



**WESTSIDE CORRIDOR IMPROVEMENT AUTHORITY  
REQUEST FOR PROPOSAL (RFP)**

**MAINTENANCE AND INSTALLATION OF STREET POLE BANNERS  
WESTSIDE BUSINESS DISTRICTS – GRAND RAPIDS, MI**

**Issued By:**

Westside Corridor Improvement Authority (CIA)  
In Partnership with the City of Grand Rapids, MI

**Proposal Due Date:**

September 26, 2025

**1. INTRODUCTION**

The Westside Corridor Improvement Authority (CIA), in partnership with the City of Grand Rapids, is seeking proposals from qualified vendors to provide maintenance and installation services for street pole banners in the Westside Business Districts. The service areas include Stockbridge (Stocking & Bridge), West Leonard (including Seward), West Fulton, and Butterworth Business Corridors.

**2. SCOPE OF SERVICES**

The selected vendor will be responsible for the following:

**i. Installation of Banners**

- Install banners on designated street poles throughout the business districts.
- Secure banners using appropriate mounting hardware to ensure safety and durability.
- A banner is described as a sign that attaches to a pole between 8-15 feet in the air.

**ii. Maintenance Services**

- Perform routine inspections to ensure banners remain in good condition, at a minimum every 90 days.
- Replace or re-secure loose, damaged, or missing banners as needed. Once vandalism or damage is reported, the vendor has 15 business days to replace and/or restore the banner.
- All requests for banner take-down and installation will be in writing, and after permits are approved, the vendor will have **4 weeks** to install the signage. If the installation were to happen at an extremely busy time of the year, the vendor will communicate with the CIA so that no rush fees are incurred to save taxpayer dollars. (unless the CIA authorizes a rush)

**iii. Removal**

- Remove banners at the end of their display period.



- The vendor will promptly remove signage/banners when instructed to take down.
- iv. **Compliance with City Regulations**
  - Ensure all installations comply with the City of Grand Rapids' ordinances and safety standards.
  - Coordinate with the City for any necessary permits or approvals.

### 3. PROPOSAL REQUIREMENTS

Interested vendors must submit a proposal that includes:

- i. **Company Information**
  - Name, address, and contact details.
  - Overview of the company, including relevant experience.
- ii. **Work Plan & Methodology**
  - Description of the installation and maintenance approach.
  - Proposed schedule for banner installation and maintenance cycles.
  - Marketing ideas for the placement of banners. i.e., there are 243 current banner locations on the Westside, should we utilize every pole or every other pole.
- iii. **Project Budget**
  - Detailed cost breakdown
- iv. **Experience & References**
  - Examples of similar projects completed.
  - At least three references from past clients.
- v. **Insurance & Licensing**
  - Proof of liability insurance and worker's compensation coverage.
  - Any necessary licenses to operate in Grand Rapids, MI.
- vi. **Registered Vendor**
  - Register as a vendor with the City of Grand Rapids

### 4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience and qualifications **(30%)**
- Proposed methodology and timeline **(25%)**
- Cost-effectiveness **(20%)**
- References and past performance **(15%)**
- Compliance with city regulations **(10%)**

### 5. SUBMISSION INSTRUCTIONS

All proposals must be submitted no later than **5:00 pm** EST on Friday, **September 26th, 2025**. Responses should be delivered electronically to **[econdevs@grcity.us](mailto:econdevs@grcity.us)**.



**By mail to:**

The City of Grand Rapids,  
Economic Development,  
300 Monroe Ave NW,  
Grand Rapids, MI 49503

**6. TERMS & CONDITIONS**

- The Westside CIA reserves the right to reject any or all proposals.
- The selected vendor will be required to sign a service agreement.
- Work must be completed within the agreed-upon timeframe.

Thank you for your interest in supporting the Westside Business Districts of Grand Rapids!