



REQUEST FOR PROPOSALS:
**Turnkey Exterior Digital Signage
Solutions**

Issued: November 1, 2022

Due: December 2, 2022

Issued By:

Montgomery County Convention
Facilities Authority
22 East 5th Street
Dayton, Ohio 45402
Phone: (937) 469-1173

www.montgomerycountycfa.org

The Montgomery County Convention Facilities Authority (the “MCCFA”) is seeking proposals from firms interested in providing a turnkey solution for exterior digital signage and sales/advertising revenue generation for the Dayton Convention Center (the “DCC”). The MCCFA is seeking firms who have extensive experience in providing creative sales and advertising services like the services described in this request for proposals (“RFP”). The MCCFA is seeking a partner that would provide all equipment and support services as an investment with a mutually agreed upon profit share on advertising revenue.

BACKGROUND

In 1973, the Dayton Convention Center opened and was operated by the City of Dayton. Transfer of ownership to the Montgomery County Convention Facilities Authority took place on April 1, 2021. The facility currently offers a total of 150,000 square feet of space including 68,400 square feet of exhibit space with a VIP show managers suite; 20,000 square feet of ballroom space; 12,400 square feet of meeting space; a 672-seat theatre and 2 board rooms. There is 1 active tenants with office space at the facility.

The Dayton Convention Center is undergoing a full facility renovation with phase 1 in process and slated to be completed by mid-2024. Project budget is between \$35-\$40 million. The DCC will remain open and operating during renovation.

The facility is located downtown and connected to the Radisson Dayton Hotel, which offers 289 sleeping rooms as well as a 6,300 square foot ballroom and 5,800 square feet of meeting space. There is an attached parking garage with 1500 spaces. The Levitt Pavilion, an outdoor concert venue built in 2018, is next door to the Radisson. Two new hotel brands are under construction downtown and slated to open in 2022/2023, the Hotel Ardent, 120 rooms, and the AC Marriott, 134 rooms. The Marriott at the University of Dayton is 1.6 miles from the Center and has 399 sleeping rooms. There are currently 70 hotel properties with a total sleeping room inventory of approximately 7000 in Montgomery County. The Dayton International Airport is 12 miles from the Center. Downtown Dayton’s Oregon District is a mixed-use urban center offering residential, entertainment, dining, and shopping options. The historical “Dayton Arcade”, 4 blocks from the Center, redevelopment is underway with plans for a 500,000 square foot complex of marketplace retail, restaurants, and residential micro-lofts, as well as a commercial kitchen, higher education, and retail offices.

The mission of the Authority is to revitalize the Center, and support the CVB with the promotion of convention, visitor, and sporting events in Montgomery County. The MCCFA is funded by a 3% hotel/motel occupancy lodging tax and also receives the City of Dayton 3% lodging tax collections. These revenues are utilized to renovate the DCC and fund operations. The goal of the Center is to attract conventions to bring out-of-town tourists to the County to generate an economic impact throughout Montgomery County.

The City owns the real estate on which the Center is situated and holds a ground lease with

the Authority. The Authority governs the Center through the MCCFA Board of Directors, made up of 11 members. The Budget and Finance Committee within the Board recommend the annual operating and capital budgets for the Center. The Committee ensures that funds are properly allocated and that the Center is being operated and maintained at the highest levels of effectiveness and efficiency.

Dayton Convention Center attendees

Dayton Central Business District pedestrian traffic

Upon stabilization of operations (assumed to be a fourth full year), an improved DCC is estimated to attract 205 events annually, generating approximately 195,300 attendee days (a product of the number of unique attendees and the number of days they attend events at the DCC) and 31,600 hotel room nights. This represents an increase of 114 events from estimated historical event levels, as well as nearly 100,000 attendee days and 17,000 room nights.

Information for qualified pedestrian information from The Downtown Partnership is provided in the Attachments Section.

Existing amenities offered by the DCC, and some future planned upgrades include:

68,400 square feet of column free exhibit hall space that will include 18,000 square feet of flex ballroom space and 2 permanent concessions stands.

9000 square feet of attached pre-function/ballroom flex space.

672 seat theatre with full production and 6 dressing rooms.

22 meeting rooms.

2 board rooms.

Enclosed skywalk attached to a 289-room hotel.

Outdoor event terrace.

Outdoor green space at main entrance.

Lobby event space with 3 story view.

Micro Market food and beverage concept.

Business center space.

VIP Suite overlooking exhibit hall; and

1500 space attached parking garage – owned by the City of Dayton

Additional information regarding the MCCFA can be found on its website: <https://montgomerycountycfa.org/>

For the Dayton Convention Center on its website:

<https://www.daytonconventioncenter.com/>

INTRODUCTION AND OVERVIEW

Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals for competitive negotiations for exterior building digital signage. The digital signage partner will be asked to provide a proposal that addresses covering the cost of the equipment and installation of signage, as well as a subsequent sales plan for advertising and how revenues would be split between digital signage partner and the MCCFA. The partner should demonstrate how the management company ("ASM Global") at the Dayton Convention Center will be able to access the program to promote events on behalf of show managers that utilize DCC.

The goal of this project is to provide exterior digital signage for the newly renovated Dayton Convention Center facility to enhance the attendees' experience and give the Dayton Convention Center the flexibility to communicate with all events, exhibitors, and attendees to attract more events to the facilities.

The digital signage partner could also receive assets to help promote their business, which could include branding opportunities inside and outside facilities, designation as "Digital Signage partner of MCCFA", as well as other sponsorship/advertising opportunities mutually agreed upon.

Issuing Office

The MCCFA is issuing this RFP and is the only office authorized to change, modify, amend, alter, or clarify the specifications, terms and conditions of this RFP.

Restrictions on Communications

The MCCFA is the sole point of contact throughout the procurement process. All communications, oral and written (regular, express, or electronic mail, or fax), concerning this procurement shall be addressed to the MCCFA.

For violation of this provision, the MCCFA shall reserve the right to disqualify the vendors' proposal response.

Written Questions Regarding this RFP

Vendors are encouraged to submit written questions pursuant to Section 10.9 of this RFP. Written questions shall be submitted to the MCCFA via email at Pplageman@montgomerycountycfa.org. No questions shall be accepted after the date(s) listed unless the question(s) is considered material to the procurement. The MCCFA shall respond to salient questions in writing.

Schedule of Activities

The following information presents the anticipated schedule for major activities associated with the RFP distribution, proposal submission, proposal evaluation process, and contract award. The MCCFA reserves the right at its sole discretion to change the Schedule of Activities, including the associated dates and times.

RFP Issued:	November 1, 2022
Mandatory Pre-proposal Tour/Meeting:	November 17, 2022, 11am EST
Clarifying Questions Due to MCCFA:	November 21, 2022, 4pm EST
Proposals Due to MCCFA:	December 2, 2022, 4pm EST
Interview Firms:	TBD
Award:	January 6, 2023

Scope of Services

This section includes the requirements for the furnishing, installing, and configuring components and equipment associated with the mounted digital displays. There are 2-3 exterior locations identified for large digital displays and another 2 locations inside DCC for kiosk displays.

The Contractor shall provide the following services:

Installation and configuration of the new display.

All programming of the new displays and ongoing upgrades to software

24/7 technical support is required

Direct sales and promotional advertising regarding business for the DCC

Will provide all permitting and licensing the City of Dayton requires for installation, maintenance, and operation of outdoor signage. Any permitting fees will be the responsibility of the contractor.

Delivery and installation of all end devices. End devices shall include, at a minimum:

LED Displays/Display Engines

All necessary mounting brackets required to securely and safely fasten the display to the supporting structure.

All mounting hardware and fasteners shall be approved by a registered Structural Engineer in the State of Ohio and capable of carrying all anticipated structural loads for each proposed display

and mounting type. Structural drawings shall be stamped by the Structural Engineer and provided to the Owner prior to installation.

All cabling, patch panels, switches and hardware to ensure stable and uninterrupted operability of the new equipment.

Displays: The list of approved display manufacturers includes, but is not limited to:

Nano Lumens

Crestron

Number of pixels

Owner approved equivalent

System Requirements

The Contractor shall coordinate and verify location and information displayed on all display

devices with Owner and as depicted on the contract drawings.

The banner displays shall be configured to run on a full-time basis, twenty-four (24) hours per day, seven (7) days per week, or otherwise instructed by the Owner

Display Input Consoles

Contractor should coordinate exact mounting height and location in the field, based on Ohio ADA rules and regulations.

If necessary, the Contractor will coordinate with other trades regarding exact mounting, power, size, and installation constraints for console.

Screen graphic layout, contents and information type to be coordinated with owner.

