Festival of Lights 2024
Request for Proposal (RFP) for Lighting Installations + Public Art

Date Issued	8/20/24
Contacts	Victoria Mariano, Program Director; Alex Monaco, Program Coordinator Downtown Worcester Business Improvement District
Contact Info	508-622-3050 ext. 2 (VM), ext. 5 (AM) victoria@downtownworcester.org alex@downtownworcester.org
Submittal Accepted Until	9/20/24

Overview/Purpose of RFP

The Downtown Worcester Business Improvement District (BID) is accepting proposals for the design and fabrication of lighting installations for the City of Worcester's annual Festival of Lights, December 6th, 2024. The Festival of Lights is an annual Worcester tradition, a well-attended family-friendly event that kicks off the holiday season, featuring performances, holiday themed attractions, and a plethora of vendors and community organizations. Lighting installations may remain on display throughout the winter season.

Two types of project proposals are requested. Temporary one-day fixtures will be displayed during the Festival of Lights event on December 6th, and semi-permanent lighting installations, to be on display on the Worcester Common from December 6th, 2024, through February 28th, 2025. This project is sponsored and funded by the Downtown Worcester BID and the City of Worcester.

Project Goal

As a non-profit organization which supports the cultivation of a welcoming and culturally vibrant Downtown Worcester, among the BID's major goals are the promotion and articulation of placemaking and beautification efforts. The Winter Lighting Program is a hallmark enterprise of the BID and City of Worcester which seeks to engage the community and attract more people to Downtown Worcester.

A variety of proposals are sought including temporary and semi-permanent lighting installations which will provide a festive, wintry atmosphere. Installations will be a fixture of the Festival of Lights event, and will illuminate the Worcester Common, a popular location for ice skating and community events and gatherings, throughout the winter months. Proposals may align within three different project tiers, based on the projected cost.

Location and Specifics

The Worcester Common, located behind Worcester City Hall (455 Main Street, Worcester, MA 01608). Attached at the end of the document are a map of the Common (noting dimensions/area and locations of power sources), photos of the Common, and examples of previous installations. A portion of the Common is not available, since it is a historic burial ground.

Project Considerations

ALL proposals must be compliant with City of Worcester regulations and safety standards.

- Trees **may** be used as a part of proposed installations. Designs should not impact tree health and landscape.
- **No staking** is permitted on the Common by the Department of Public Works and Parks. Ample weight to support and anchor design is required.

Use of energy-efficient lighting technologies (LED) is preferred and encouraged.

The BID is accepting proposals for both temporary and semi-permanent installations

- **Temporary Installations**: Temporary Installations will be set up specifically for the Festival of Lights on 12/6/24. Installation may occur prior to the event date and deinstallation should occur on or directly after the event date. These proposed projects should be experiential and accessible to all event attendees.
- **Semi-Permanent Installations:** Semi-Permanent Installations will be on display from 12/6/24 up through the end of February 2025. Deinstallation may take place in the first week of March 2025.
    - As public outdoor installations, design(s) require: durability, weatherproofing, security, and ease of maintenance/repair if necessary.
        - Routine check-ins, maintenance, and repairs will be the responsibility of the vendor.
    - Power is available upon request. See attached map for sources.

Budget/Project Tiers

The total budget for the Winter Lighting Program is $30,000. The BID is dividing its call for proposals into three different tiers/scales.

Tier 1 (Up to $10,000)

- Basic lighting layout focusing on park pathways.
- Standard lighting fixtures with modest customization.
- Basic installation, minimal additional features.
- *Suggested bracket for temporary event fixtures*.

Tier 2 ($10,000-$20,000)

- Enhanced lighting design covering main pathways and bench areas or open spaces.
- More versatile, customized options.
- Installations with consideration for landscape/trees/furniture.

Tier 3 ($20,000-$30,000)

- Comprehensive lighting plan covering major pathways, areas of congregation, and open spaces.
- High-quality, durable lighting fixtures.
- Consideration for both season-long fixtures **including** specialized options for event-specific features.

Value Adjustment Plan

If a vendor is willing to submit a higher valued project at a lower cost (for example, an installation/proposal valued at $10,000 for $5,000), the BID is willing to honor the difference in cost as BOTH an event sponsorship and a tax-deductible donation. The Downtown Worcester BID is designated as a 501(c)3.

