

**CHOOSE CHICAGO**  
**REQUEST FOR PROPOSALS**  
**Neighborhood Wayfinding Sign Installer**

**INTRODUCTION**

Choose Chicago is the official destination marketing organization and convention bureau for the City of Chicago. Our mission is to attract regional, national, and international business and leisure visitors to our amazing city for the economic benefit of the entire community.

Choose Chicago is issuing a Request for Proposals (RFP) seeking a qualified and licensed company, such as a sign installation vendor, engineering firm, or construction contractor, with experience in installing metal wayfinding interpretive signs or information kiosks. The selected vendor will be responsible for securely installing and bolting wayfinding signs in sidewalks and other public way locations throughout the City of Chicago. These signs will serve as guides for residents and visitors, highlighting popular businesses, attractions, cultural institutions, and other offerings in the nearby neighborhood. The project will result in the creation and installation of 25 - 30 wayfinding signs, with multiple signs placed in each of the following neighborhoods: Uptown, Hyde Park, Little Village, Bronzeville, South Shore, and Chatham. The specific installation location for each wayfinding sign will be determined by Choose Chicago and City of Chicago agencies including the Mayor's Office, DCASE, CDOT, and BACP. Separate vendor agreements with a fabricator and a permit expeditor will be arranged. Coordination with City agencies for necessary public way installation permits will be managed by Choose Chicago and its vendors. All signs must be completed and installed by December 31, 2025.

**BACKGROUND**

Chicago is a world-class destination thanks in large part to our vibrant and diverse neighborhoods. Since March 2021, Choose Chicago has undertaken a robust strategy to highlight local business districts, international cuisines, distinctive architectural attractions, beautiful parks and gardens, and locations where important Chicago history took place. With financial support from the City of Chicago, Department of Cultural Affairs and Special Events (DCASE), our Neighborhood and City-wide Marketing Campaign expanded in 2023.

To further this effort, Choose Chicago is looking for an experienced wayfinding sign or information kiosk installation company to install 25 - 30 wayfinding interpretive signs in public way locations throughout the City of Chicago.

**DELIVERABLES**

The selected vendor will be responsible for the following.

### **Signage Installation**

- 1) Coordinate with metal sign fabrication vendor and Choose Chicago to ensure the safe transport and installation of all signage in the designated locations.
- 2) Provide all necessary equipment, tools, vehicles, and personnel for the installation.
- 3) Adhere to local regulations regarding signs on sidewalks and public spaces, including any requirements for accessibility and pedestrian safety.
- 4) Ensure proper and secure installation of all signs no later than December 2025.  
Installation is expected to involve straightforward methods, such as drilling into public way concrete and securing the metal sign base plates using concrete bolts and anchors.

### **DEADLINE FOR RFP SUBMISSION**

Proposals should be received no later than TUESDAY, APRIL 8TH by 5 p.m. CDT and submitted by email to Erik Castelan, Project Manager at [ecastelan@choosechicago.com](mailto:ecastelan@choosechicago.com)

The selection process will conclude, and vendor notifications will be sent no later than WEDNESDAY, APRIL 30<sup>TH</sup>.

***You are welcome to send any questions, at any time, to Erik Castelan.***

### **SUBMISSION REQUIREMENTS**

Applicants should submit a thoughtful, clear, and well-organized proposal package that includes the components listed below:

- 1) **Company Profile:** Include contact information such as the company's address, phone number, website, and primary point of contact.
- 2) **Identify which team members have the following responsibilities:**
  - a) General project manager and point of contact
- 3) **Proposed timeline and budget**
  - a) Include a projected budget, with separate cost estimates for 25 signs vs 30 signs, for the installation of the interpretive wayfinding signs that includes materials, equipment, and labor. Here are [examples](#) of similar types of metal wayfinding interpretive signs we expect to fabricate and install for this project.
  - b) Estimated installation timeline for the project completion of all 25 - 30 signs. Installation is expected to take place on sidewalks and other concrete public way locations. All signs must be completed and installed by December 31, 2025.

- 4) **Portfolio:** Examples of previous installation projects, including images of installed interpretive signage or information kiosks, preferably in public spaces.
- 5) A written statement acknowledging that the company will comply with all local regulations and laws.
- 6) **Address the Selection Criteria (below) with your submitted materials**

#### **SELECTION CRITERIA**

- **Qualification of Team.** Attention will be given to teams with the following: extensive experience in installing metal interpretive wayfinding signs or information kiosks in public way sites.
- **Cost Estimate/Budget.** Attention will be given to teams that can install interpretive wayfinding signs in a cost-efficient manner.
- **Quality of Performance History/Portfolio.** Demonstrate past examples of effective installation of interpretive wayfinding signs or information kiosks in public spaces.
- **Chicago Experience/Knowledge.** Prior experience installing signs or kiosks in the City of Chicago is a plus.
- **MBE/WBE Requirements.** Special attention for teams that are based in Chicago and are 51% owned and controlled by a minority or woman and are M/WBE certified.

Vendors may subcontract any services if they lack in-house capability. If subcontracting, vendors must include all relevant qualifications, budgets, portfolios, and compliance assurances from their partners in the submission.

#### **FUNDING**

Choose Chicago was awarded a grant from the City of Chicago Department of Cultural Affairs and Special Events (DCASE) for the installation of interpretive wayfinding signs to support our neighborhood work. Distribution of funds will be determined with the selected vendor as agreed upon with the vendor, Choose Chicago, and DCASE.