Technical requirements for the Nano Lumens Nixel Series, or approved equal, for Outdoor applications are listed below:

Display: NIXEL™ SERIES –OUTDOOR or equal

Pixel Pitch: 6mm or less

Size (W X H): 304.8 x 152.4 mm (12.0 x 6.0 in)

True HD Capable: Yes

Depth: 104.8 mm (4.125 in)

Watts per unit: 12 max/ 4.8 avg for 6mm; 23.0 max/ 9.2 avg for 4mm

Weight: 1.3 kg, 2.86 lb

SMD: 3030

Brightness: 2500 nits (6mm), 2600 nits (4mm)

Viewing Angles: 170° horz, 160° vert

Flexibility (Min Dia): 915 mm (36 in)

Serviceability: Front

White Color Temperature: 6500K (ADJ)

Working Voltage: 120 / 208 / 240 VAC

Refresh Frequency: 960-4800hz (ADJ)

Colors: 16 million

Lifetime: minimum of 100,000 hours

All displays to be delivered with all necessary equipment, materials, software and hardware to meet the requirements herein including, but not limited to:

Power Cord

Operating Software

Remote control including associated batteries

DVI-D cable, or equal

All operating and maintenance manuals should be included.

Installation

Contractor shall provide installation services for installing new displays in order to provide a fully functional system, integrated with other systems, and installed within the codes, requirements, and regulations in effect in the State of Ohio.

All installations shall meet or exceed industry standards and installation practices listed herein. Product installations failing to meet standards and practices shall be removed and replaced at no additional cost to Owner.

All on-site technicians and programmers shall possess a minimum of three (3) years' experience. The foreman shall possess a minimum of ten (10) years' experience in the installation of related systems.

Where undefined by codes and standards, Contractor shall apply a safety factor of at least 2 times the rated load to all fastenings and supports of system components.

Contractor shall provide a construction - installation schedule to Owner. Information to be outlined includes:

All final design, manufacturing, installation, testing, commissioning and training phases that comply with the overall project master schedule.

Contractor shall conduct a visual inspection of all installations to verify that the installations are in accordance with specifications and manufacturer's specifications.

Successful bidder shall submit complete and detailed shop drawings for review in accordance with the requirements stipulated by the Owner. Shop drawings shall show sufficient detail to indicate conformance to the requirements of this Contract. No fabrication, installation and/or assembly of any materials, components or equipment shall begin until the shop drawings for such components have been reviewed and approved by the Owner. All drawings, sketches, details, and material shall be submitted in English.

The Contractor shall coordinate the installation of digital display equipment with ASM Global as further defined herein. The MCCFA shall have the final approval before installation begins.

DCC Local Area Network (LAN). The Contractor shall coordinate with a LAN contractor ensure the LAN system is fully coordinated with the digital display system to provide:

Virtual server installation and commissioning

Network virtual LAN (VLAN) requirements and assignments

Internet Protocol (IP) address assignments

Ethernet Interface requirements i.e. full/half duplex

DHCP requirements

DNS requirements

QoS/CoS requirements – if applicable

Bandwidth / throughput requirements

Required LAN performance characteristics

Security Requirements – firewall ports and services

Switch/port assignments

If additional or specialized LAN equipment is required to support the displays and schedulers implementation, the Contractor shall provide this equipment. Any equipment provided in this manner shall be coordinated and fully compatible with the new LAN.

Mounting structure to be installed by Contractor to support desired displays in all locations.

Support structure design depends on the mounting methods, display size, and load. All mounting and support framing shall be designed by a Structural Engineer registered in the State of Ohio, or as otherwise agreed with Owner. Structural calculations will be submitted to the MCCFA prior to installation.

Displays shall be grounded according to the provisions outlined in Article 250 of the National Electrical Code. The display shall be connected to earth-ground. Proper grounding is necessary for reliable equipment operation and protects the equipment from damaging electrical disturbances and lightning.

Integration: The Contractor shall ensure that all new displays are integrated with the existing display, network, and control systems.

Protection and Cleaning

Contractor should protect all equipment, components and materials from time of installation until acceptance by the MCCFA.

All finish surfaces shall be delivered to DCC free of any soil, abrasions or damage.

Contractor shall repair or replace any damage to displays, or related equipment, prior to MCCFA acceptance.

Spare Parts

Contractor should provide a stock of spare parts for equipment that is prone to routine maintenance for major repairs requiring service, manufacturer shall provide a technician within 24-hours to conduct repairs within the warranty period.

Manuals

All manuals shall be provided in English language.

Contractor should supply four (4) copies of technical operating and maintenance manuals for all software applications, hardware, equipment and components furnished under this Contract. Manuals shall not be generic in nature and shall reflect the banner display equipment implemented specifically on behalf of Owner. Non-applicable items and drawings shall not be included in the manuals. Manuals may have descriptive type photographs. Pages shall have reinforced edges. Manuals shall be compact in size and bound. Manufacturer shall also provide all listed manual information as an electronic format.

Training

Contractor should provide instruction of designated Owner personnel in the proper use, operation, and preventive maintenance of all wall displays related equipment.

Contractor should demonstrate that hardware, software, control systems and all related display equipment are functioning properly.

Testing and Acceptance Requirements

The installation of digital displays shall not be considered complete until all testing is completed on the entire system and system is fully accepted. In general, these tests shall verify the following minimum requirements:

Proper function of all displays, hardware, workstations and any other new and existing equipment considered a part of the overall banner display network.

System is performing within defined parameters.

Warranty

Contractor must provide a project warranty, to the MCCFA, signed by Contractor, installer, and manufacturer, agreeing to replace, repair, or restore defective materials and workmanship of work for a warranty period of one (1) year from final acceptance. Hardware, Software, Components and Materials: Contractor shall provide a project warranty agreeing to replace, repair, or restore defective materials and/or workmanship of work for a warranty period of one (1) year from final acceptance.

Schedule and Implementation Plan

Vendor should outline the tasks and timelines from the date of award to fulfill all requirements of the contract to be fully operational by _____.

Vendor must coordinate and approve their work schedule with ASM Global. Vendor must also perform work to completion as mutually agreed upon with the MCCFA.

Partnership Plan

Capital Investment Plan

Vendor should describe what they would propose in sponsoring and/or partnering with the Dayton Convention Center. The proposal should address the capital investment, from the vendor, that would cover the cost of the installation of signage.

Proposed Revenue Plan

Vendor should describe the subsequent sales plan for signage and how revenues would be split between digital signage partner and the MCCFA. The vendor would have the opportunity to produce and sell the digital signage advertising for the Dayton Convention Center (DCC). The proposal should include a revenue generating program for the DCC.

Experience

Vendor must have a minimum of three (3) years' experience providing these services with facilities of similar size and events. All on-site technicians and programmers shall possess a minimum of three (3) years' experience. The foreman shall possess a minimum of ten (10) years' experience in the installation of related systems.

PROPOSAL SUBMISSION

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION

MCCFA's Best Interest – the MCCFA reserves the sole right to (1) evaluate the proposals submitted; (2) waive any irregularities therein; (3) select candidates for the submittal of more detailed proposals; (4) accept any submittal or portion of a submittal; and/or (5) reject any or all responses to the RFP, should it be deemed in the MCCFA's best interest to do so. This RFP is not intended to be an offer, contract, obligation, or commitment of any kind.

Addenda and Modifications – Changes in the specifications or terms and conditions of this RFP may be made in writing by the MCCFA prior to the required due date. Results of informal meetings or discussions between a Respondent and any MCCFA or DCC official may not be used as a basis for deviations from the requirements contained within this RFP and may subject the Respondent to immediate disqualification.

All addenda, amendments, and interpretations to this RFP shall be in writing. Any amendment or interpretation that is not in writing shall not legally bind the MCCFA. Only information supplied by the MCCFA in this RFP, or in connection with this RFP, shall be used in preparing submittals. All contact that a Respondent may have had before or after receipt of this RFP with any individuals, employees, or representatives of the MCCFA and any information that may have been read in any news media or seen or heard in any communications regarding this RFP should be disregarded by Respondents in preparing responses to this RFP.

Clarification – the MCCFA reserves the right to conduct discussions with Respondents who submit proposals, or statements of qualifications, for the purpose of clarifications or corrections regarding a submittal to ensure full understanding of, and responsiveness to, the requirements of this RFP.

No Gratuities – Respondents shall not offer any gratuities, favors, or anything of monetary value to any official, director or employee of the MCCFA nor its advisors for any purpose or reason that could be construed as influencing the selection process. Any attempt by a Respondent to influence the selection process by any means, other than disclosure of qualifications and credentials through the proper channels, shall be grounds for exclusion from the selection process.

No False Information – Respondents who provide false or misleading information, whether intentional or not, in any of the documents presented to the MCCFA for consideration in the selection process shall be excluded.

Conflicts of Interest – All Respondents must disclose, within their proposal, the name(s) of any officer, director, agents, or immediate family member (spouse, parent, sibling, child) who is also an employee of the MCCFA or have a familial business relationship with any MCCFA

director. Further, all proposals must disclose the name of any MCCFA or DCC employees who own, either directly or indirectly, an interest of 10% or more in the Respondent or any of its affiliates or subcontractors.

Preparation Costs – Under no circumstances will the MCCFA be responsible for any costs incurred by anyone in (a) the submittal of proposals or qualifications, (b) in any subsequent follow-up to the submittal, (c) in any subsequent negotiations of a contract, or (d) in any other aspect of the effort to select the most advantageous Respondent.

