



HOUSTON DOWNTOWN MANAGEMENT DISTRICT REQUEST FOR PROPOSALS HOLIDAY DÉCOR PROGRAM

Issued May 16, 2024



Houston Downtown Management District
1221 McKinney STE 4250
Houston, TX 77010
RFP@DowntownHouston.org

Holiday Décor RFP - Key Data

Location Downtown Houston, Texas

Written Proposal Recipient RFP@DowntownHouston.org
SUBJECT LINE: Holiday Décor

Digital Proposals Only (PDF)

Contact Information for Questions RFP@DowntownHouston.org
SUBJECT LINE: Holiday Décor

View and Download RFP <https://downtownhouston.org/do-business/procurement-rfp>

Selection Process + Project Schedule

RFP Issued	Thu., May 16, 2024
Site visit for Prospective Contractors 11:30 a.m. MARKET SQUARE PARK, 301 MILAM STREET	Wed., May 29, 2024
Questions due from Prospective Contractors 5:00 p.m.	Fri., May. 31, 2024
Final addenda and responses to questions posted by Noon	Tue., June 4, 2024
Proposals due 5:00 p.m.	Fri., June 7, 2024
Notification & Vendor Negotiation	Mon., June 17, 2024

All A.M. and P.M. time references for HDMD / RFP-240412 are specific to Houston, Texas, Central Daylight Savings Time (CDT)

Project Overview

On behalf of Downtown Houston+, the Houston Downtown Management District is seeking a qualified contractor with a proven track record and experience assisting

districts and urban places in designing and installing a distinctively new and compelling holiday décor program with lighting installations. Downtown Houston is an evolving and dynamic urban center that is home to major industries, arts, entertainment, innovation, and residential neighborhoods. Downtown Houston+ seeks to be the voice of, to, and for the community - connecting residents, visitors, and workers by bringing a sense of cohesion and placemaking to the area. The new holiday décor program should accomplish differentiating and distinguishing Downtown—deliver an experience that is “only in Downtown,” help drive revenue to local businesses, and enhance the perception of Downtown as innovative, walkable, and fun.

Organizational Overview

Downtown Houston+ is the name for the family of organizations that lead Downtown Houston investment projects, promotion, and public realm maintenance. Affiliated organizations include the Houston Downtown Management District (HDMD, Downtown District), the Downtown Redevelopment Authority / Tax Increment Reinvestment Zone No. 3 (DRA / TIRZ #3), Central Houston, Inc. (CHI) and Central Houston Civic Improvement (CHCI), 501(c)6 and 501(c)3 organizations. The Strategic Alignment Plan (SAP) for these organizations can be viewed at downtownhouston.org/about/strategic-alignment-plan.

- **Houston Downtown Management District:**
In 1996, prompted by CHI, the Texas legislature created the Downtown District to beautify and care for the public realm, provide programming and marketing for Houston's urban core, and incentivize economic development. Guided by a diverse board, HDMD is funded through a fair and proportionate assessment of real property. Form more information and geographic boundaries of the Downtown District see: <https://downtownhouston.org/houston-downtown-management-district>. The Downtown District is the funding entity for this holiday décor program.
- **Downtown Redevelopment Authority / TIRZ #3:**
The DRA leads capital investments in infrastructure, parks, public realm improvements, and development projects that demonstrate a public benefit (e.g., flood mitigation, housing, historic preservation). Governed by a City-approved board, DRA projects are made possible through the reinvestment of incremental property taxes collected within the TIRZ #3 boundaries, for more information see <https://downtownhouston.org/downtown-redevelopment-authority>. DRA is eligible to fund priority projects and opportunities identified through the Placemaking & Connectivity Action Plan that fall within their boundary.
- **Central Houston, Inc. / Central Houston Civic Improvement:**
Founded in 1983, CHI advocates and advances the vision for Houston's urban core. CHI has been behind the diversification of Central Houston's industries,

innovative land use, and catalyzed the creation of Houston's big city amenities (e.g., Theater District, Minute Maid Park, Toyota Center, George R. Brown Convention Center, Discovery Green, Buffalo Bayou Partnership). Guided by a prestigious board of leaders, CHI is a non-profit organization funded by its membership. CHCI is a 501(c)(3) non-profit charitable affiliate of Central Houston, Inc. and serves as the fiscal agent for catalyst projects.

Vision

At the intersection of global commerce and local culture, Downtown is Houston's heart of opportunity, excitement, and joy.