Sponsorship benefits may include signage featuring your vendor/company's name, features on social media posts and the downtownworcester.org website, mentions in press releases and more. If you are interested in this sponsorship opportunity, please contact Program Director Victoria Mariano.

Proposal Requirements

All proposals, regardless of which tier they are submitted under, must include the following:

- Detailed breakdown of costs for materials, labor, and any additional expenses.
- Proposed lighting fixtures with specifications (lumens, color, etc.)
- Lighting design plan (including layout diagrams and renders where applicable).
- Installation plan/timeline
    - Installation will occur between 11/21 and 12/3.
- References and examples of similar projects
- Energy efficiency considerations

Submission Guidelines

- Deadline for Submissions: 9/20/24
- Submission Format: Proposals should be submitted electronically in PDF format to Program Director, Victoria Mariano (victoria@downtownworcester.org) and Program Coordinator, Alex Monaco (alex@downtownworcester.org)

Project Timeline

8/20/24: RFP Issued
9/20/24: Deadline for submissions
9/30/24: Notification of acceptance
October through November: off-site fabrication and manufacturing of lighting fixtures
11/21/24 through 12/3/24: Installation of projects
12/6/24: Festival of Lights
2/28/25: Final day for Winter Lighting, disassembly complete by 3/7/25.

Selection Process & Criteria

Proposals of all three tiers will be evaluated based on:

- Cost effectiveness (alignment with proposed budget tier)
- Quality and creativity (aesthetically pleasing and innovative lighting installations)
- Experience and Capability (offeror has experience and proficiency in similar projects)
- Compliance (adherence to local regulations and project specifications)

The BID staff, principally the Program Director and Program Coordinator, will evaluate proposals based on the criteria outlined. Selected vendor(s) will be notified by 9/30/24.

The Downtown Worcester BID reserves the right to accept or reject any or all proposals received. The awarded contract(s) will be subject to negotiation on final terms and conditions.

Thank you for your interest in participating in the annual Festival of Lights and the Downtown Worcester Winter Lighting Program. We look forward to receiving your proposal.

Images of Worcester City Common + Previous Installations

Map of Worcester Common w/ lengths of pathways, locations of power sources. Pathways are about 10'-14' in width. No installations are permitted on the Historic Burial Ground.