Confidentiality – To the extent permitted by law, the MCCFA will make reasonable efforts to safeguard the confidentiality of confidential information submitted in response to this RFP, provided that the information is conspicuously marked “CONFIDENTIAL”. The MCCFA will not be required to defend any litigation seeking disclosure of confidential information. The MCCFA will make reasonable efforts to notify a Respondent to give the Respondent opportunity to defend any request or litigation seeking disclosure.

Note that the wholesale use of headers/footers bearing designations such as “confidential”, “proprietary”, or “trade secret” on all or nearly all of a proposal is not acceptable and may be deemed by the MCCFA as a waiver of any exemption claim. The identification of exempt information must be sufficiently specific to allow for the MCCFA to identify the exempt data in responding to public records requests.

Public Records – Respondents are hereby notified that all proposals and qualifications, including without limitation, any and all information and documentation submitted therewith, will be available for public inspection after the award of the contract, in compliance with Ohio Revised Code 149 and other applicable public records laws.

By submitting to the MCCFA a document that the Respondent designates as “confidential” or “trade secret”, the Respondent agrees that in the event a third party brings any action against the MCCFA or any of its officials or employees to obtain disclosure of the document, the Respondent will indemnify and hold harmless the MCCFA and any affected officials and employees from all costs, including attorney’s fees incurred by or assessed against any defendant, of defending against such action. The Respondent also agrees that at the MCCFA’s request, the Respondent will intervene in such action and assume all responsibility for defending against it, and that the Respondent’s failure to do so will relieve the MCCFA of all further obligations to protect the confidentiality of the document. The MCCFA assumes no responsibility for disclosure or use of unmarked data for any purposes.

MCCFA Policies and Ordinances – Respondents should be aware of and therefore familiar with all pertinent ordinances and policies that will relate to contracting with the MCCFA. In the event of any inconsistency or conflict between the process of requirements set forth in this RFP and MCCFA policies and ordinances, or other requirements of law, such policies, ordinances, or other requirements shall take precedence.

Right of Refusal – the MCCFA reserves the right to reject any proposal in which the

Respondent takes exception to the terms and conditions of this RFP; fails to meet the terms and conditions of this RFP, including but not limited to, the standards, specifications, and requirements specified in this RFP.

NON-DISCRIMINATION POLICY

The Montgomery County Convention Facilities Authority ("MCCFA") is committed to equal opportunity and non-discrimination in all aspects of its contracting and procurement activities through the adoption of this Non-Discrimination Policy ("Non-Discrimination Policy").

Pursuant to this Non-Discrimination Policy, the MCCFA will not participate in either active or passive unlawful discrimination of any type.

The MCCFA recognizes that it has a continuing obligation to avoid unlawful discrimination in contracting and procurement activities. Therefore, all Respondents shall not have engaged, and shall not engage, in any kind of unlawful discrimination. Each Respondent, should they be engaged by the MCCFA, shall certify in writing that such Respondent, directly or indirectly, (1) has not engaged, is not engaged, and will not engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or any other basis prohibited by laws of the United States, the State of Ohio or the City of Columbus ("Other Prohibited Basis"), whether or not such discrimination is related to a contract or procurement activity with or for the MCCFA and (2) will not, for any purpose related to its engagement by the MCCFA, employ or contract with persons or businesses which the Contractor knows or has reason to know have engaged, are engaged, or will engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, whether or not such unlawful discrimination is related to a contract or procurement activity with or for the MCCFA.

It is the position of the MCCFA that discrimination against business owners based on race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, is prohibited. No person unlawfully shall be denied the benefit of, or otherwise discriminated against, in connection with the award and/or performance of any contract or award, or modification of any contract or award, between a Contractor and the MCCFA.

The fundamental tenets of this Non-Discrimination Policy are as follows:

All contractors should have an equal opportunity to compete with respect to contract and procurement activities of the MCCFA, regardless of race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin.

No contractor shall have engaged or shall engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, whether or not such unlawful discrimination is related to a contracting or procurement activity with or for the MCCFA.

The MCCFA through its staff, management company and other contractors will (i) monitor and provide periodic reports to the MCCFA regarding compliance by the MCCFA and its contractors with this Non-Discrimination Policy; (ii) collect and record information on the use of minorities and women in contracting and procurement activities; and (iii) analyze data to evaluate the utilization of minorities and women in the MCCFA's contracting and procurement activities.

The MCCFA shall review this Non-Discrimination Policy periodically to ensure that it effectively promotes and achieves non-discrimination and equal opportunity in connection with MCCFA contracting and procurement activities; and

All contractors shall comply with this Non-Discrimination Policy. A contractor's success or failure to comply with this Non-Discrimination Policy will be a factor in any award of contracts or procurements from the MCCFA to such contractor.

The MCCFA through its staff, management company and other contractors shall be responsible for implementing, monitoring and evaluating this Non-Discrimination Policy.

The MCCFA staff shall periodically review this Non-Discrimination Policy to ensure that it effectively promotes non-discrimination and equal opportunity in connection with the MCCFA's contracting and procurement activities and periodically report to the Board regarding compliance by the MCCFA and its contractors.

If the MCCFA determines that the objectives of this policy are not being achieved, the MCCFA may, in its discretion, direct the Executive Director to conduct further investigations into the reasons for not achieving such objectives.

This Non-Discrimination Policy applies to all contracting and procurement activities of the MCCFA, including contracting for construction, professional and non-professional services and procurement of goods and supplies.

This Non-Discrimination Policy shall be referenced in each bid and Request for Proposal or Qualifications document issued by the MCCFA. A contractor's failure to comply with this non-discrimination Policy may result in (a) debarment from participation in future MCCFA contracting opportunities, (b) liability for breach of contract and (c) the enforcement of any other remedies available under the related contract or applicable law.

The MCCFA reserves the right, in its sole discretion, to reject certain sponsoring organizations, proposed marketing devices and mediums, and other program related decisions deemed by the MCCFA to be not in the best interests of the MCCFA.

Selection Process and Evaluation Criteria

The MCCFA will review, evaluate, and select a digital signage partner whose proposal is “most advantageous”, as determined by the criteria stated in this document and in accordance with law. Evaluation will be made by a group of individuals selected by the MCCFA and will include members of the MCCFA Board and staff (the “Selection Committee”). The Selection Committee will review and evaluate all proposals and will short-list firms for interviews based upon criteria listed below and the requirements of law. Upon conclusion of the interviews and evaluation of proposals, the Selection Committee will recommend approval of the firm deemed “most advantageous” to the full Board. Proposals submitted by interested parties will be evaluated based upon the criteria listed below. Only that information which is submitted through the RFP process will be used for evaluation.

In no order of priority, the criteria used for selection will include the following:

Criteria One: Qualifications

The qualifications and competence of the firm to perform the requested services as demonstrated by the technical training, education and experience of proposed team members who would be assigned to perform the work.

Criteria Two: Uniqueness and Approach

The uniqueness of the firm as demonstrated by the proposed manner and methodology in which the firm will achieve the requirements of this RFP. Evaluation will include a review of the firm’s demonstrated knowledge and understanding of required marketing and sales services for entities similar to the MCCFA. Consideration will be given to philosophy as well as unique approaches, resources and experiences that will guarantee the success of the DCC’s digital signage program.

Criteria Three: Availability of Resources

The ability of the firm to perform the required services competently and on schedule as demonstrated by the availability and accessibility of experienced personnel and other resources needed to successfully provide the required services.

Criteria Four: Past Performance

The past performance and ability of the firm to provide the services required by this RFP as demonstrated by review of past projects completed by the firm and by evaluation of previous clients. Emphasis of past review will be placed on quality of work completed and ability to meet objectives and schedules; responsiveness; and resolution of issues/challenges.

Criteria Five: Revenue Generation Program

The competitiveness of the proposed revenue generation program and profit share for a convention center of the size and scope of the DCC contained herein.

REQUIRED SUBMITTALS

One original, 6 copies and one electronic copy of each proposal shall be delivered to the following address on or before date December 2, 2022, at 4:00 PM EST.

Pam Plageman, MCCFA Executive Director/CEO
Montgomery County Convention Facilities Authority
22 East Fifth Street
Dayton, OH 45402

Questions regarding this RFP must be submitted in writing to Pam Plageman at pplageman@montgomerycountycfa.org on or before close of business on date November 21, 2022, 4:00 PM EST. Responses to all questions submitted prior to the deadline for submittal will be distributed to interested firms on record that have received a copy of this RFP. Responses will be distributed on or before date November 23, 2022, 4:00 PM EST.

To enable the MCCFA to efficiently evaluate submittals, respondents should prepare their submittal on 8.5 x 11 paper utilizing the format guidelines described below. Please feel free to include other materials, such as covers, table of contents, transmittal letter, appendices, brochures, etc., at your discretion.

The following outlines the information to be included in each submittal. This outline is not all inclusive, and information may be added as deemed necessary. Submittals are to be paginated and the section number, title of section, and each sub-part should be clearly identified.

