



# Request for Proposals

## Holiday Decor & Winter Themed Installation Program

### I. Introduction

The Michigan Street Corridor Improvement Authority (CIA) is soliciting proposals from qualified firms for the design, installation, and management of a Holiday Décor and Winter-Themed Installation Program.

The City of Grand Rapids' procurement policy requires that projects, including holiday décor for Corridor Improvement Districts, be bid every three years to ensure a fair and competitive process. While contracts are awarded on a three-year cycle, they must be renewed annually through board approval.

However, given the ongoing need for storefront and streetscape holiday décor, there is an opportunity for continued renewal within the contract period, provided that performance expectations are met and funding remains available. Contractors are encouraged to view this as a long-term partnership opportunity.

**About us:** Michigan Street CIA is a community located in the heart of Grand Rapids, spanning from College Ave., East to Plymouth St. Our mission is to invest Tax Increment Financing (TIF) funds into businesses on Michigan Avenue, ensuring that this vital commercial strip remains an attractive place for both visitors and locals alike through our Facade Improvement Program, Business Directory & Outdoor Business Support Fund.

**Purpose and Objective:** The Michigan Street CIA aims to enhance the seasonal atmosphere of the Michigan Street CIA District from (November 1st - January 15th), through creative and festive lighting, greenery, and thematic installations. The program should provide an engaging, welcoming, and visually appealing environment for office workers, residents, visitors, and commuters, ensuring the neighborhood becomes a destination that evokes holiday cheer and community spirit throughout the winter season.

Firm Selection Proposals for this project will be selected competitively from proposals received.

**Proposals due: May 29, 2026**

## II. Submission

Proposals are due on Friday, May 29, 2026, by 5 pm Eastern Time. Proposals, as well as any questions, should be submitted to: [info@mistreet.org](mailto:info@mistreet.org)

## III. Proposed Timeline

- RFP release date: April 16, 2026
- Site visit for prospective contractors (optional): April 24, 2025
  - » 2:00 PM Grand Coney, 809 Michigan Street NE
- Submission of questions on RFP: Through May 15, 2026
- Final addenda and responses to questions posted by Noon: May 22, 2026
- Proposals due: May 29, 2026, by 5 pm
- Proposal Review: Week of June 1, 2026
- Finalist interviews: TBD, 2026
- Notifications and Vendor Negotiation: June 26, 2026

## IV. Scope of Work

### a. Design and Concept

- **Winter-Themed Aesthetic:** The design should integrate winter, holiday, and festive themes using both lighting and natural elements (e.g., greenery, wreaths, garlands).
- **Engagement Features:** Create interactive elements where appropriate, such as themed structures that invite visitors to take photos.
- **Site-Specific Design:** Propose designs tailored to key areas of the Michigan Street CIA, including (but not limited to) streetscape assets within the boundaries of the Michigan Street CIA
- **Integration with Surroundings:** Ensure that the designs complement the existing architecture, infrastructure, and natural environment of the CIA.

### b. Installation

- **Lighting Setup:** Install energy-efficient lighting solutions such as LED strings, spotlights, and projections across prominent locations. Ensure installations are weather-resistant and safely anchored.
- **Greenery and Natural Decor:** Incorporate live or artificial greenery (e.g., garlands, wreaths, trees) at various locations. Ensure that materials are durable, weatherproof, and appropriately sized for the installation areas.
- **Permitting and Compliance:** Secure necessary permits for public installations and electrical work, ensuring compliance with local regulations and safety codes.
- **Safety Considerations:** All installations must be safely secured, with electrical wiring properly concealed and grounded to prevent any hazards

### c. Maintenance and Support

- **Ongoing Maintenance:** Provide ongoing checks and maintenance to ensure all lighting and décor are functioning throughout the season. Maintenance should include troubleshooting, bulb replacement, and general upkeep of greenery.
- **Repairs and Replacements:** Promptly address any damage or malfunctions, particularly if lighting or installations pose a safety risk.

### d. Take-down and Storage

- **Post-Season Removal:** Safely dismantle all decorations after the holiday season, ensuring that no damage is done to the installations or public spaces.
- **Storage:** Provide secure storage for all reusable materials (e.g., lighting, trees, greenery) for future use, if applicable, ensuring that items are properly maintained for the next season.

## V. Business Arrangements & Subcontracting

The successful proposer will be fully responsible for the Scope of Work to be performed under this proposal. If a Proposer intends to utilize a business partner or subcontractor to provide services, proposals submitted must identify every business partner and subcontractor who will supply services under the contract and the nature of the relationship to the proposer.

## VI. Format for Proposals

### a. Introduction

Describe your company, its size, mission, and recent clients, and explain why you and your team are uniquely qualified to handle this project.

### b. Qualifications and Experience

- Provide brief biographies for all who will work on the project
- Provide 2-3 samples of work you have undertaken.

### c. Schedule of Deliverables

- **Design Proposal:** A comprehensive proposal that includes sketches, visual mockups, and a written explanation of the proposed design elements.
- **Detailed Installation Plan:** A timeline outlining the installation process, including key milestones and expected completion dates.
- **Maintenance Schedule:** A plan for regular checks, maintenance, and support during the duration of the program.

### d. Project Budget:

Please provide an itemized breakdown of costs. The Michigan Street CIA will select the elements based on budget, aesthetic preferences, and specific program requirements. The pricing should include price per item, installation and removal, off-season storage (if applicable); project management fees; volume or multi-year contract discount; and any other fees.

### NOTES:

The pricing should include all relevant costs, including labor, transportation, and any associated fees. • The Michigan Street CIA will select the specific decor elements and services based on budget, desired scale, and program goals.

