

Request for Proposal

Wayfinding Signage

December 15, 2023

Louisville Tourism

401 West Main Street, Suite 2300
Louisville, Kentucky 40202



Introduction

Purpose

The Louisville & Jefferson County Visitors & Convention Commission, doing business as Louisville Tourism, is **requesting proposals for the design, fabrication, and installation of wayfinding and placemaking signage in Louisville, KY**. Using this Request for Proposals (“RFP”), Louisville Tourism intends to contract with a vendor who will be available to provide the product or service during the contract term. Louisville Tourism may select and contract with one or more vendor(s) to provide all products or services described in the Scope of Services.

Vendors interested in assisting Louisville Tourism with the product or service as defined above must prepare and submit a response in accordance with the Submission Requirements and Procurement Schedule in this RFP. Louisville Tourism will review proposals from those vendors that submit a proposal, which includes all information required to be included as described herein.

Business Overview & Background

Overview of Louisville Tourism

Louisville Tourism was formed under the laws of the Commonwealth of Kentucky and has been established pursuant to provision of 91A.350(1) and 91A.370 of the Kentucky Revised Statutes for the purpose of promoting recreational, convention and tourist activities in Louisville and Jefferson County, Kentucky. Louisville Tourism is governed by a nine-member Board of Commissioners, three of whom are appointed by the Governor and six of whom are appointed by the Mayor.

Louisville Tourism’s mission is to support the local economy’s growth by driving tourism to the city and region. The agency serves as the leading voice for Louisville’s hospitality industry to unite other sectors of the community, both private and public, in partnership to make the destination attractive to visitors and investment. In pursuit of its mission, Louisville Tourism generates increased visitor spending, local tax receipts, and job development.

Louisville Tourism encourages participation by minority, women, and disability owned businesses in the procuring of supplies and services.

Scope of Services

Project Overview

Support the installation of wayfinding and placemaking signage to create a unified system throughout Louisville/Jefferson County’s neighborhoods and districts.

This goal of this signage is to enhance the visitor experience by creating a more defined sense of place helping those visitors orient themselves in physical space and interpret their surroundings while placemaking throughout the city under one unified brand.

Prior to the pandemic there was a steady rise in visitation to the neighborhoods with nearly 30% of visitors said they experienced at least one neighborhood other than downtown. It's crucial these key areas of the city have the opportunity to identify themselves and their unique tourism infrastructure for visitors.

Results of this program should include a defined sense of place, improved sentiment regarding safety and growth within the local neighborhood economies.

Project Funding

Louisville Tourism support of this program is made possible by the Kentucky Department of Tourism - Tourism Recovery and Investment ARPA/SLFRF Tourism Commission/DMO Grant (Tranche 2).

Funding is only available until December 31, 2024. All approved projects must be completed, and funds paid by this date. Funds cannot be re-granted.

Types of Signage

1. **Primary/Gateway** – free-standing, identifies a single large area of interest



2. **Secondary/Tailblazer** - free-standing, identifies several points of interest within a large area



3. **Tertiary/Marker** - single sign, attached to existing structure and identifies one or several points of interest



Services Requested

Design, fabrication, and installation of gateway, trailblazer and marker wayfinding signage throughout Jefferson County, for up to 10 neighborhoods/areas by December 31, 2024.

Respondent(s) may bid on one or all services requested below. Special consideration will be given to those that can manage more than one service.

Design Services

The entire wayfinding system should be unified with one look and brand. Each neighborhood will maintain the overall look but include a specific mark that represents the uniqueness of that area. For example, the Portland Neighborhood mark may be an anchor or Whiskey Row in Downtown might be a bourbon barrel.

The mark should be designed and be permanently attached to all signage in the neighborhood. Trailblazer signage and marker signage should also be included in the design estimate. These signs will have between 5-7 points of interest listed.

A maximum of 10 unique marks would need to be designed. Gateway signage can be unique based on each neighborhood, and we estimate a maximum of 10 would be needed. Additional guidelines and design inspiration will be provided to the chosen vendor.

