successful bidder will work in partnership with DGRI and the City of Grand Rapids for installations. The contract awarded will be between the successful bidder and the DDA.

PROJECT BACKGROUND

In 2014, DGRI took over the holiday décor for Downtown Grand Rapids and worked to develop and enhance some of our downtown public spaces during the winter season. Over the years we have continued this tradition both by replacing and updating the lights and décor from our current displays and adding additional lights and décor to new areas of Downtown.

SCOPE

DGRI seeks a professional entity to conceptualize, install, store, and manage winter décor from October through February and Monroe Ctr. Tree lighting year-round. The qualified vendor will work with various City departments to obtain the correct permits for any pole banners and décor being installed as well as working with the City's preferred vendor that manages electricity for any and all light installations.

SERVICES REQUESTED

The selected consultant will work with a committee of individuals from DGRI, the City of Grand Rapids, and other potential stakeholders. DGRI staff will be the primary point of contact and will manage the project. The contract will be facilitated through DGRI. Services should include, but are not limited to, the following:

DGRI is looking for the following information from qualified vendors:

1. Proposal of design ideas for the project areas listed below within this RFP
2. Installation and deinstallation costs
3. Storage costs
4. Maintenance costs

PROJECT AREAS

Currently the décor footprint is shown in the below map. We are seeking proposals for these areas highlighted in red and the additional areas listed below that would be new installation areas for this year.

Locations:

- Rosa Parks Circle
- Monroe Ctr. (Monroe to Division)
- Monument Park (the small park at the intersection of Fulton, Sheldon and Division)
- Louis Campou Promenade
- Monroe North (Michigan to Coldbrook)
- Division (Fulton to Wealthy)
- Bridge St. (Monroe to Seward)
- Ionia (Logan to Michigan)
- Pearl St. (Ah-Nab-Awen Park to Scribner)

BUDGET

Applicants should prepare the budget based on implementing the scope of services; cost is one of the items that will be used to evaluate the proposals. The successful applicant will be paid in accordance with performance milestones and after meeting cost documentation requirements.

PROJECT SCHEDULE

Installation of all areas would be Nov. 1, 2020 with any holiday themed designs coming down after January 1, 2021 and all additional lighting installations coming down by February 28, 2021 with the exception of Monroe Ctr. Trees that will be lit about year-round.

PROPOSAL REQUIREMENTS

Proposals submitted shall be limited to 8 pages (front and back allowed). The proposal should include the following information:

1. Description of Approach -- A summary of your firm's project understanding, intended approach and methods. This should include detailed concept design drawings to scale and descriptions of installation and maintenance.
2. Project Experience -- A description of your firm's experience in design, installation, deinstallation, maintenance and storage. Must provide no less than 3 professional references relating to this specific type of project.
3. Team -- description of the team assigned to this project. Staff listed must be the same working on the project.
4. Schedule -- Overview of timeline and important project milestones to ensure project delivery on time.

5. **Project Costs** -- An outline of your professional fees for completing the work as described. Provide an estimate of projected hours and itemized costs for each task. The bid prices shall cover the costs of any nature, incident to and growing out of the work. In explanation but not in limitation thereof, the prices stated by the bidder shall include the cost of everything necessary for the performance and completion of this Project in the manner and time prescribed including: the furnishing of all material, tools, equipment, transportation, labor, and supervision; all costs on account of loss by damage or destruction of the work; unforeseen difficulties encountered; for settlement of damages; for replacement of defective work and materials; and for all else necessary, therefore, and incidental thereto.
6. **Submission** --A committee will review received proposals to which they will make a recommendation for contracting with a submitted firm. This recommendation will then go to the DDA Board in September for formal recommendation and approval of expenditures for the final proposal. Firms responding to all elements of the proposal will score higher during the review process. Proposals will be evaluated based on the following:

Thoroughness, Clarity and Conciseness of Proposal
Project Understanding & Approach for Achieving Objectives
Similar Project Experience & Tangible Results
Proven Understanding of Implementation and Execution Strategies
Strength of Project Team
Diversity of Project Team
Creativity
Proposed Schedule
Proposed Budget and Expenses

REGISTRATION

All interested consultants are encouraged to send an email to DGRI's Director of Public Space Management, Kimberly Van Driel (kvandriel@downtowngr.org) registering their intent to respond to this proposal. All firms expressing interest will be added to an email distribution list and will be notified if additional information related to the proposal becomes available. Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

QUESTION PERIOD

Any questions regarding the proposal may be submitted by email to DGRI's Director of Public Space Management, Kimberly Van Driel (kvandriel@downtowngr.org). Questions must be submitted by August 24, 2020 by 5pm EST.

ACCEPTANCE OF PROPOSALS

The DDA may waive any informalities or minor defects or reject any and all Proposals.

END OF RFP