

# Corning Intown District Management Association, Corning, N.Y. Request for Proposals – Holiday Lighting Design Consultant

## Section 1. General Information

### 1.1 Background

Like most communities across America, downtown Corning has a long and varied history with holiday lighting decorations. The content has evolved with time and tradition as well as technological development. In 1987, at its formation, Corning Intown District Management Association (hereafter referred to as CIDMA) was tasked with the enhancement of many aspects within a one-square mile of downtown Corning, including holiday lighting (see map of area in Appendix A). For the past two decades these enhancements have had several components, including lighting of trees along five (5) blocks of historic Market Street and in Centerway Square with strands of incandescent mini lights; hanging of lighted snowflakes at street intersections and decorative, branded banners on light poles on both the Southside and Northside of the district; and outlining of buildings on the Northside with strands of size 9 incandescent bulbs. (See some representative photos in attached Appendix B). Installation and maintenance costs have continually grown over the years. Of particular cost has been the tree lighting on Market Street which was done in four-year cycles to allow for tree pruning. In August 2023, federal regulations banned the production of incandescent lights, thereby forcing a conversion to more-expensive LED lights and prompting a review of the entire program and leading to the decision to seek the advice of a professional lighting designer.

### 1.2 Purpose

Corning's Gaffer District, on behalf of CIDMA, is now seeking a qualified lighting designer with holiday-specific experience to provide consultation on the development of a new holiday lighting plan that is affordable, sustainable, effective, aesthetically pleasing and appropriate. There are no preconceived ideas of what that program will look like or what form(s) it could take. The selected designer will report directly to the Director of Events and Operations at Corning's Gaffer District. The implementation of the plan is anticipated to be a multi-year project.

### 1.3 Key Events and Dates

Event Date Issuance of RFP August 29, 2024 Deadline for RFP Responses September 26, 2024 Review of Responses Begins September 26, 2024 Notice of Award/Notice to Proceed October 4, 2024 Final Agreement Signed by October 15, 2024 Contractor Begins Work November 1, 2024 Consultant issues final report by June 1, 2025

## Section 2. Scope of Services

2.1 Under the scope of services, a qualified and experienced lighting designer will provide a creative and cohesive Holiday Lighting Proposal incorporating public feedback. The proposal should demonstrate an understanding of the Gaffer District and the greater area.

2.2 All work must be completed no later than June 1, 2025.

2.3 The central components and project-specific scope of work & deliverables shall include, but not be limited to the following:

**1. Research**

- a. Conduct site visit (s) to evaluate existing conditions including existing infrastructure.
- b. At least one (1) public input session.
- c. Interviews with key partners/stakeholders.
- d. Online survey for community comment

**2. Recommendation(s)**

- a. Comprehensive plan for building the recommended program from start to finish. Including infrastructure requirements, necessary upgrades, and any necessary engineering consultation.
- b. Examples of similar installations and their success.
- c. Suggestions for ideal locations for lighting to be installed, i.e. buildings, trees, streetlight poles, etc., along with examples based on infrastructure or any identified site-specific constraints.
- d. In addition to traditional options, alternatives are sought for imaginative, sustainable and cost-effective solutions.
- e. Product recommendations and sourcing.
- f. Implementation requirements, including all associated costs, design, necessary infrastructure, required permitting/approvals, etc.
- g. Installation and removal guidelines, as well as maintenance and storage options and costs.

2.4 The proposer may present alternatives to the stated scope of work, if such alternatives address the project goals and will enhance the final product.

2.5 All work products produced by the firm shall be the property of CIDMA for it to use without any limitations.

**Section 3. Engagement Requirements**

**3.1 Qualifications**

- 1. Prior experience, including work with similar projects, in the private and/or public sectors (examples of work to be provided with proposal).
- 2. Past experience by the firm and individual staff with Corning's Gaffer District/CIDMA and/or the City of Corning, helpful but not required.
- 3. List of three client references from similar projects along with contact information.

**3.2 Cost Proposal**

A total "not to exceed cost" for the full scope of work listed in Section 2 must be included in the RFP response. The budget for this project has been set at \$25,000.

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**3.3 PAYMENT**

Invoices should be submitted in two phases. Phase One should be submitted by the 15th day of January to be paid during the 1st week of February. Phase Two should be submitted upon completion and will be paid at the next available payment date, following the pattern established with the Phase One payment.

**3.4 Additional Information** – The proposer must also provide the following: 1.

Disclosure of any potential conflicts of interest.

2. The following kinds and amounts of insurance shall be procured upon selection and maintained throughout the duration of services.
    - a. Worker's Compensation Insurance in the amounts required by law to provide protection for employees of the firm in the event of job-related injuries.
    - b. Commercial General Liability Insurance having a combined single limit of \$1,000,000 for bodily injury and property damage resulting from any one accident.
    - c. Automobile Liability Insurance having a limit of \$1,000,000 for bodily and property damage resulting from any one accident.
    - d. Professional Liability or Errors and Omissions Insurance having limits of \$500,000 per claim and \$1,000,000 aggregate liability.
- For items 2.a.-2.d The CIDMA, Corning's Gaffer District and the City of Corning must be named an additional insured with such coverage to be primary and noncontributory. The selected firm shall provide CIDMA with current Certificates of Insurance showing the required limits and terms. The Certificates shall also provide for thirty (30) days written notice by the insurance company prior to cancellation or material change in policy coverage.
3. Cover letter including as follows:
    - a. The firm's name, address, telephone number, email address and website address, if applicable.
    - b. The name, title, telephone number, and email address of the individual within the firm who will be the primary contact concerning the proposal.
    - c. Brief statement of experience.
    - d. Attached list of references with contact information.
    - e. The cover letter must be signed by the individual(s) authorized to bind the firm contractually and indicate the title or position that the signer holds within the firm. The Gaffer District reserves the right to reject a proposal that contains an unsigned cover letter.

**Section 4. Evaluation of Proposals**

The selection process will evaluate the examples cited, familiarity with City of Corning/Gaffer District and cost (see Section 4.3).

**4.1 Preliminary Review**

Corning's Gaffer District reserves the right to reject and return to the proposer all proposals received after the RFP due date and time. All proposals will be reviewed to determine if they contain all required submittals specified in Section 3. Incomplete proposals may be rejected.

**4.2 Criteria for Selection**

The criteria for selection shall be calculated based on the following:

1. 50% on experience/examples of work provided
2. 20% on familiarity with City of Corning and/or Corning's Gaffer District
3. 30% on submitted cost

**4.3** The Gaffer District reserves the right to accept other than the lowest cost proposal.

**Section 5. Submission of Proposals**

**5.1 Submission of Proposal**

Proposals may be submitted in person, via delivery or via email **on or before 12 NOON EDT on Thursday, September 26, 2024.** to the following:

Nate Basch  
Director of Events & Operations  
Corning's Gaffer District  
1 West Market Street, Suite 401  
Corning, New York 14830  
*nate@gafferdistrict.com*

All inquiries about this RFP should be directed in writing to the above contact.

## **Section 6. Agreement Requirements**

### **6.1 Contract**

Selected provider will be required to sign a contract and provide proof of required insurance.

### **6.2 Termination**

The agreement may be terminated by the Gaffer District/CIDMA in accordance with New York State Law.

### **6.3 Duration**

The term of the agreement is disclosed in this RFP.

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## **Appendix A - Map of Corning's Gaffer District**



**Appendix B-Photos**