Fabrication Services

We are requesting the fabrication of neighborhood gateway signage and accompanying secondary or tertiary trailblazer signage. Along with the structures, a unique neighborhood mark representing each neighborhood will be fabricated. All secondary and tertiary signs should be built to the same size and scope across the entire city.

Neighborhood gateway signs can be unique, built to meet the needs of that area and the installation location. Total number of structures built will be determined by overall cost but no more than 10 neighborhoods/areas will be highlighted for this project.

Please use the attachment [2007 Downtown Trailblazer Signage] as a reference for design and fabrication. This will not be the final design but is used to gather a similar cost comparison across bidders.

Installation Services

Complete management of installation process from permitting to construction. Louisville Tourism will assist in communication with local public agencies including Louisville Metro Public Works and the Kentucky Department of Transportation as needed.

Form of Contract

If selected to provide services, the successful Respondent may be required to execute a form contract, which includes indemnification, insurance and termination provisions if applicable as well as the compensation provisions. The successful Respondent must also accept and agree to abide by Louisville Tourism Terms and Conditions.

General Procurement Information

Procurement Process

The Evaluation Committee shall evaluate proposals, and meet with top applicants if it deems necessary to be helpful, and complete its evaluation based on the best interests of Louisville Tourism.

Procurement Schedule

The RFP process commences upon the issuance of this RFP. The steps involved in the procurement process and the anticipated completion dates are as follows:

<u>Procurement Activity</u>	<u>Tentative Date</u>
Issuance of Request for Proposals	December 15, 2023
Deadline to Submit Questions	January 2, 2024
Responses to Questions	January 9, 2024
Deadline to Submit Proposals	January 16, 2024
Completion of Evaluation	January 26, 2024
Notification of Selection	January 31, 2024

Obtaining Procurement Documents

This RFP packet can be obtained via Louisville Tourism's web site at <https://www.gotolouisville.com/about-us/rfps/>. All addenda, amendments, or written responses to this RFP will only be available through Louisville Tourism's web site. Louisville Tourism will not provide or be responsible for verbal responses.

Statement Submittal

To be given consideration, Respondents must submit the following:

1. **One (1) electronic copy** of the proposal, including all attachments

Proposals must be received no later than **Tuesday, January 16, 2024 at 5:00 P.M. Eastern Standard Time**. Proposals should be emailed to:

Zack Davis

Vice President of Destination Services

Louisville Tourism

401 West Main Street, Suite 2300

Louisville, Kentucky 40202

Phone: 502.560.1465

Email: zdavis@gotolouisville.com

Proposals will not be accepted by facsimile transmission and no more than one Proposal from any Respondent will be considered. In addition, all Proposals and all related information should be signed by a responsible party with authority to bind the Respondent.

Addenda or Amendments to RFP

During the period provided for the preparation of the responses to the RFP, Louisville Tourism may issue addenda, amendments, or answers to written inquiries. All such addenda, amendments, or answers will be posted/issued as noted in "Obtaining Procurement Documents" herein and shall constitute a part of the RFP. Respondents are encouraged to view the listed website regularly for any issued addenda, amendments or answers, as it is the responsibility of the Respondent to obtain same. Any failure to so acknowledge such changes will make the proposal non-responsive and it will be rejected.

Inquiries

Any requests for information or other inquiries should be directed to the attention of Zack Davis, Vice President of Destination Services a 502.560.1465 or zdavis@gotolouisville.com. Questions will be answered directly and via addenda posted to Louisville Tourism's website. Respondents should not contact any other Louisville Tourism representative for information and/or to inquire about the status of this procurement prior to the submission of Proposals or their proposal may be disqualified.

Submission Requirements

Proposal Format

Each proposal should conform to the following outline. The proposal should be concise, but include enough detail so that each Respondent's capabilities are properly evaluated as to the provision of Louisville Tourism's required services.