Mission

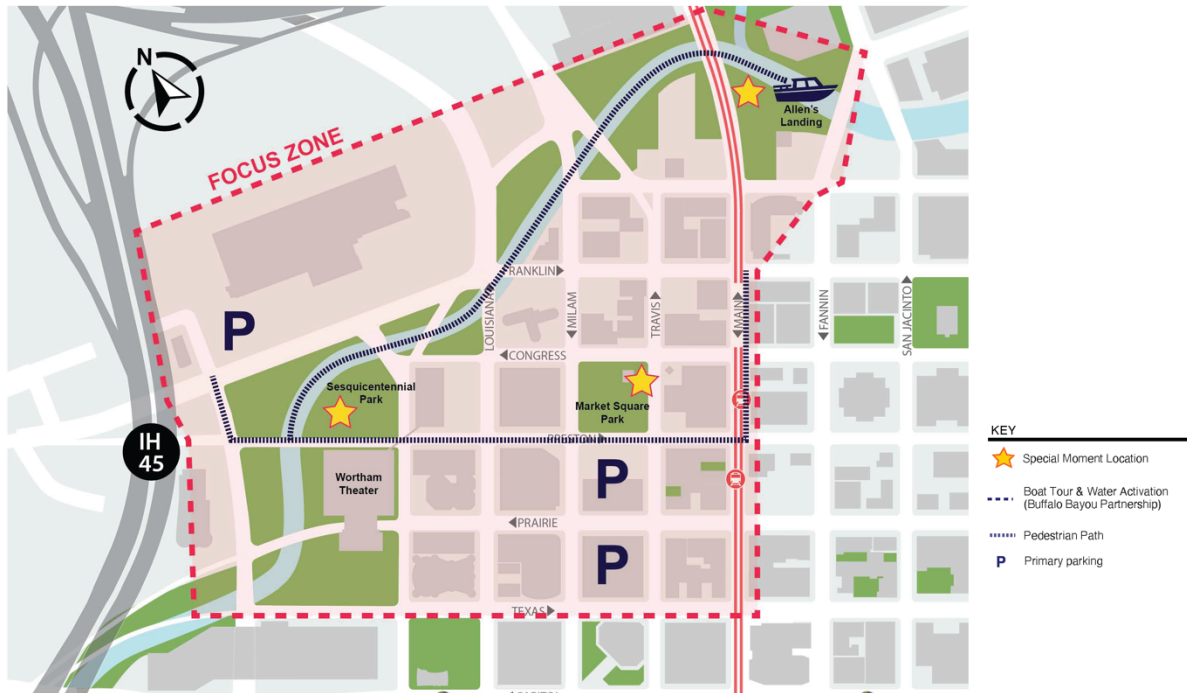
Champion and enhance Downtown Houston as a connected and thriving place for everyone.

Current Situation

HDMD's previous holiday décor program lease has expired. The organization would like to unveil a fresh holiday décor program that would run for 12 nights in December 2024, from Dec. 5 - 16, to bring pride and delight to our local community and welcome visitors. The program will be packaged as "Snow Glow" as part of the annual Downtown City Lights with the goal of activating a festive pedestrian experience in the northwestern quadrant of Downtown Houston, including the Historic District, Houston Theater District, Market Square Park, Main Street, and Allen's Landing to Buffalo Bayou, with special moments at Sesquicentennial Park, Market Square Park, and Allen's Landing. The program should also include solutions that draw people along 7 city blocks from Bagby St. along Preston St. to Main St. and down to Commerce St. The 2024 program intends to provide a strategic focus and set the stage for expansion for years to come.

2024 DOWNTOWN HOLIDAY + PLACEMAKING

05.14.24



While understanding that proposed solutions should be scalable and achievable within current budget parameters, inspirations for the ultimate expression of Snow Glow include: [Let's Glow SF](#), [Vivid Sydney](#), [Hong Kong Symphony of Lights](#), and [The Singing Trees](#). Please note, however, successful solutions could also be as simple as [Stateless](#), which does not require external power sources or expensive scaffolding, etc.

Technical Specifications

The proposed holiday décor needs to be wired to accommodate a 120V power source.

Any décor elements placed on Main St will need to be reviewed and approved by METRO, and contractor will need to go through the METRORail safety training class prior to décor installation.

Project Scope and Deliverables

The selected firm(s) will work with the Operations and Engagement Teams of the Downtown District, with direction from the [HDMD Board](#) and Stakeholder Engagement Committee. The overall goal of this project is activating the public realm and promoting street-level vibrancy in strategically significant areas of Downtown. The selected firm(s) will be expected to fulfill the following deliverables, or work in close

collaboration with a team of chosen contractors, who may be selected to provide specific components of the desired solution. You may choose to propose part or all of the décor program. The firm(s) will be expected to work in partnership with HDMD staff members.

