

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

**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 wayfinding sign or metal fabricating company to produce metal wayfinding interpretive signs. 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 an installer and a permit expeditor will be arranged. All signs must be completed and installed by December 31, 2025.

Each wayfinding sign will feature a unique design and color scheme selected by Choose Chicago in consultation with a local artist. While Choose Chicago will provide design guidance, sketches, and overall dimensions for each sign, the selected vendor will be responsible for creating final architectural blueprint drawings suitable for city permitting and fabrication. Additionally, each sign will contain information panels with content highlighting local offerings and a map of the local neighborhood. Although Choose Chicago will design and develop the content for these panels, the selected vendor will be responsible for their production. Choose Chicago anticipates involving the respective neighborhood Chambers of Commerce or similar organizations to assist with content development. Coordination with City agencies for necessary public way permits will be managed by Choose Chicago and its vendors.

**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 metal fabricating company to produce 25 - 30 unique wayfinding interpretive signs for installation in public way locations across the City of Chicago.

### **DELIVERABLES**

The selected vendor will be responsible for the following.

#### **Signage Production**

- 1) Draft the final architectural blueprint drawings, including size dimensions, colors, materials, and all necessary details for city permit submission.
- 2) Select high-quality materials that are durable, weather-resistant, and suitable for long-term outdoor use.
- 3) Produce and manufacture 25 - 30 wayfinding interpretive signs in accordance with the approved final architectural blueprint.
- 4) The signs should be manufactured to meet or exceed industry standards and comply with local regulations, including those related to materials, size, and public safety.
- 5) Include any possibilities for using novel materials such as graffiti-resistant coatings, and the price differential.

### **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 fabrication of the interpretive wayfinding signs that includes materials, labor, and architectural blueprint development. Here are [examples](#) of similar types of metal wayfinding interpretive signs we expect to fabricate.
  - b) Estimated timeline for the project completion of all 25 - 30 signs. All signs must be completed and installed by December 31, 2025.
  - c) Include any possibilities for using novel materials such as graffiti-resistant coatings, and the price differential.
- 4) **Portfolio:** Examples of previous projects, including images of fabricated 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 fabricating metal interpretive wayfinding signs or information kiosks in public way sites.
- **Cost Estimate/Budget.** Attention will be given to teams that can produce high quality and durable interpretive wayfinding signs in a cost-efficient manner.
- **Quality of Performance History/Portfolio.** Demonstrate past examples of effective fabrication of interpretive wayfinding signs or information kiosks in public spaces.
- **Chicago Experience/Knowledge.** Prior experience producing signs or kiosks for installation 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 fabrication 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.