Section I – Firm Description

General information should include, but not be limited to:

The name, address, telephone number, fax and email address of an individual who will serve as the firm's contact for any questions or correspondence regarding the RFP process. A certification of accuracy provided by the highest ranking individual responsible for the firm's submittal.

A summary highlighting why the firm is uniquely qualified to fulfill the requirements of this RFP.

Section II – Approach

A description of the firm's approach to developing, marketing, and selling advertising. Describe how prospects are identified, engaged, and evaluated. Identify possible challenges

and discuss how these challenges will be addressed through the implementation of the requested services. Provide information on how the firm plans to maximize the value provided to the MCCFA through the sale of the digital advertising. Provide a proposed schedule for completion of the required services.

Section III – Profile & Organization

The profile should include but not be limited to:

Information describing the firm's current organization, date of incorporation, ownership, corporate office, number of years in business, size of business, services offered, operating philosophy, number of employees and employee demographics.

If applicable, information describing any other participating firm's current organization, date of incorporation, ownership, corporate office, number of years in business, size of business, services offered, operating philosophy, number of employees and employee demographics. Provide an organizational chart and staffing plan for the team who will be working directly with the MCCFA. Identify key members and describe the services, roles and responsibilities of each. Indicate the availability of key team members.

Provide information that describes the firm's current workload as well as outlines the availability of necessary personnel, equipment and resources needed to satisfy the requirements of this RFP.

Section IV – Experience

List clients that the firm has worked with during the past five years that are similar in size and function to the MCCFA. The firm's role with each client should be clearly identified as well as the role of individual team members. Information should include a description of services provided; examples of successful strategies implemented that improved outcomes; and unique characteristics of the services provided that resulted in a positive outcome for the client. Include references for each listed client. References should be prepared to be contacted by the RFP Selection Committee.

Section V – Resumes of Key Individuals

Provide professional resumes and job titles for individuals that will be working with the MCCFA; describing each member's education, qualifications, and experience with similar clients.

Cost Proposal Content

The vendor should provide estimated costs that would be the responsibility of the MCCFA for the proposed solution.

The MCCFA is Tax Exempt. Do not include Federal Excise Tax, Ohio Sales or Use Tax in proposed costs.

Costs for developing the proposals are solely the responsibility of the offerors. The MCCFA shall not provide any reimbursements for such costs. A proposal shall not be considered for award if the price in the proposal was not arrived at independently without collusion, consultation, communication, or agreement as to any matter relating to such prices with any other offeror or with any competitor. In addition, the offeror is prohibited from making multiple proposals in a different form.

Should conflict of interest be detected any time during the contract, the contract shall be null, and void and the contractor shall assume all costs of this project until such time that a new contractor is selected.

Vendor should complete the following certified statement and submit it with the Cost Proposal.

I, _____, representing _____ (print name)
_____ (Company name)

I, _____, certify that the price in this proposal was
arrived without any conflict of interest, as described above.

PROPOSAL EVALUATION

The MCCFA shall conduct a comprehensive, fair, and impartial evaluation of all proposals. The MCCFA may reject any proposal that is incomplete or in which there are significant inconsistencies or inaccuracies. The MCCFA reserves the right to reject all proposals.

The MCCFA has established a Selection Committee to review, evaluate and verify information submitted by the Offeror.

Each Vendor is responsible for submitting all relevant, factual, and correct Information with their offer to enable the evaluator(s) to afford each Vendor the maximum score based on the available data submitted by the Vendor.

The MCCFA shall evaluate the proposals by assigning scores as indicated:

Qualifications and Technical Proposal Evaluation	
Criteria	Points Possible
Qualifications/Background	5
Uniqueness and Approach	5
Availability of Resources	10
Past Performance/Similar Projects	10
Proposed Installation of Hardware and Infrastructure for DCC	10
Maximum Points Possible	40

Cost and Revenue Proposal Evaluation	
Criteria	Points Possible
Cost Proposal	20
Capital Investment Plan	20
Revenue Generation Program	20
Maximum Points Possible	60

Total Proposal Evaluation

Criteria	Maximum Points Possible
Qualifications and Technical Proposal	40
Cost and Revenue Proposal	60
MAXIMUM POINTS POSSIBLE	100

Best and Final Offer (BAFO)

The MCCFA reserves the right to request Best and Final Offers

NEGOTIATIONS

The MCCFA reserves the right to negotiate a contract with the top-ranked Vendor. In the event the MCCFA cannot reach agreement with the top-ranked Vendor, it may proceed to negotiate with the next highest ranked Vendor, and so on. It is the MCCFA's intent to award a contract to the Vendor with whom successful negotiations are completed.

ATTACHMENTS

ATTACHMENT A – Downtown Dayton Visitor Trends/Stats

ATTACHMENT B – Locations for 2 Sites for Proposed Signage



Property Overview

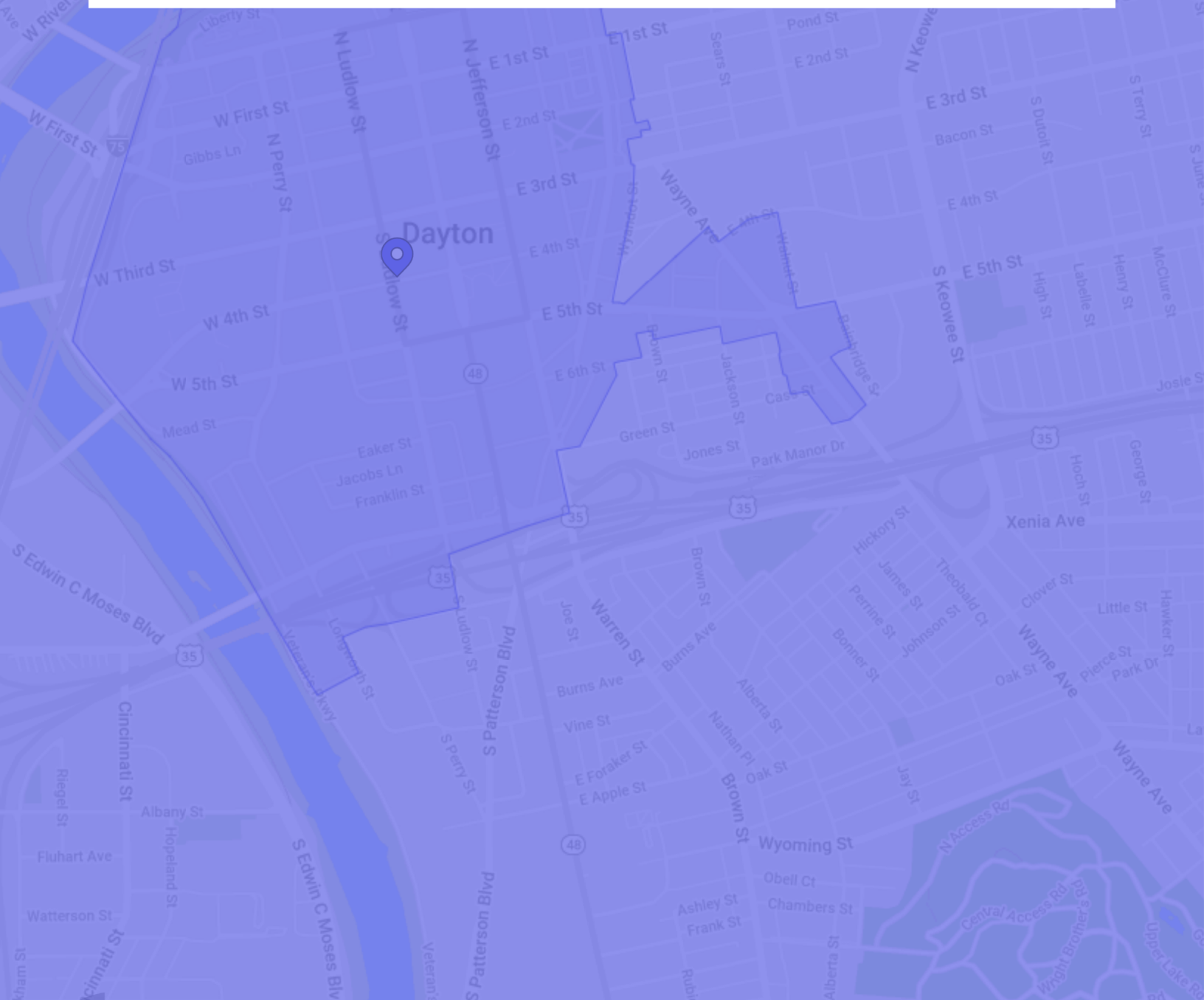
Jan 1, 2019 - Oct 4, 2022

Property:

