



WESTSIDE CORRIDOR IMPROVEMENT AUTHORITY REQUEST FOR PROPOSAL (RFP)

PRINTING OF RECTANGULAR ACRYLIC BANNERS WITH ROUNDED CORNERS 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. PURPOSE

The Westside Corridor Improvement Authority (Westside CIA) is seeking proposals from qualified vendors to **design, print, and distribute rectangular acrylic banners with rounded corners** for display on street poles in the Westside Business Districts of Grand Rapids. This includes offering **customization options** for local business owners to incorporate their **full-color logos**, with **direct payment arrangements** between the printer and business owners.

2. SCOPE OF WORK

The selected vendor will be responsible for:

- i. **Design & Printing**
 - Production of durable, weather-resistant acrylic banners, rectangular with rounded corners.
 - Standard sizing specifications to be determined in collaboration with the Westside CIA.
 - Full-color printing with UV-resistant inks to prevent fading.
- ii. **Customization**
 - Providing a straightforward process for business owners to add their logos, business names, and/or colors.
 - Ensuring that customized designs are compatible with the overall district aesthetic and city guidelines.
- iii. **Ordering & Payment**
 - Establishing an online ordering portal or form for business owners to submit designs and pay directly for custom banners.
 - Providing clear pricing for both standard and customized banners.
- iv. **Coordination**



- Coordinating delivery of printed banners to the installation contractor designated by the Westside CIA.

3. PROPOSAL REQUIREMENTS

Vendors must include the following in their proposal:

I. Company Information

- Name, address, contact details.
- Relevant experience in large-format or outdoor signage printing.

II. Production Plan & Methodology

- Description of materials and printing methods. Lifespan of this product.
- Timelines for production and delivery.
- Customization and order/payment process for business owners adding their business logo to individual banners.
- Marketing ideas for design and placement of banners. i.e., there are 243 current banner locations on the Westside, should we utilize every pole or every other pole.

III. Pricing

- Per-unit cost for standard banners.
- Pricing tiers or fees for customization (e.g., adding business logos).
- Any discounts for bulk orders.

IV. Experience & References

- Examples of similar projects.
- Three client references.

V. Compliance & Warranty

- Adherence to city codes for materials used.
- Warranty information for materials and print quality.

VI. Registered Vendor

- Register as a vendor with the City of Grand Rapids

VII. Insurance & Licensing

- Proof of liability insurance and workers' compensation coverage.
- Any necessary licenses to operate in Grand Rapids, MI.

4. SELECTION CRITERIA

Proposals will be evaluated based on:

- Experience and qualifications **(30%)**
- Quality of materials and durability **(25%)**
- Customization and direct payment process **(20%)**
- Cost-effectiveness **(15%)**



- References and past performance (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 econdevshrd@grcity.us.

By mail to:

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

All questions may be submitted by **September 17, 2025**, to econdevshrd@grcity.us or by calling **616-456-3431**.

6. TERMS AND 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!