

July 2, 2018
REQUEST FOR PROPOSALS

City of Bethlehem
Christmas Lighting and Decor Plan

Contact Person: Allyson Lehr, Housing & Community Development Planner
City of Bethlehem
10 E Church Street
Bethlehem PA 18018
ALehr@bethlehem-pa.gov

PROPOSALS ARE DUE AUGUST 10, 2018 BY 4PM. Please send three hard copies along with an electronic copy (e-mail, thumb drive or CD are all acceptable) to the above address.

1.0 INTRODUCTION

The City of Bethlehem is seeking a qualified Urban Planning/Landscape Design firm for a comprehensive downtown Christmas Lighting and Decor Plan. The city currently has a Christmas decor program that includes candles, lit trees and pole decorations, but these elements are showing their age. As development within the city expands, the current placement of decorations may no longer be at the best, most relevant locations.

This project will require collaboration between the design firm, city, committees and business entities within the City. The selected firm will be required to coordinate the plan and installation with all key stakeholder groups. However, the City is the only party with authority to approve all aspects of the plan. The final product will be the delivery of a comprehensive Christmas Lighting and Décor Plan which will be phased in over the course of 5 years.

2.0 PROJECT HISTORY

The City of Bethlehem was founded on Christmas Eve, 1741 by a small group of Moravians on the banks of the Lehigh River near the Monocacy. Ever since, the City of Bethlehem has invited travelers to experience the warmth and hospitality of this community, especially during the holiday season.

The city's historic tie to the Christmas holiday prompted the Bethlehem Chamber of Commerce to adopt the nickname "Christmas City, USA" 1937. Our visitors and residents find small touches that enhance the holidays, such as a nightly living Christmas nativity, walking tours of the downtown, and the iconic Star of Bethlehem which sits on South Mountain and is lit nightly. The Christmas season is a major economic driver for the city and the city's merchants rely heavily on the Christmas City brand to draw visitors to the city.

All decorations in the city are reviewed by the Christmas City Citizen's Committee which started in 1964 to help the City of Bethlehem financially support and coordinate the public Christmas displays throughout the city. The Committee also is responsible for The Christmas City Trellis, Christmas City Tree Lighting Ceremony, The Christmas City Trolley and The Community Advent Breakfast. The Committee will be an integral part of funding the final plan and overseeing the installation of the decorations.

3.0 STUDY AREA

The study area is shown on the attached maps and will incorporate all areas in which the city currently provides Christmas displays inclusive of:

- Community gateways
- City landmarks
- Northside Historic District
- SouthSide Arts District
- Westside business corridor

4.0 PROJECT GOALS

The City seeks to present a comprehensive and creative holiday program and interactive experience that is commensurate with the Christmas City brand and acts to support Bethlehem as a destination of choice for residents and visitors alike during the holidays.

The Steering Committee, led by the City of Bethlehem and the Christmas City Citizens' Committee will work with the selected firm to address the existing Christmas displays and develop recommendations on how to best improve and expand on the community's holiday décor, including the creation of designs that highlight the unique attributes of the city's districts. The consultant will develop a comprehensive implementation plan that will include a multi-phased action plan for the city and its partners to follow over the next 5 years.

6.0 SCOPE OF WORK

The selected consultant will provide the necessary services to administer preparation and presentation of a Christmas Lighting and Decor Plan as outlined below, within a budget not to exceed \$30,000.

1. Review existing holiday décor program including location of elements, condition of decorations and timing of installation/removal.
2. Arrange meetings with key stakeholders to solicit input and feedback for the program. Partners include:
 - City of Bethlehem
 - Christmas City Citizen's Committee
 - Downtown Bethlehem Association
 - SouthSide Arts District
 - Historic Bethlehem Museums and Sites
 - South Bethlehem Historical Society
 - ArtsQuest
3. Present ideas to the Steering Committee for feedback and direction and hold two (2) meetings for the general public to attend and provide feedback.
4. Provide a comprehensive, cohesive, multi-year plan for the City to implement. This plan must include maps, renderings, product suggestions and descriptions, and timelines for action. The plan may include the following elements as the consultant sees fit: lights and decorations, sound, artistic projections and any other appropriate artistic elements.

7.0 DELIVERABLES

The final plan and all accompanying maps, designs are to be presented in a professional and reproducible format. Rendered site plans shall be included with the final plan documents, as appropriate. The following items shall also be included:

1. Final engineering drawings and accompanying documents.
2. Renderings of the proposed Route 412 approach.
3. Renderings/photos of all proposed future holiday décor and improvements
4. All documentation related to public participation efforts and attendance.
5. Estimated pricing for all plan elements.

6. A timeline for installation/removal of decorations/lights or other entertainment.

8.0 PROPOSAL CONTENT

All proposals shall respond to the following:

1. Description of firm: Provide all contact information for the primary contact person, along with information about the size of the firm, years in business and any consulting specialty.
2. Description of project team: Please include a brief bio of each team member and note their role in the planning process. Please identify and include contact information for each subconsultant, if applicable.
3. Describe the firm's related experience: Present a summary of the firm's neighborhood planning and design experience, especially in small urban or historic communities. Describe any relevant planning projects and how they relate to this project. Project example sheets may be included.
4. Project management: Please indicate who and how this project will be managed from the stakeholder interview process through the final deliverable. Include a discussion regarding the solicitation of input from the various committees and entities in the city and the project team member responsible for each portion of the project.
5. Project timeframe: What is the optimal timeframe for the study? Please include a detailed breakdown of design phases.
6. References: List at least three references from projects similar to this proposed project.

Seven copies of the proposal and all attachments shall be submitted on or before the deadline date.

9.0 SELECTION CRITERIA

The following criteria will be utilized to evaluate proposals and select a consultant.

1. Experience with similar planning and design projects in historic urban neighborhoods.
2. Experience of the personnel assigned to this project.
3. Quality of the proposed planning process including the approach to public participation, ability to address the various city neighborhood/district identities, innovation in design and evidence of the ability to create a multi-phase, buildable Plan.

10.0 INQUIRIES

All inquiries to the RFP shall be submitted in writing to:

Allyson Lehr
Housing & Community Development Planner
City of Bethlehem
Department of Community and Economic Development
10 East Church Street
Bethlehem PA, 18018
alehr@bethlehem-pa.gov

11.0 CONCLUSION

The City of Bethlehem will evaluate all proposals and select the successful firm. The City of Bethlehem is not responsible for any costs incurred by prospective bidders in responding to this

RFP. The City reserves the right to award the project in the best interests of the project and is not obligated to select the lowest priced proposal.