Front St. side, facing East

Franklin St. side, below oval, facing South

Franklin St. side, facing North

Franklin St. side, facing Northeast

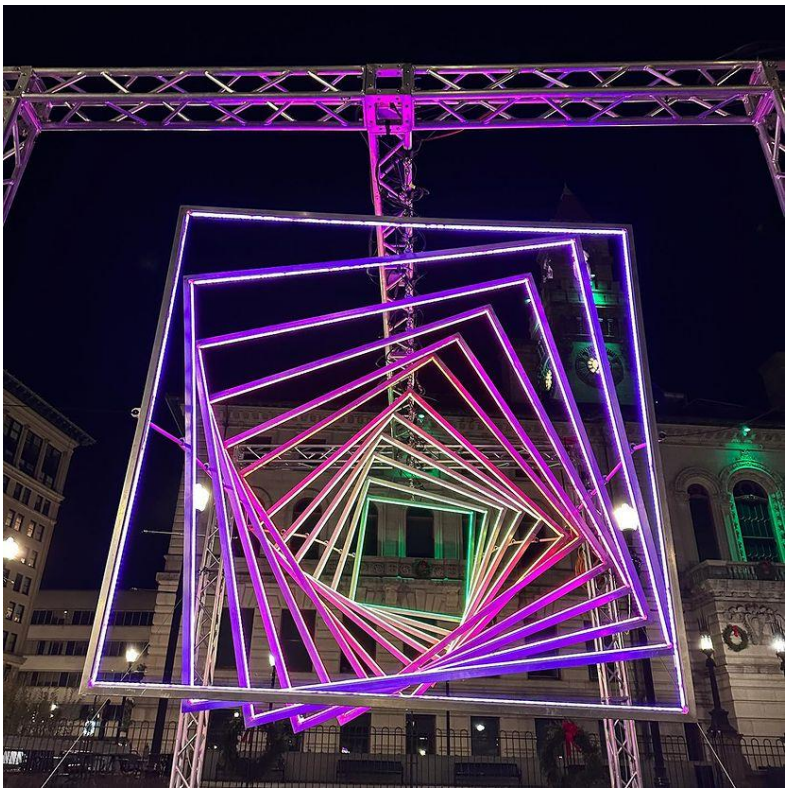
Franklin St. side, facing East

Franklin St. side, just below the burial ground, facing Southeast

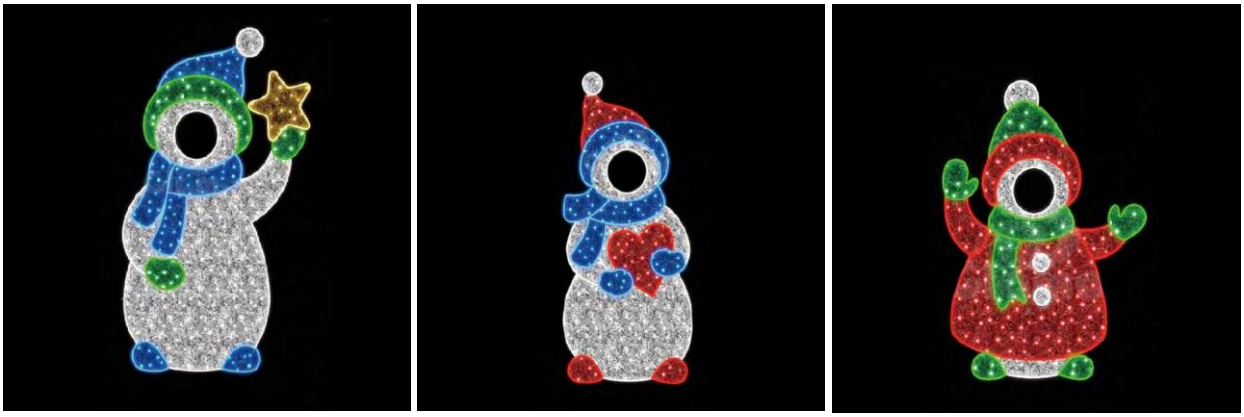
Franklin St. side, facing Northwest

South side of oval facing City Hall/Franklin St.