1. Creative Concepting: color palette, narrative, creative design
2. Infrastructure Planning and Sourcing: electricity requirements, technology, scaffolding, permitting, and security recommendations
3. Installation: staff and schedule
4. Operational Oversight: onsite support throughout the duration of the program
5. Disassembly: removal, maintenance, and storage

Proposed Timeline

The selected firm will begin working with HDMD staff upon contract execution. Initial research and development to start in June 2024 with the launch of the holiday décor program in December 2024 with live dates of December 5-16.

Budget

The current budgeted amount for the project is \$650,000. A firm is not required to propose all of the décor program in order to be given consideration for selection. Additional components may be added or subtracted, subject to agreement by both parties.

Instructions

Please submit a single electronic PDF file submission via email to RFP@DowntownHouston.org with Holiday Décor in the subject line. Proposals should consist of the following sections:

- Title Page: includes company name, address, phone number, email address and primary contact person
- Proposal Submission Requirements to include:
 - Your company description, including your values and approach
 - Description of due diligence and service approach, including an outline of the proposed process and specific approaches as well as important dates
 - Experience and similar successful projects previously undertaken by your company and individuals
 - Staff, including a description of proposed staff availability, and expertise specific to the RFP

- References, including name, phone number, and email address for references from 3 previous clients for similar projects
- Pricing Sheet, itemized by specific components and location, including installation/de-installation, labor, service, and maintenance costs
 - Sesquicentennial Park - Total Price
 - Description - Price
 - Description - Price
 - Market Square Park - Total Price
 - Description - Price
 - Description - Price
 - Allen's Landing - Total Price
 - Description - Price
 - Description - Price
 - Preston St. pedestrian path - Total Price
 - Description - Price
 - Description - Price
 - Main St. pedestrian path - Total Price
 - Description - Price
 - Description - Price
- Visuals representation of proposed solutions must be included
- Power requirements for proposed solutions must be included

Evaluation Criteria

The selection criteria used in the evaluation of the proposals will include the following:

- Creativity (25%)
- Firm Experience; including depth and breadth of proposed project team with demonstrated capacity to successfully complete a project of similar scope and complexity (25%)
- Value and pricing structure (30%)
- Review of references (10%)
- Inclusion of local creators/curators, Participation of Disadvantaged Business Enterprises (DBE), defined as minority- or woman-owned business enterprises (MWBE) (10%). *Proof of DBE or MWBE status, such as certification by the City of Houston, may be required.*

Due Dates and Notifications

Proposals Due 5:00 p.m.

Fri., June 7, 2024

Questions due from Prospective Contractors 5:00 p.m.

Fri., May 31, 2024

Anticipated Contract Award/Project Start Date

Thu., June 20, 2024

Questions

Qualified vendors are encouraged to send an email to rfp@DowntownHouston.org with the subject line: Holiday Décor ASAP indicating their intent to submit a quote or proposal.

Faxed submittals are not acceptable. Late bids are not acceptable and will not be considered in this process.

Any questions regarding this Request for Proposal (RFP) should be emailed to rfp@DowntownHouston.org by Friday, May 31, 2024 at 5 :00 p.m. Answers will be posted on Tuesday, June 4th at Noon. Phone calls and other solicitations will not be accepted.

REQUEST FOR PROPOSAL
HOLIDAY DÉCOR PROGRAM FOR
HOUSTON DOWNTOWN MANAGEMENT DISTRICT

The Houston Downtown Management District (the “Downtown District”) will receive responses to a Request for Proposal (RFP), for a creative contractor to design and install a holiday décor program. Proposals will be received until 5:00 p.m., local time on Friday, June 7, 2024, at rfp@DowntownHouston.org with Holiday Décor in the subject line. Proposals submitted after the submission deadline will not be accepted. Respective of this advertisement, telephone or mail queries or requests for information will not be addressed by the Downtown District.

Beginning Thursday, May 16, 2024, this Request for Proposal (RFP) may be reviewed and downloaded as an electronic file from the Organization’s website: <https://downtownhouston.org/do-business/procurement-rfp>. Based on the Proposals submitted, an evaluation and selection committee will identify the highest-ranked winning proposal. Staff will negotiate and recommend to the Downtown District Board for authorization to contract with the selected contractor based on the evaluation criteria.

Proposers shall comply with City of Houston Code of Ordinances, Chapter 15, Articles II, V, VI, and XI and the Mayor’s Executive Orders No.1-7 Pay or Play (POP) Program for Houston Public Works for the public procurement procedures of the City of Houston Office of Business Opportunity (OBO) established in March 2008 and the entity responsible for the administration of the Minority/ Women-Owned (M/WBE), Persons with Disabilities Enterprises (PDBE), and Hire Houston First programs.