



Murray Convention & Visitors Bureau

Request for Proposal

Wayfinding Project Development & Design to Installation

February 2016

Proposal Due: March 18, 2016

**Murray Convention & Visitors Bureau • 201 S. 4th St. • Murray, Kentucky
270-759-2199 • tourmurray.com**

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Summary

The Murray Convention & Visitors Bureau is accepting proposals to develop, design and install a Signage & Wayfinding System for the City of Murray. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be chosen.

Proposal Guidelines

This is an open and competitive process.

The proposal must be received in hardcopy, by mail by Friday, March 18, 2016. Proposals received after 4:30 P.M. CST, Friday, March 18, 2016, will not be considered. No more than three firms will be chosen to meet with the Murray CVB board and community leaders to present RFP.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Proposals should be sent to:

Murray Convention & Visitors Bureau
201 S. 4th St.
Murray, KY 42071

Questions concerning this application process should be addressed to Erin Carrico, Murray CVB, at erincarrico@tourmurray.com. Questions will only be received until March 4, 2016 through email.

Contract Terms

The Murray CVB will negotiate contract terms upon selection. All contracts are subject to review by the City of Murray legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Purpose

The City of Murray does not have a sign program to direct visitors easily through the community. As the town has grown in considerable size over the past ten years, so has the visitor traffic, creating a need to provide wayfinding signs to certain locations in town. The Murray CVB plans to direct this project with input from various community organizations. All designs will become sole property of the Murray CVB.

Description

Create a comprehensive project from design concept to implementation, including a detailed budget. The signage is meant to direct people to specific locations including the historic downtown and be appealing to the ambiance of the community. An emphasis on connectivity to the downtown is a must. The signs will primarily be intended for use by visitor in vehicles, with a few pedestrian signs needed for downtown.

Scope of Work

The successful proposal will be required to include details such as materials used, timeframe, design examples, cost and comprehensive budget. The selected firm will also submit all applications and permits to the Kentucky Department of Transportation for the project. The proposal must follow all of the state guidelines for wayfinding signage. It will be up to the firm to produce any engineering drawings needed and to subcontract for materials or other components where appropriate. The City of Murray Public Works department will assist with installation of finished signs and poles.

Proposal Requirements

The proposal must include the following:

- cover letter
- detailed project timeline
- examples of previous work projects
- list of references
- a statement indicating the professional and technical qualifications of the firm
- detailed project budget
- draft of the firm's proposed contract, including terms and conditions

Timeline

March 18, 2016	Proposal Due
March 31, 2016	Finalists will be chosen
April 2016	Finalists will be invited to present project with Murray CVB Board
May 2016	All firms will be notified of results of RFP

Staff and Local Resources

The Murray CVB will be available to assist with meetings needed to accomplish the project. The City of Murray GIS department and Murray Main Street will be available to provide maps as needed. Any access needed to current Master Plans will be given. City of Murray utilities and Murray Electric System will be available to help identify needs.

Qualifications

- Experience in wayfinding projects
- Working knowledge of the Kentucky Department of Transportation signage permits and requirements
- Small community planning

Warranty

Firm shall provide a three (3) year replacement warranty to the Murray CVB to warrant all work against failure because of faulty materials or workmanship, from the date of acceptance from the Murray CVB and to repair or replace components of the signs that fail in material or workmanship within the specified period. Failures include, but are not limited to fading, bubbling, cracking, peeling, corrosion or poles or mounting hardware.

Evaluation Criteria

Proposals will be evaluated and ranked on the basis of the following considerations:

- Experience of proposed personnel
- Familiarity with local context
- Past project experience with wayfinding signs and community implementation

Background of Organization & Community

Our Mission

Increase overnight stays in Murray by bidding on sporting events and conventions, and by promoting Murray regionally and statewide as a destination for tourists. Our vision is to grow Murray into a top destination for conferences, sporting events and visitors.

The Murray Convention & Visitors Bureau

The Murray CVB is a quasi-governmental agency of the City of Murray established in the early 1980s. The Murray CVB receives funding from transient room tax which is then used for promotion of tourism activities in Murray and the surrounding area.

Murray

The City of Murray has a population of approximately 18,000 citizens, with a county population of 37,000. Murray is located eight miles from the Tennessee state line and fifteen miles from Kentucky Lake and Land Between the Lakes recreational area. Our central location places us within a four-hour drive to Louisville, Lexington, St. Louis, Memphis and Nashville.

Murray is home to Murray State University with a student population of 11,000. Our major employers include Briggs & Stratton, Pella Windows & Doors, Kenlake Foods and MSU. Murray carries a low cost of living, excellent medical care, a variety of cultural events and very active community organizations.