DD

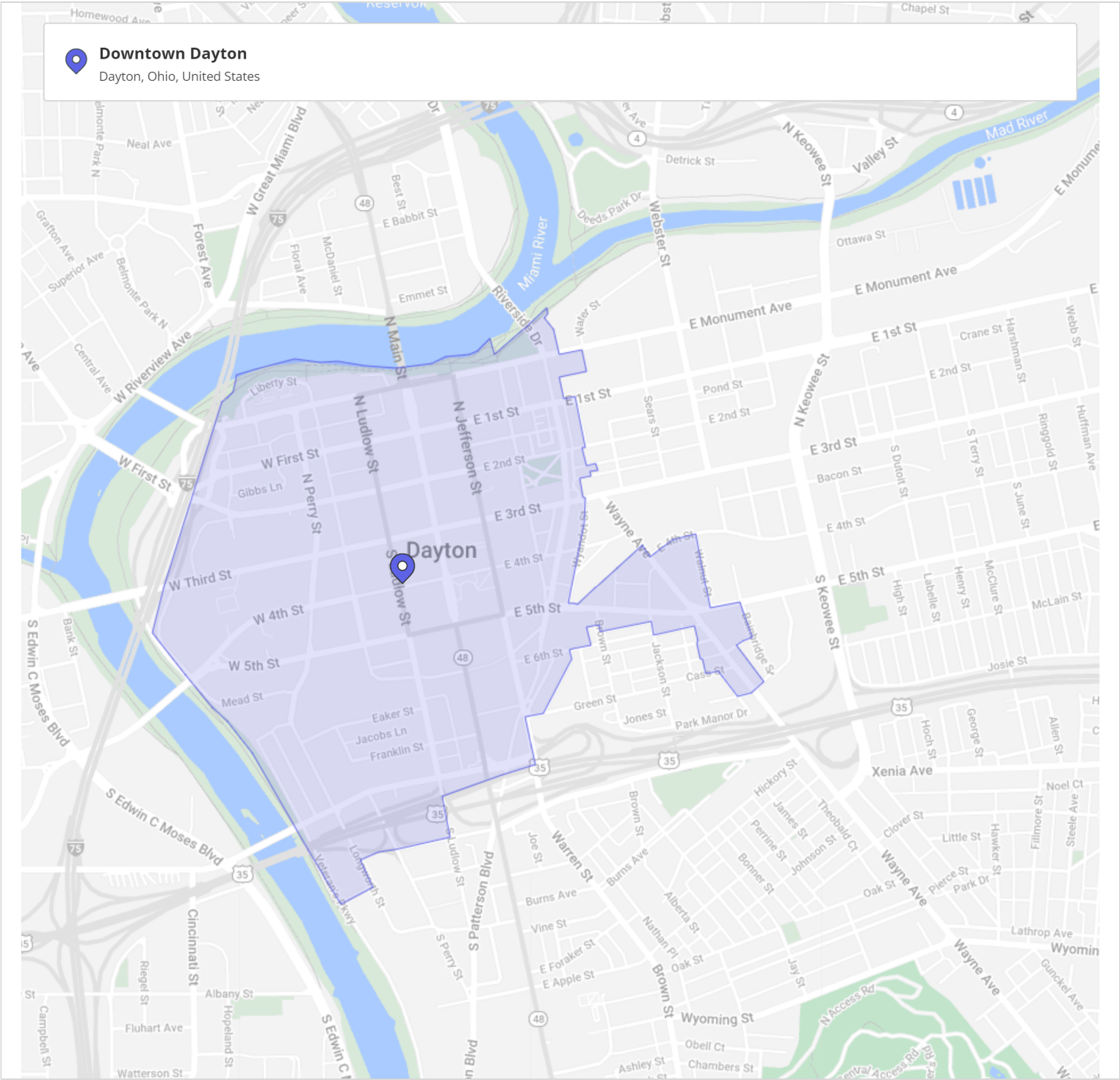
Downtown Dayton

Dayton, Ohio, United States



Property Overview

Jan 1, 2019 - Oct 4, 2022



Property Overview

Jan 1, 2019 - Oct 4, 2022



Metrics

Downtown Dayton
Dayton, OH

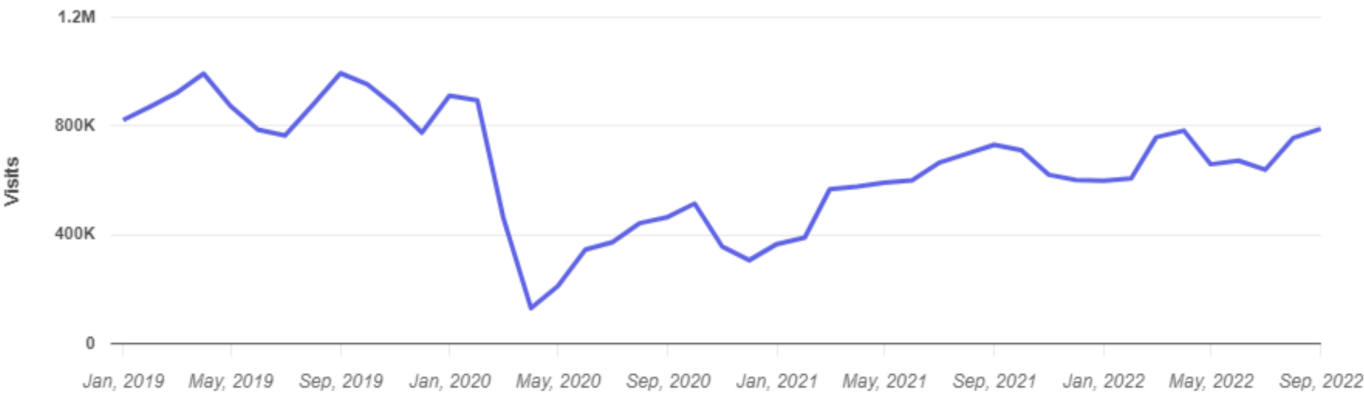
Visits	29.4M	Visit Frequency	18.61
Visits / sq ft	N/A	Avg. Dwell Time	189 min
Visitors	1.6M	Panel Visits	650.5K

Jan 1st, 2019 - Oct 4th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Downtown Dayton
Dayton, OH



Monthly | Visits | Jan 1st, 2019 - Oct 4th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Jan 1, 2019 - Oct 4, 2022

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Dismiss



Data provided by Placer Labs Inc. (www.placer.ai)



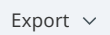


Placer.ai

Downtown Dayton



Jan 01, 2019 - Oct 04, 2022 ✓



Downtown Dayton

, Dayton, OH

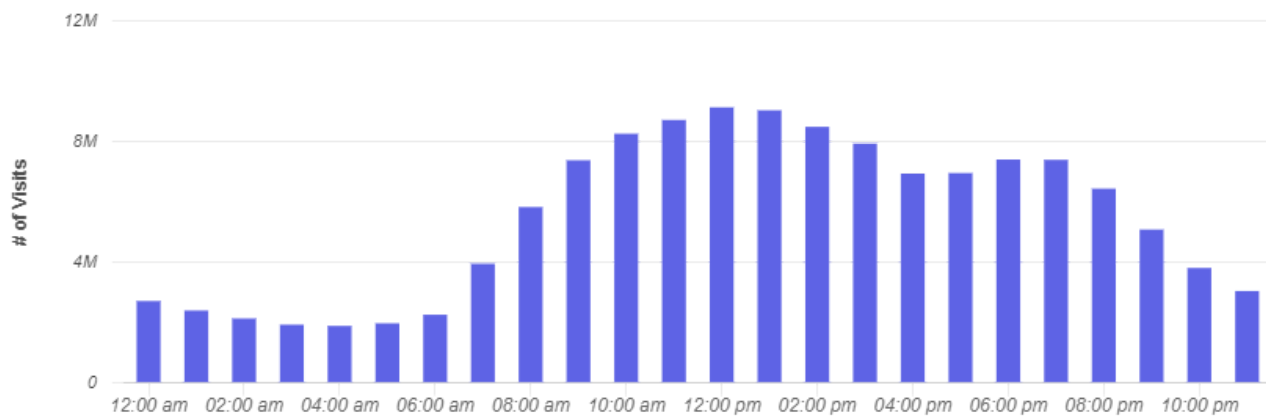
Aggregation:

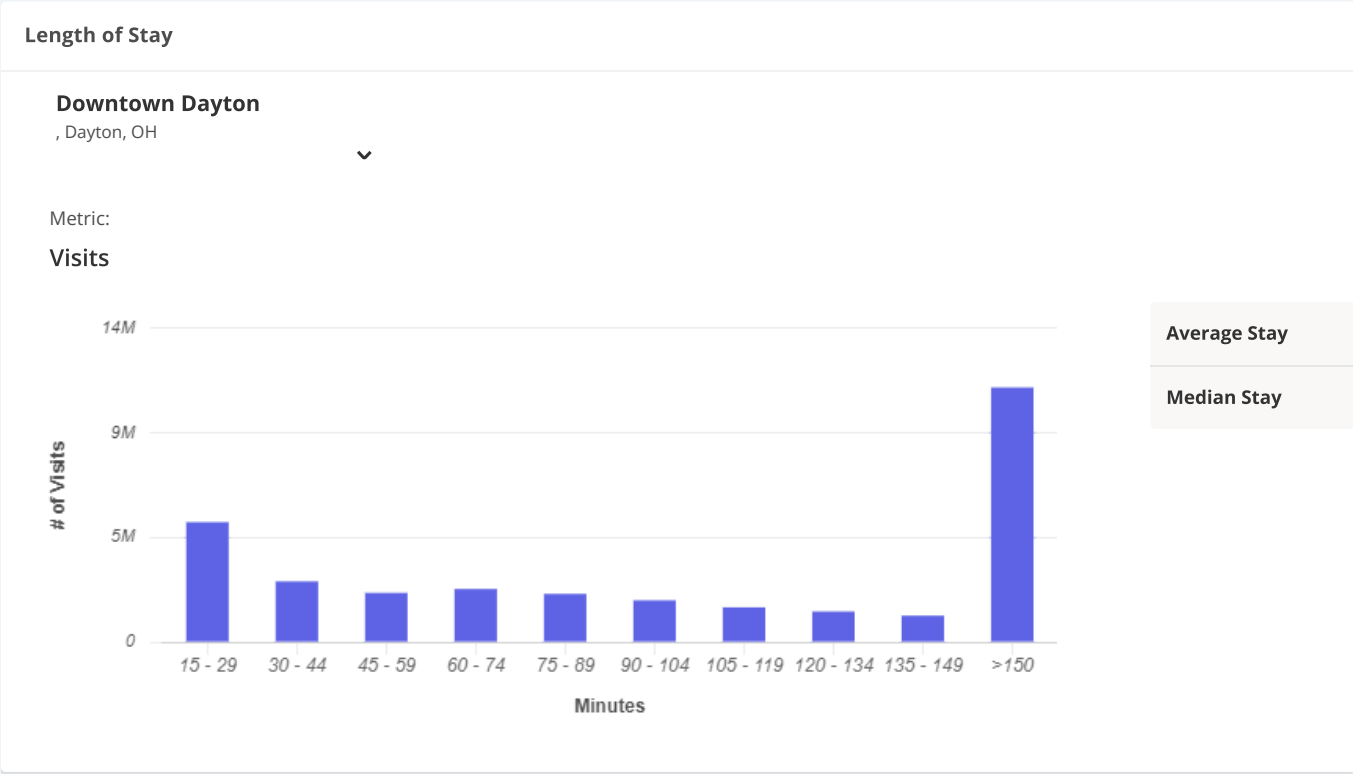
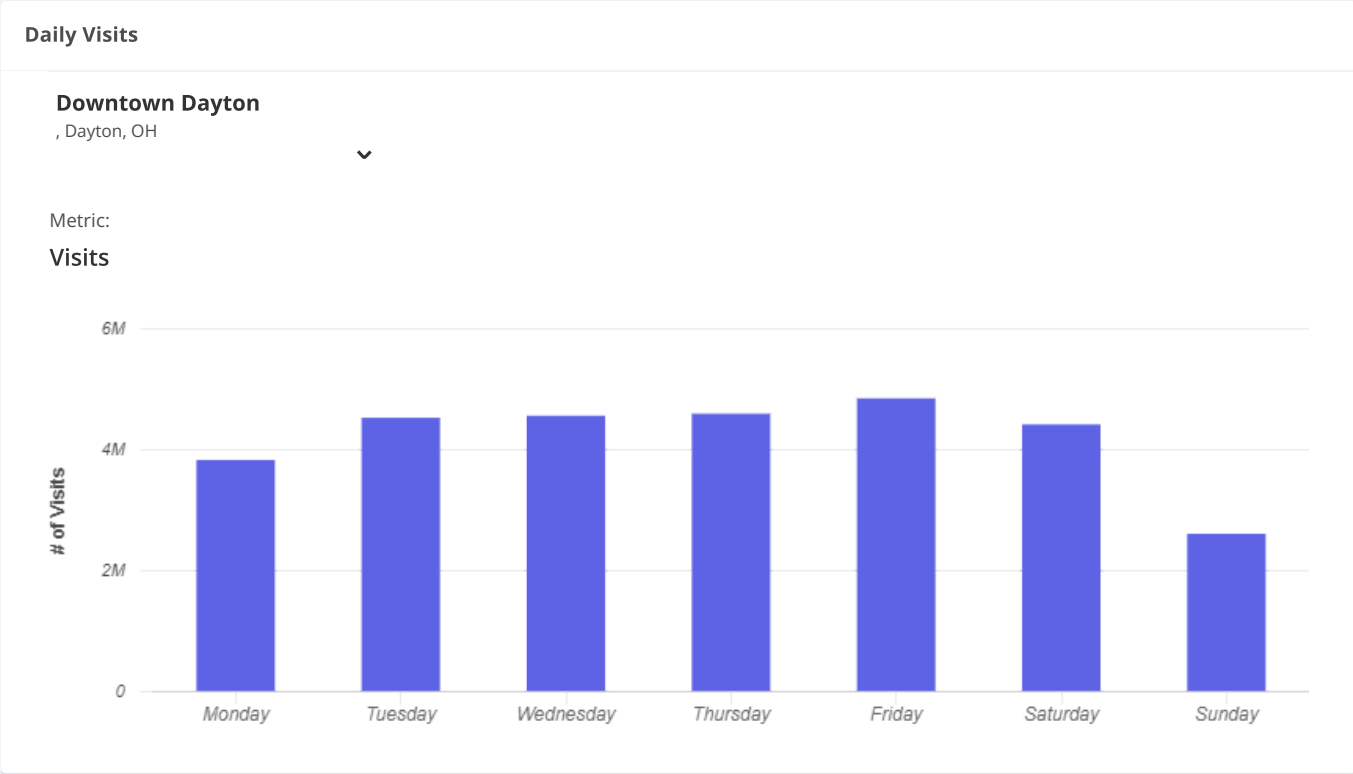
Monthly



The graph illustrates the trend of face mask usage in the United States. It starts at 0% on January 7th, fluctuates between -10% and 25% until March, then drops sharply to a low of approximately -85% in late May. Following this, there is a consistent upward trend, with mask-wearing reaching about 10% by late August. A vertical dashed line at March 15th likely indicates a period of public health guidance or policy change.

Visits







Placer.ai

Downtown Dayton

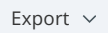
 , Dayton, OH

•

•

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Jan 01, 2019 - Oct 04, 2022 ✓



Property:

Downtown Dayton / Dayton, ...

Aggregation:

Compare to:

Monthly

Prev. Month

—●— Previous Month



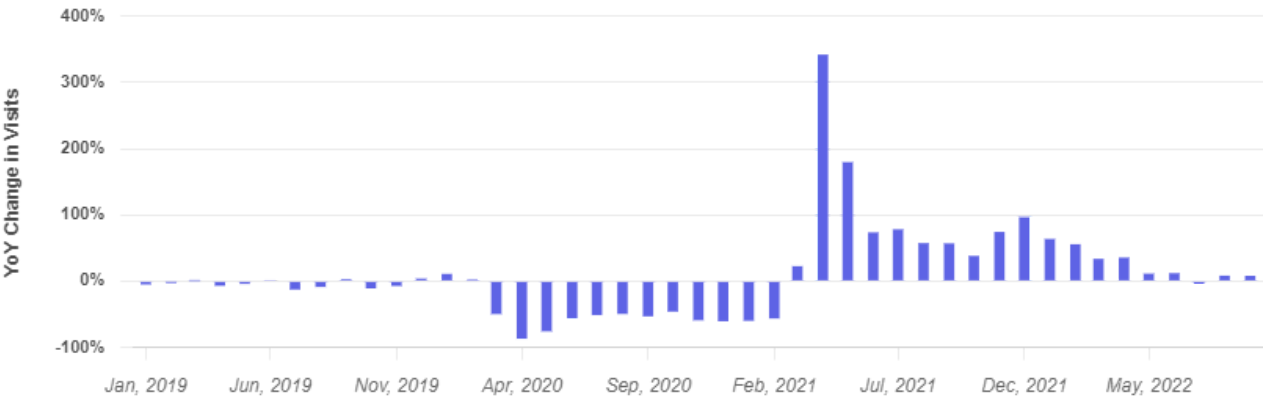
Variance - Compare

Downtown Dayton

, Dayton, OH



Aggregation: Compare to: Compared Year:
Monthly Prev. Years 1 Year Ago



* Data before 1/1/2017 is not available



Report - Economic Impact of Celtic Festival and Art in the City, 2022

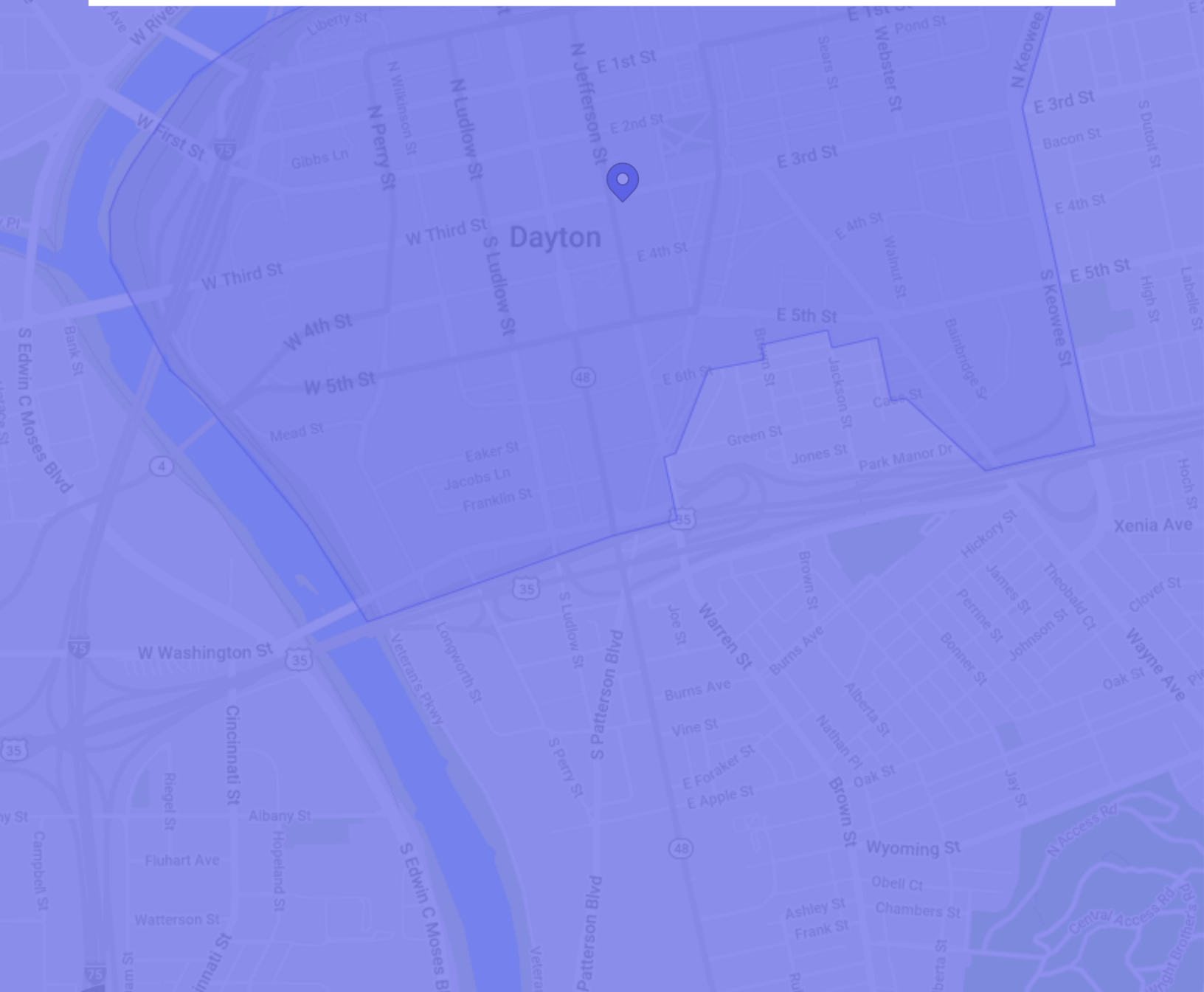
Jul 17 - Aug 20, 2022

Property:

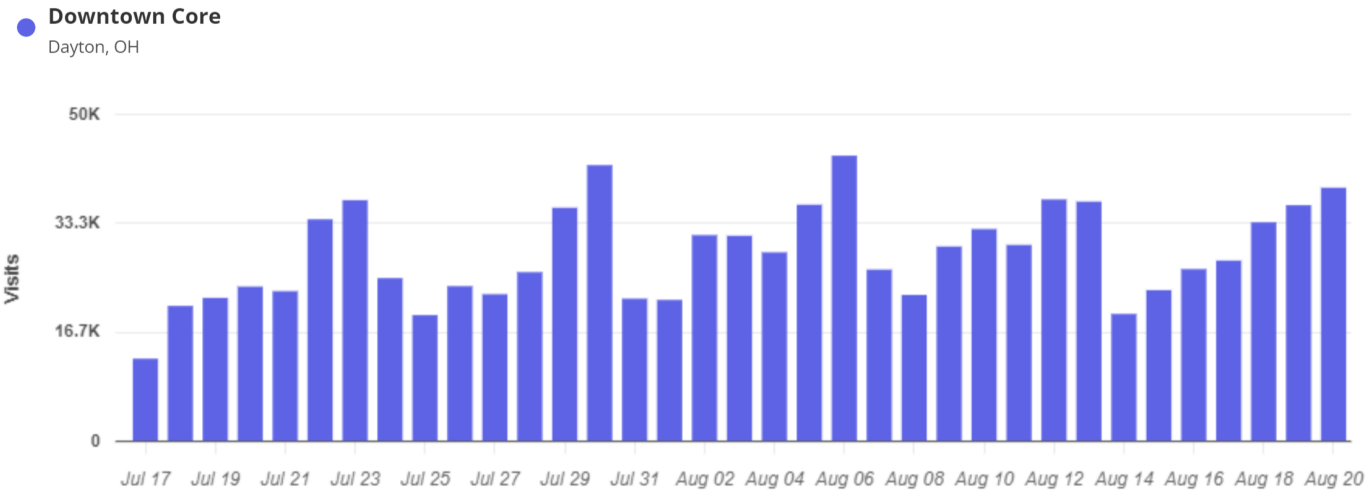
DC

Downtown Core

Dayton, Ohio, United States



Visits Trend



Daily | Visits | Jul 17th, 2022 - Aug 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Typical Visitor Persona

Downtown Core

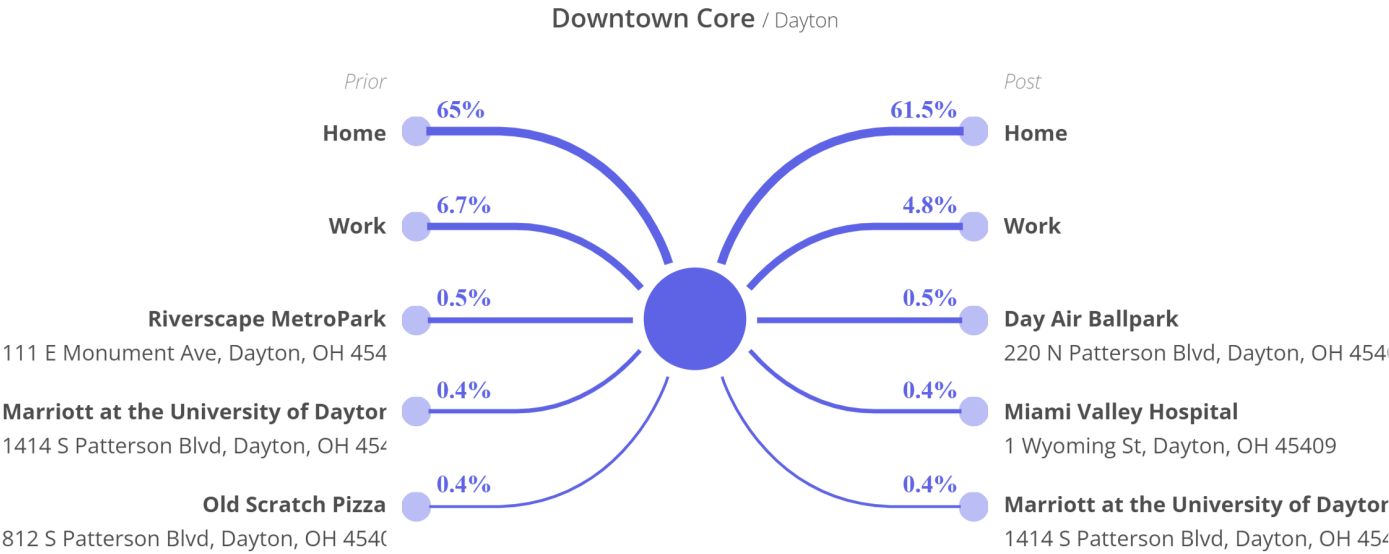


Ethnicity	White
Income	\$75K - \$100K

Data provided by Placer Labs Inc. (www.placer.ai)