Proposal Content

Respondents must provide the following information to be considered responsive. In addition, in order to expedite evaluation of submittals, the Respondent's information must be organized in the following sequence:

- A. Executive Summary – Each proposal must be accompanied by an executive summary, signed by an officer authorized to enter into a contractual relationship with Louisville Tourism on behalf of the firm. The executive summary shall include a brief statement of the company's experience, history and qualifications, approach to the work, understanding of the scope of services, and objectives.
- B. Experience/Past Performance – Respondent must provide no less than three (3) client references for similar services performed within the last five (5) years. The client reference list must include:
 - Name and address of client
 - Name and telephone number of client contact
 - Type of project completed

Respondent must also include a statement authorizing Louisville Tourism to contact Respondent's references in conjunction with the evaluation of Respondent's Proposal. Include whether or not proposer is a prequalified contractor with the Kentucky Transportation Cabinet.

- C. Respondent Firm and Staff Qualifications – Provide a brief summary of the Respondent's history and locations.
 1. Provide a brief narrative documenting the experience and qualifications of each member who will be assigned to Louisville Tourism.
- D. Cost Proposal – Louisville Tourism's goal relating to the Cost Proposal is to obtain an overall view of the Respondent's pricing standards for the Scope of Services outlined herein. We understand that material and labor prices in this space change rapidly and therefore a current cost estimate is requested, and a final cost will be negotiated once a vendor has been selected.

Please provide cost estimates for one or more of the services you are bidding on below. If you are bidding on all three services, then only one total cost estimate for each signage type is required.

1. Design Cost

Please provide a cost estimate per signage type that includes the design of the sign type and the design of a unique neighborhood mark. Maximum of 10 neighborhood marks would be needed.

- Primary/Gateway Signage
 - Free-standing/monument
 - Street archway (2 lane and 6 lane configurations)
 - Any gateway signage that spans lanes must have at least 16' clearance.
- Secondary/Trailblazer (In order to more accurately compare pricing please use "2007 Downtown Trailblazer Signage" attachment as a reference and base pricing off recreating this sign)
- Tertiary/Marker (5-7 points of interest/full color)

2. Fabrication Cost

Please provide a cost estimate to fabricate each signage type that includes the unique neighborhood mark, along with all finishes and hardware to be installation-ready. Assume for this pricing estimate that all signs are fabricated from metal.

- Primary/Gateway Signage
 - Free-standing/monument
 - Street archway (2 lane and 6 lane configurations)
- Secondary/Trailblazer (In order to more accurately compare pricing please use "2007 Downtown Trailblazer Signage" attachment as a reference and base pricing off recreating this sign)
- Tertiary/Marker (5-7 points of interest/full color)

3. Installation Cost

Please provide a total all-inclusive cost estimate to install each signage type:

- Primary/Gateway Signage
 - Free-standing/monument
 - Street archway (2 lane and 6 lane configurations)
- Secondary/Trailblazer (In order to more accurately compare pricing please use "2007 Downtown Trailblazer Signage" attachment as a reference and base pricing off recreating this sign)
- Tertiary/Marker (5-7 points of interest/full color)

4. Total Cost

Please provide a total all-inclusive cost estimate to design, fabricate and install each signage type:

- Primary/Gateway Signage
 - Free-standing/monument
 - Street archway (2 lane and 6 lane configurations)
- Secondary/Trailblazer (In order to more accurately compare pricing please use "2007 Downtown Trailblazer Signage" attachment as a reference and base pricing off recreating this sign)
- Tertiary/Marker (5-7 points of interest/full color)

Evaluation of Respondents

The Committee will review all Proposals. Requests to meet with vendors prior to making final decision could take place. The following criteria will be considered in selecting the successful Respondents:

1. The ability to provide the requested services, including relevant past experience in the timeframe allotted (**December 31, 2024 deadline**).
2. Ability to perform more than one of the three services requested (i.e. design, fabrication, and installation)
3. Qualifications of staff assigned to the engagement.
4. Proposed cost
5. Client references, if applicable.
6. The value of any service suggestions, or other new ideas and enhancements.

All responses should be valid for a 90-day period from the due date of the RFP and should be signed by an individual authorized to bind the firm.