“After Dark Park” by Perfect Parties, part of 2023 Celebration

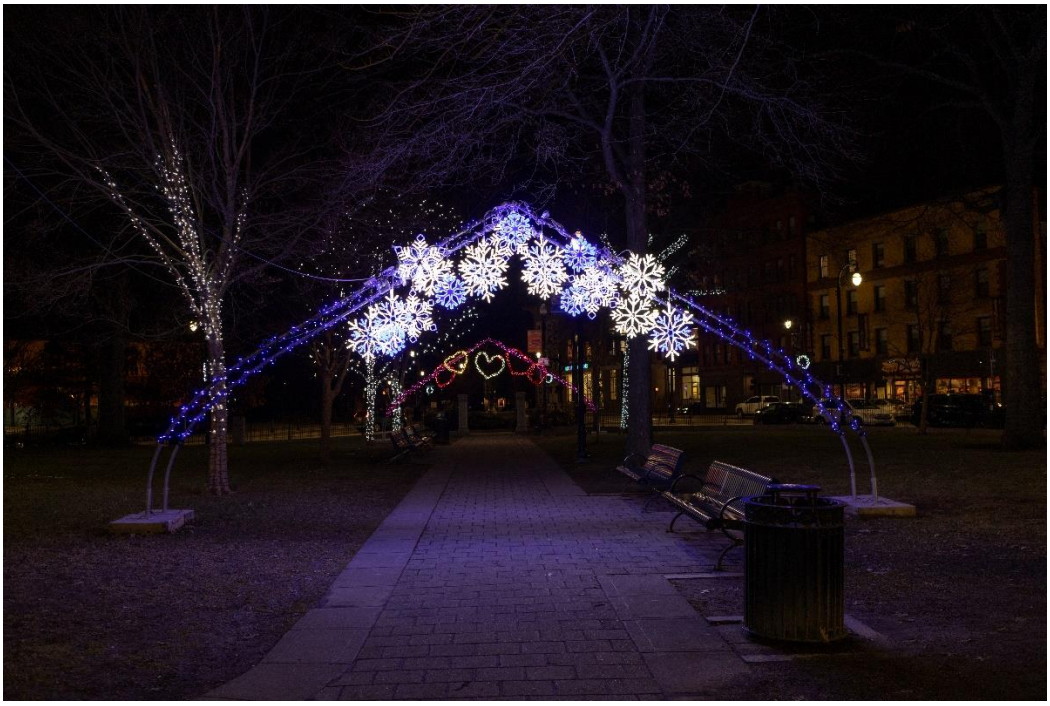


“Illuminaciones” by Zebbler Studios, semi-permanent, part of 2023 Celebration



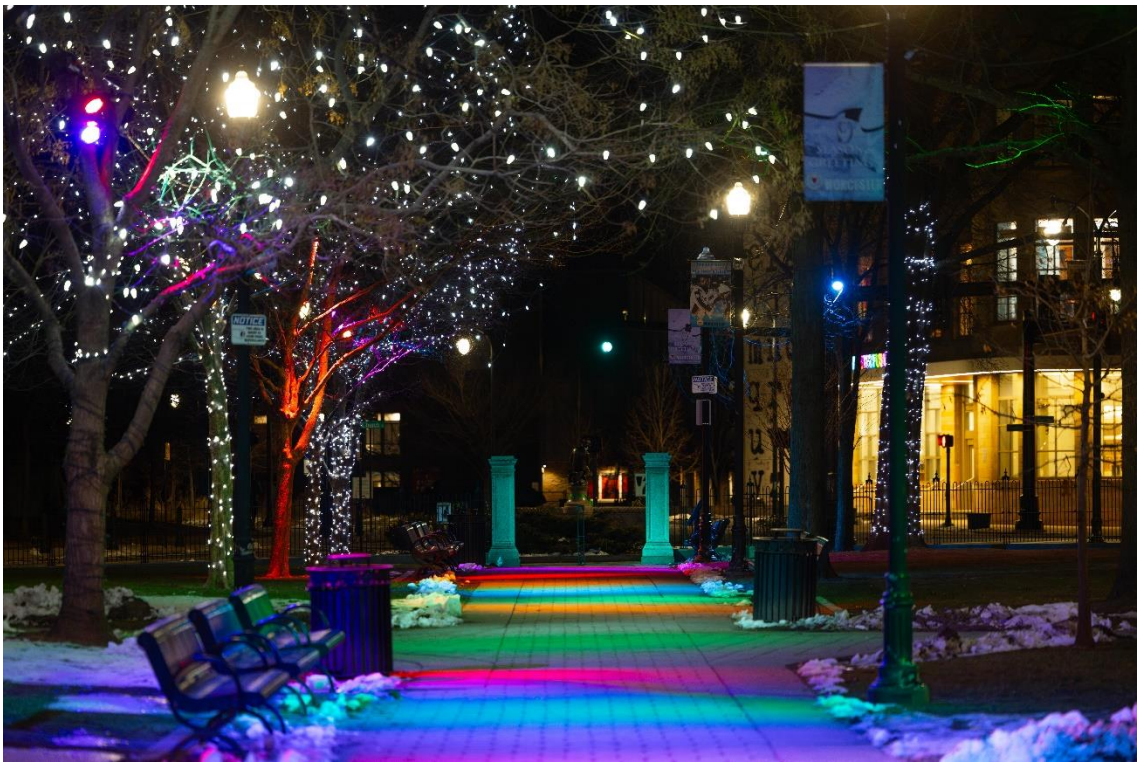
Father Snowy, Mother Snowy, and Baby Snowy by Christmas Designers, Lowell, MA, part of 2023 celebration

Rainbow Tunnel by NEBG Tower Hill, part of 2020 celebration



Walkway lights from 2022 Celebration, PC: Matt Wright Photography

Tree-mounted "snowflakes" from 2022/23, PC: Matt Wright Photography



Tree/Pathway Lights from 2023 Celebration, PC: Mike Hendrickson