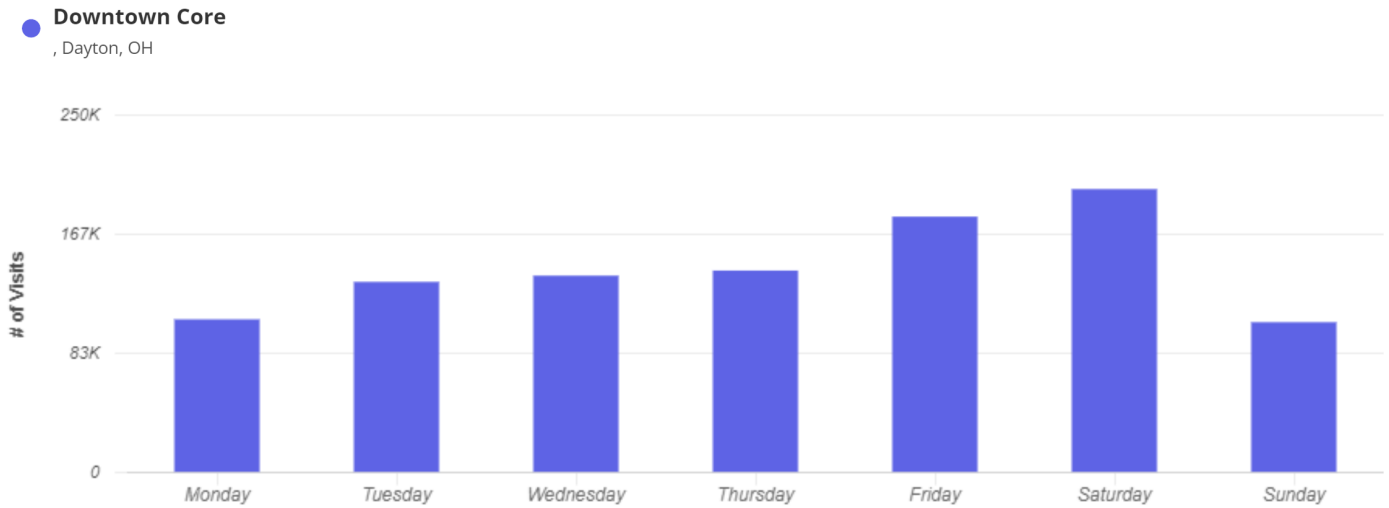
Visitor Journey



Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

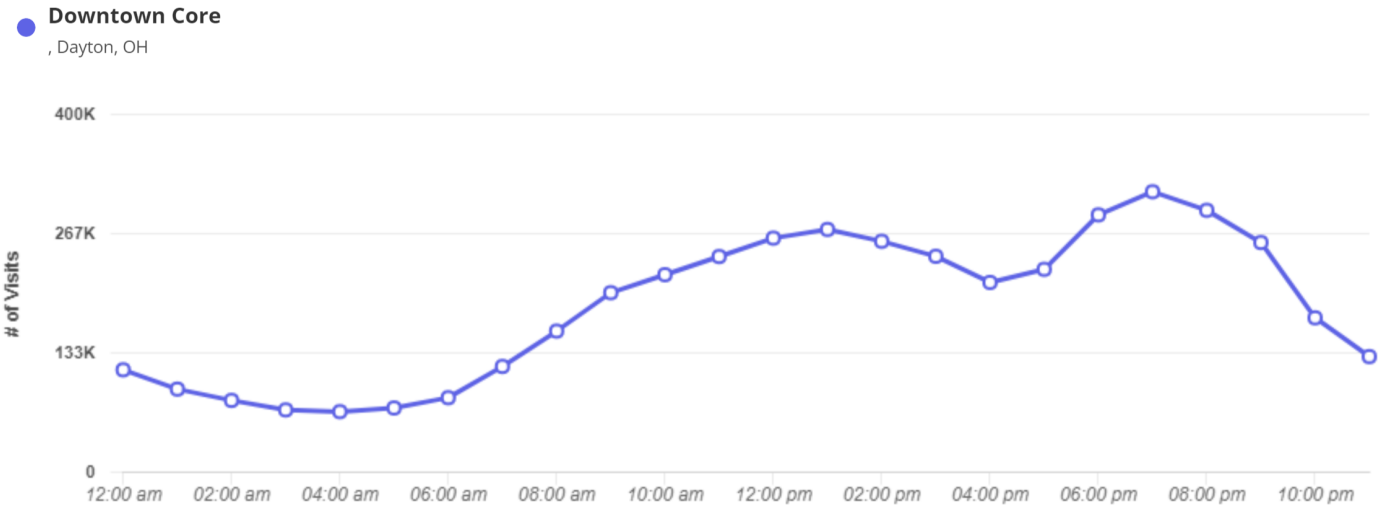


Visits | Jul 17th, 2022 - Aug 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





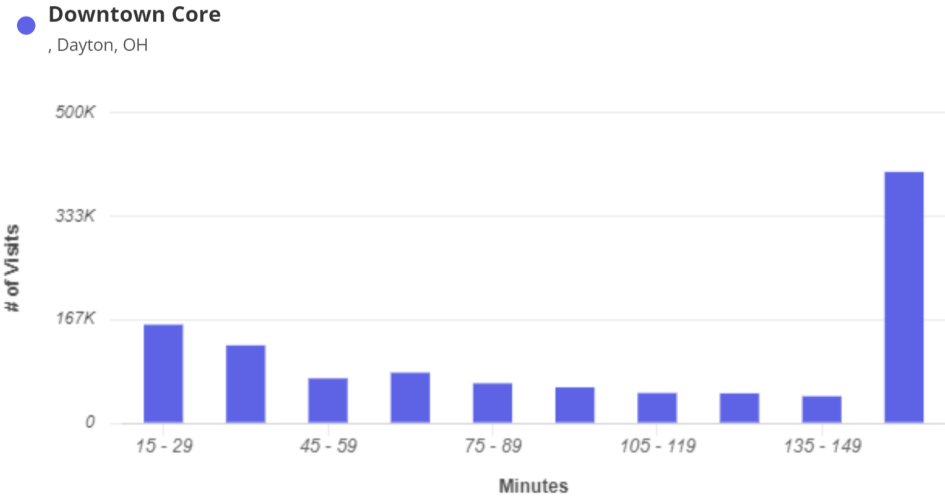
Hourly Visits



Visits | Jul 17th, 2022 - Aug 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Length of Stay



Average Stay	184 min
Median Stay	103 min

Visits | Jul 17th, 2022 - Aug 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

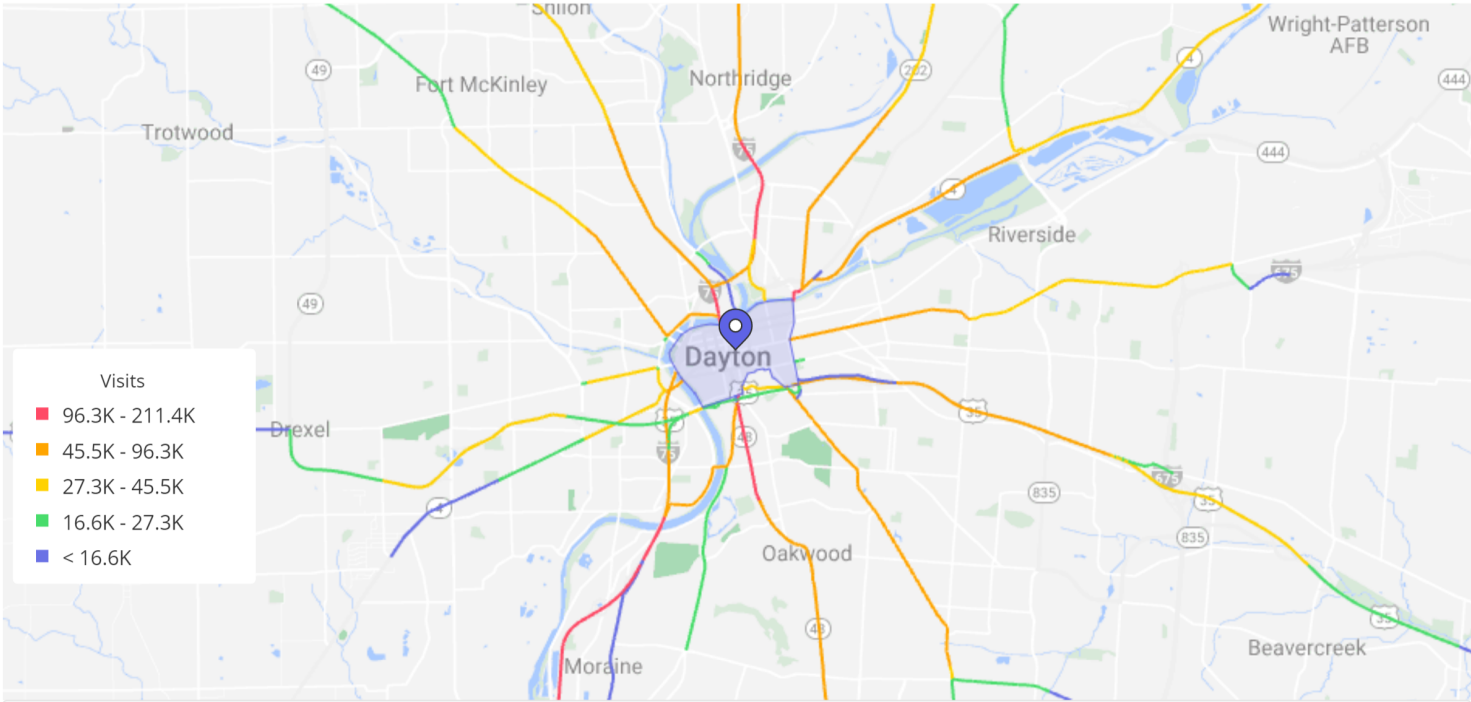




Visitor Journey - Routes

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Dismiss



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jul 17th, 2022 - Aug 20th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Location 1 – 5th and Main Street Corner



Location 2 – Skywalk to Hotel and Convention Center from Parking Garage