Louisville Tourism reserves the right to reject any and all proposals. Louisville Tourism also reserves the right to evaluate the proposals, including their cost, on the basis of treating the different types of primary, secondary and tertiary markers as alternates. That is, Louisville Tourism reserves the right to make an award based upon any combination of primary/gateway, secondary or tertiary markers, based upon its evaluation of which combination best fit its needs and budget.

Special Terms and Conditions

Rights Reserved

All materials submitted to Louisville Tourism in response to this RFP will become the property of Louisville Tourism, which reserves the right at its sole discretion, to use, without limitation, all information, concepts, and data contained therein.

Louisville Tourism reserves the right to reject any and all submittals, to waive any informality or irregularity in any response, and to make an award to the Respondent or Respondents deemed, in the sole discretion of Louisville Tourism, to be the most suitable to Louisville Tourism.

Louisville Tourism reserves the right not cancel this solicitation at any time.

This RFP does not commit Louisville Tourism to award a contract to any Respondent, or to pay any cost incurred in preparation of materials filed in response to this RFP.

Louisville Tourism reserves the right to negotiate with any Respondent, to award multiple contracts or portions of the specified services, or to cancel in part or in its entirety this RFP, if it is deemed, in the sole discretion of Louisville Tourism, to be in the best interest of Louisville Tourism.

Equal Employment Opportunity

The Respondent shall agree not to discriminate against any employee or applicant because of race, color, religion, sex, national origin, citizenship status, age, protected disability status, sexual orientation, genetic information, uniformed service and/or Vietnam-era or special disabled veteran.

Code of Conduct

The Respondent shall agree to avoid situations, which could be considered either a conflict of interest, or detrimental to the operation or reputation of Louisville Tourism.

Future Work

Louisville Tourism may, at its discretion, negotiate with the successful Respondent to include further services not identified in this RFP.

Disclosure of Proprietary Information

The Respondent may attempt to restrict the disclosure of proprietary information that is contained in the Proposal by marking each applicable page prominently with the words "Proprietary Information". After either a contract is executed pursuant to the RFP,

or all submissions are rejected, if access to documents marked “Proprietary Information” is requested under the Kentucky Open Records Act, Louisville Tourism will notify the Respondent of the request and it shall be the burden of the Respondent to establish that such documents are exempt from disclosure under the law.

Notwithstanding the foregoing, in response to a formal request for information, Louisville Tourism reserves the right to release any documents if Louisville Tourism determines that such information is a public record pursuant to the Kentucky Open Records Act. Louisville Tourism shall have no liability to any Proposer or anyone else for releasing any Proprietary Information of a Proposer.

Laws and Regulations

Louisville Tourism requires that all responses to this RFP, and any contract that may result, be in accordance with all applicable laws, ordinances, rules, and regulations of the Commonwealth of Kentucky, Metro Louisville, and Louisville Tourism.

Any contract developed as a result of this RFP shall be governed by the laws of the Commonwealth of Kentucky with venue and jurisdiction in Jefferson County, Kentucky.

Definitions

“Respondent(s)” refers to the interested individual(s) and/or firm(s) that submit a response to this Request for Proposal.

“RFP” refers to this Request for Proposals, including any amendments, supplements or addendums thereto.

“Proposal” refers to the complete responses to this RFP submitted by the Respondent(s).

APPENDIX A

TERMS AND CONDITIONS

Louisville Tourism is committed to providing high quality, cost-effective services as described herein and engages outside partners in this endeavor. Respondent is expected to represent Louisville Tourism with integrity, professionalism, competence, and due diligence in providing the described services, and to make all efforts to deliver those services as efficiently and cost effectively as possible.

The following terms and conditions for selected Respondent ("Terms and Conditions") set forth the Louisville Tourism's expectations. The Terms and Conditions will be effective for all services performed under this contract awarded by Louisville Tourism pursuant to this Request for Proposal.

1. Form of Contract

Louisville Tourism may retain selected Respondent through a written contract. If applicable, selected Respondent must properly execute the original contract and return it to Louisville Tourism, along with any additional documents or information the contract requires.

