

REQUEST FOR PROPOSALS



West Valley City Economic Development

Request for Proposals

for

LED Sign and Landscaping

I. Summary

As part of the Community Economic Development strategic plan to beautify the City, the West Valley City Economic Development Department is requesting proposals from qualified sign companies to install a monument-style LED sign with integrated hardscaping at a City-owned parking lot near the Utah First Credit Union Amphitheatre. The purpose of this sign is to clearly identify to concertgoers that they are in West Valley City and to enhance civic branding at this high-traffic venue.

Responders to this request for proposals are to review the criteria described in this request and submit a proposal that matches those criteria as closely as possible. All responders must follow the requirements listed herein, have a valid business license, submit proof of insurance if required, and provide a warranty covering workmanship and equipment. Failure to follow any requirement of this request may result in rejection of a proposal.

Any questions should be directed to Brigitte Castro at 801-232-0618 or brigitte.castro@wvc-ut.gov.

II. Submission Requirements

Proposals must be received no later than **3:30 P.M. local prevailing time**, as conclusively established by the clock on <https://utah.bonfirehub.com>, on **August 21, 2025**. All proposals shall be submitted through Bonfire and alternative methods of submission shall not be accepted. Proposals shall reflect the best and most current information and offer.

All proposals must be signed by an authorized representative of the responder. The signature on the proposal signifies the responder's intent to comply with the terms, specifications, and conditions set forth in this request, unless specific exceptions are explicitly noted on the face of the proposal.

West Valley City reserves the right to reject any or all proposals, to waive any informality or technicality in the Agency's sole discretion, or to accept any proposal deemed to be in the best interests of the Agency.

III. Intent of Request for Proposal

The intent of this Request for Proposal is to generally set forth the minimum acceptable requirements for the proposals to be submitted herein. It is the intent of West Valley City to choose a proposal based on compliance with the terms of this request. West Valley City may choose all, part, or none of the proposals. The successful responder shall enter into a contract with the City.

IV. Description of Services and/or Products Required

The scope of work includes the manufacture and installation of one (1) double-sided pylon sign and one (1) single-sided, non-illuminated wall display, both to be fabricated per city-provided design drawings. The pylon sign will include push-through, internally illuminated copy on both vertical columns and a top identification cabinet with routed and backed faces. A full-color, double-sided electronic message center (EMC) is to be integrated into the pylon with the following specifications:

- Pixel matrix: 240 x 450
- Pixel pitch: 10mm
- Includes startup animation package (6 custom static or 3 custom animations + 11 federal holiday static messages, above and behind the Watchfire provided digital library.
- 7-year parts warranty
- 2-year on-site labor warranty

The EMC must be provided by a U.S.-based LED manufacturer with at least 50 years of continuous operation and must offer in-house software development and customer support. The sign contractor must also meet the following qualifications:

- A minimum of 40 years in continuous business operations
- Service: The contractor must have the capability to service and maintain the digital display for the full operational life of the sign, including access to certified technicians, replacement parts, and ongoing technical support. Documentation of long-term service capabilities must be provided with the proposal.
- UL-certified in-house manufacturing facility
- Ability to provide documentation and photos of at least three (3) comparable projects completed within the last five (5) years, specifically involving:
 - Custom pylon signage
 - EMC integration
 - Decorative architectural features (e.g., push-through copy and routed faces)

The selected contractor will be responsible for complete project execution, including structural design, fabrication, engineering, shop drawings, permit acquisition, installation, utility coordination, and final programming and commissioning of the display.

The landscaping shall include all labor, materials, equipment, and installation necessary to complete the hardscape and softscape elements as illustrated in the city-provided master plan. This includes extensive grading, leveling, and importation of additional topsoil to create a three-tiered landscape design that complements the sign installation.

Specific components include:

- Gabion Baskets: Installation of 48 linear feet of 3-foot-tall by 3-foot-wide Gabion baskets filled with approximately 21 tons of 4-inch Southgate cobble.
- Flagpole Base Treatment: Placement of 3 tons of Southgate cobble around the base of the flagpole.
- Steel Edging: Installation of 300 linear feet of commercial-grade steel landscape edging.
- Landscape Fabric: Placement of 4,400 square feet of weed barrier landscape fabric.
- Paver Walls: Construction of over 200 linear feet of gray paver-block retaining walls at a height of 1.5 feet.
- Ground Cover Materials:
 - 2,250 square feet of black lava rock
 - 2,100 square feet of Desert Pearl chat as a cost-effective alternative to ivory crushed granite
- Concrete Wall & Signage:
 - Construction of a decorative concrete wall measuring 44 feet in length, 2 feet in height, and 8 inches in width with proper footings.
 - Installation of City-branded signage on the face of the concrete wall.

Criteria for Proposal Evaluation

Only proposals submitted by responsible responders as defined by the City Code will be considered. Proposals will be evaluated according to the following criteria. Proposals will be scored in each area, with the score given the weight indicated below.

- Provision of services and products required above (40%)
- Price (10%)
- Time for completion of services (10%)
- Ability to respond promptly to City support and/or maintenance needs (30%)
- Quality and compatibility of equipment and products (10%)

V. Other Important Information

The City reserves the right to, in its sole discretion, reject any and all responses to this Request for Proposals. The City reserves the right to, in its sole discretion, waive any requirement set forth in this Request for Proposals. The City reserves the right to, in its sole discretion, cancel this Request for Proposals. The City reserves the right to, in its sole discretion, negotiate with responders prior to final award.

Response to this Request for Proposals is at the responder's sole risk and expense. The City anticipates selecting one of the responders, but there is no guarantee that any responding proposal will be selected.

It is the City's policy to encourage equal opportunity in the award of contracts. The City endeavors to do business with responders that share the City's commitment to equal opportunity, and will not do business with anybody who discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition, or place of birth.

West Valley City grants a 1% bid preference to responders who are located within the City limits. The City also grants a 1% bid preference to responders who provide a program for recruitment and hiring of veterans, a safety training and drug testing program, employee job training and health insurance, and enforce a policy of non-discrimination. Please request a "Provider Preference Form" if you are interested in claiming a bid preference.

The City appreciates in advance the efforts that responders will make and looks forward to participating with responders in the selection process.

All responses to this Request for Proposals are subject to the Governmental Records Access Management Act ("GRAMA").