



## **Request for Proposals**

### **City of Altoona**

## **Shipping Container Sticker/Banner Production and Installation**

November 21, 2024 -- RFP Issued

December 2, 2024, at 1:00 pm -- Pre-submission conference at the Container Park

December 10, 2024, at 2:00 pm -- Responses to the RFP are due

Deliverables must be installed by April 15, 2025

**Addendum #1: Issued on December 2, 2024 -- After consideration, we will allow proposals of aluminum panels with vinyl graphics which can be installed on the containers. Please see Section 1 below.**

**Addendum #2: Issued on December 5, 2024 -- After consideration, we will allow proposals of Spring Frames with Banners. This includes Snap Frame - Spring Frame & Hardware, Banner and Installation. Please see Section 1 below.**

# Introduction and Background

The City of Altoona is inviting qualified vendors to submit proposals for finalizing design, production and application of custom vinyl stickers/banners for shipping containers located in The Yard Container Park. These stickers will enhance the aesthetic value and align with the City's branding for the space.

The Altoona Container Park project is an innovative downtown development designed to create a vibrant community space. It features seven custom container units, including a taproom, three restaurants, retail space, second-story seating, a stage, restrooms, and storage. The project aims to provide a unique and engaging experience for residents and visitors. The park is expected to be completed and opened by Spring 2025.

The City plans to decorate several of the shipping containers with public art and interactive displays. This RFP seeks to engage a contractor who can provide high-quality production and professional installation services.

This RFP provides the following information:

- Section 1. Scope of Work
- Section 2. Project Deliverables
- Section 3. Required Qualifications
- Section 4. Pre-submission Conference
- Section 5. Required Information/Content of Proposals

## Section 1. Scope of Work

The scope of work involves the following:

1. Finalize Sticker Designs
  - Finalize selected digital designs for stickers as described in Section 2. The city will provide draft artwork to the selected vendor along with direction for final design.
  - Placement of graphics will be shown in **Appendix A**.
2. Production and Materials
  - Provide Deliverables as described in Section 2 on 3M IJ180CV3 vinyl with 8518 gloss overlaminate or equivalent.
  - Ensure material durability, including weatherproof and UV-resistant features.

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**Addendum #2: Issued on December 5, 2024 -- After consideration, we will allow proposals of Spring Frames with Banners. This includes Snap Frame - Spring Frame & Hardware, Banner and Installation.**

3. Installation
  - Apply stickers to specified containers professionally and ensure seamless, wrinkle-free finishes.
  - Coordinate with City staff for site logistics.

## Section 2. Project Deliverables

The selected vendor will provide the following products to the city:

1. Finalize designs, produce, and install stickers/banners for the container park spaces as noted in **Appendix A** and described below.

Graphic dimensions include:

- 1) One (1 ea) – lettering for "The Yard" sign with individual 4-ft wide x 4-ft tall letters, colors to be determined (west side of the 40' bathroom unit). The sign will also include "Altoona, WI" in a smaller font to scale. Owner will work with selected vendor to determine if the lettering will be placed directly on the container or on a sign affixed to the container. Please provide quotes for both options.
- 2) One (1 ea) – 8-ft wide x 8-ft tall of a heart along with text arching over it that says, "Stand Here With Someone You Love." Letters approximately 8". Art to be provided.
- 3) Two (2 ea) – 15-ft wide x 8-ft tall stickers/banners, art to be provided (parking lot facing)
- 4) One (1 ea) – 6-ft wide x 6-ft tall stickers/banners of container park logo, art to be provided (parking lot facing)
- 5) Three (3 ea) – 5-ft wide x 8-ft tall stickers/banners, art to be provided (on the front of restaurants)
- 6) One (1 ea) – 11-ft wide x 8-ft tall stickers/banners, art to be provided (tap room container)
- 7) One (1 ea) – 16-ft wide x 16-ft tall stickers/banners, art to be provided (stage container)
- 8) Eight (8 ea) – 1-ft wide x 1-ft-tall stickers/banners, artwork to be provided (cryptid stickers-- random placement)

Deliverables must be installed by April 15, 2025. All work performed shall become the property and ownership of the City of Altoona and the city reserves the right to use the produced work as they so choose.

## Section 3. Required Qualifications

Interested proposers shall submit the following information:

- A. Companies submitting proposals shall be established companies proficient in producing and installing vinyl graphics. Selected finalists may be asked to provide examples of similar work completed in the past along with references and other supporting documentation.

## Section 4. Pre-Submission Conference

A pre-submission conference will be held on December 2, 2024, at 1:00 pm at the Container Park site. Interested proposers are encouraged to attend to gain a full understanding of project requirements.

## Section 5. Required Information/Content of Proposals

1. Proposal Cover Sheet – A brief letter of intent that will include a description of the services to be provided and other relevant information.
2. Qualifications –
  - Company name, address, contact person and contact information.
  - Brief statement describing company history.
  - Proposed project timeline with deliverables installed by April 15, 2025.
  - References and examples of prior work if selected as finalist.
3. Cost – Provide a cost for each sticker described in section 3.
4. Any additional information which you feel may be beneficial to the selection committee.

Please provide one electronic copy (PDF) of your proposal. A committee of city staff will be assembled to review the submitted proposals and may invite selected proposers for an interview. The successful proposer will be selected based on qualifications submitted as well as the cost proposal.

Responses to this RFP shall be submitted by December 10, 2024, at 2:00 pm via email or in person to:

City of Altoona, WI  
Attn: Roy Atkinson, Asst. City Administrator  
1303 Lynn Ave.  
Altoona, WI 54720  
[roya@ci.altoona.wi.us](mailto:roya@ci.altoona.wi.us)

### Summary of RFP deadlines:

November 22, 2024 -- RFP Issued  
December 2, 2024, at 1:00 pm -- Pre-submission conference at the Container Park  
December 10, 2024, at 2:00 pm -- Responses to the RFP are due  
Deliverables must be installed by April 15, 2025

### Approval of a proposal

A select number of proposers may be requested to discuss their proposals with a subcommittee of City staff. Staff will be in contact with the respondents to the RFP once the proposals are received and a determination is made on interviews, if any, that will be held and when. The City anticipates considering the proposals by the City Council at their December 19th (6:00 PM) meeting.

**NOTE: FUNDS ALLOCATED TO THIS PROJECT MUST BE EXPENDED IN FISCAL YEAR 2024 WHICH ENDS DECEMBER 31, 2024. THEREFORE, THE SELECTED VENDOR MUST BE UNDER CONTRACT AND SHALL PRE-PAID FOR THE WORK BY DECEMBER 31, 2024.**

### NOTICE:

The City reserves the right to reject any and all proposals at its sole discretion, and to award the contract based upon the City's best interest.

**APPENDIX A. SITE LOCATIONS AND APPROXIMATE AREAS FOR STICKER/BANNER PLACEMENT  
(STICKERS AND SIGNS WILL BE PLACED WITHIN BOXED-IN AREA - DESCRIPTIONS/SIZES IN  
SECTION 2)**



15ft wide x 8ft tall space (parking lot facing restaurant container)



15ft wide x 8ft tall space (parking lot facing restaurant container)



15ft wide x 8ft tall space (parking lot facing restaurant container)



11ft wide x 8ft tall space (Front of tap room container)



5ft wide x 8ft tall space (front of restaurant container)



5ft wide x 8ft tall space (front of restaurant container)

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5ft wide x 8ft tall space (front of restaurant container)



16ft wide x 16ft tall space (stage container)



35ft wide x 8ft tall space (sign)



18ft wide x 8ft tall space