2. Conflicts of Interest

Prior to engagement, selected Respondent shall perform a thorough check for actual or potential conflicts of interest, as defined by applicable rules of professional conduct, which may arise from selected Respondent's representation of Louisville Tourism. Selected Respondent must use their best efforts to identify and discuss with Louisville Tourism's Chief Financial Officer ("CFO") any potential conflicts of interest, including any philosophic conflict that may compromise a position taken by Louisville Tourism. Throughout the course of selected Respondent's representation, any conflict must also be promptly disclosed and discussed with Louisville Tourism's CFO as soon as it becomes known.

If selected Respondent requests a waiver, the request shall set forth, in detail, the measures the selected Respondent will take to protect Louisville Tourism, its agents, officials and employees from any prejudice, and/or any detrimental or adverse consequences. The CFO, however, reserves the right to make an independent determination of whether selected Respondent has an actual or potential conflict of interest in any matter and to grant or deny, on behalf of Louisville Tourism in its sole discretion, such request.

Acceptance of an engagement on a matter by selected Respondent without written disclosure of any conflicts constitutes a representation by selected Respondent that a conflict check has been conducted and that no conflicts exist.

3. Communication

In addition to performing services in a professional, competent and timely manner and making informed, ethical decisions on behalf of Louisville Tourism, selected Respondent shall keep CFO informed of all material developments. Selected Respondent must provide regular, timely, and effective communication to Louisville Tourism's CFO as applicable.

4. File Retention

Selected Respondent shall retain all documents, papers, accounting records and other work product pertaining to this contract for a period of no less than five (5) years after the date of final payment. The selected Respondent shall make such materials available for inspection by Louisville Tourism at a reasonable time. Copies of such data shall be furnished to Louisville Tourism upon request. The selected Respondent is entitled to reasonable reimbursement for the cost of furnishing such copies.

5. Confidentiality

In the course of representing Louisville Tourism, selected Respondent may occasionally gain access to non-public and confidential information. In addition, in such cases, Louisville Tourism requires selected Respondent to maintain the confidentiality of such information both during and after the course of its representation of Louisville Tourism. Selected Respondent must have in place appropriate procedures to ensure the protection of all such information. Selected Respondent must follow all statutory, regulatory, and ethical provisions relating to privacy, confidentiality and non-disclosure of all privileged, proprietary and confidential information, and must take appropriate measures to ensure that personnel are familiar with this requirement and are effectively supervised accordingly.

Selected Respondent must consult with Louisville Tourism's CFO before disseminating any potentially sensitive information acquired from Louisville Tourism or developed or learned while representing Louisville Tourism.

6. Invoices

Selected Respondent shall submit detailed invoices within thirty (30) days of the conclusion of the billing period. All charges must reflect the work performed within the billing period or a reasonable time before the billing period. Absent good cause, Louisville Tourism will not pay for services or expenses incurred more than ninety (90) days prior to the date the invoice is submitted. An invoice shall be submitted within thirty (30) days of the conclusion of the service period which shall also detail all work performed since the date of the previous invoice. Invoices will not be accepted more than ninety (90) days after a matter has been closed. Once the guaranteed outside maximum is reached, Louisville Tourism will not pay any fee.

The invoices shall contain narrative descriptions of work performed, including a statement of the date each service was rendered, type of activity, subject matter, and all persons involved. In addition, Louisville Tourism will not be responsible for late fees or other administrative charges.

7. Travel/Meals/Lodging

If applicable, travel, meals, lodging and other related costs which selected Respondent expects to incur in connection with the performance of required services shall require the approval of Louisville Tourism's CFO and shall be reimbursed in accordance with applicable Louisville Tourism travel policies and/or guidelines.

8. Media

Selected Respondent **shall not** make any statements to the media on behalf of Louisville Tourism or relating to Louisville Tourism matters. All media inquiries must be immediately reported to Louisville Tourism's CFO, or as otherwise directed.

Louisville Tourism does not permit selected Respondent to advertise or promote their relationship with Louisville Tourism, other than to list Louisville Tourism as a representative client in the course of marketing efforts.