



REQUEST FOR PROPOSALS

For

**THE CLASSIC CENTER ARENA
SIGNAGE PROVISION & INSTALLATION
(Second, Re-issued RFP)**

The Classic Center Arena

**THE CLASSIC CENTER CCA
Athens, Georgia
RFP# CCA-ARENA1SIGN-2**



REQUEST FOR PROPOSALS
for
THE CLASSIC CENTER ARENA
SIGNAGE PROVISION AND INSTALLATION
The Classic Center Arena Project
Athens, Georgia
RFI# CCA-ARENA1SIGN

I. General Information

A. OVERVIEW

The Classic Center CCA (“CCA”), an Authority of the State of Georgia, in cooperation with the Unified Government of Athens-Clarke County (ACC), is soliciting proposals from firms specializing in Signage provision, professional installation, and related services for The Classic Center Arena which is currently in the early phases of construction.

CCA and ACC are currently working with Perkins & Will (“Architect”), the designer for the planned public arena. The facility is being constructed in downtown Athens, Georgia adjacent to the convention and meeting facilities of the Classic Center Authority and is known as The Classic Center Arena Project (“Project”). The Project is one of a set of capital improvement projects included in a Special Purpose Local Option Sales Tax (SPLOST) which was approved by voters on November 5, 2019. SPLOST funds are providing a portion of arena funding, with most of the funding being obtained through CCA initiatives. The Construction Management (CM) firm is J.E. Dunn, which, with its trade partners (to be determined) will be required to coordinate any services and installation activities on the site.

This Request for Proposals (RFP) seeks responsive and responsible proposals for provision of the equipment, supplies and services specified in the Schedule of Equipment section of the Scope of Services and the Specifications therein, and/or provision of the comprehensive installation and related services prescribed by the Scope of Services and Specifications. Responses to this RFP shall be reviewed by a select committee of CCA and ACC. One or more respondents who provide proposals especially advantageous to the Project, determined by utilization of the criteria herein, may be deemed apparent awardee(s), and eligible to meet and/or provide more information prior to possible selection and award of a prospective contract for goods and/or services. The CCA reserves the ability to request a Best and Final Offer for goods and services from one or more apparent awardees as the CCA deems appropriate, and/or to negotiate certain aspects of proposed goods or services including final contract pricing.

Information submitted in response to this RFP shall remain confidential until such time that this procurement is completed or cancelled, subject to the Georgia Open Records Act. CCA reserves the right to communicate, through the issuing officer, with firms that respond to this RFP for additional information or clarifications. All respondents to this RFP are subject to

instructions communicated in this document and are cautioned to completely review the entire RFP and follow instructions carefully.

CCA intends to award the entire scope herein to a successful firm but reserves the right to award to multiple (limited) firms if CCA determines necessary for the best interests of the CCA and Arena project. CCA retains the right to reject any or all proposals or subsequent submittals and/or proposals, and to waive technicalities, irregularities, and informalities, and retains the right to cancel or conclude this solicitation or any subsequent procurement at any time without selecting a firm to provide the described services, without any liability to any respondents, or any other person or entity, and is under no obligation to make an award relating to this RFP or subsequent procurement to any person or entity. The final terms of any agreement(s) contemplated by this solicitation or subsequent solicitation will comply with the final terms and conditions of the CCA; subject, in all cases, to strict compliance with the applicable laws and ordinances of the of the State of Georgia and Athens-Clarke County (ACC).

B. IMPORTANT- A RESTRICTION OF COMMUNICATION IS IN EFFECT FOR THIS SOLICITATION.

From the time of advertisement of this solicitation until final award is made to a successful respondent from any subsequent procurement and such award is announced, interested firms are not allowed or permitted to communicate about this solicitation or envisioned scope with any staff or any official representatives of the CCA, ACC, or their consultants to the Project, except for submission of questions as instructed in the RFP, or as provided by any existing work agreement(s). Finalists and Apparent Awardee(s) of any subsequent procurement are restricted from making public statements or press releases about their selection as finalists or their apparent award. For violation of this restriction, the CCA reserves the right to reject the submittal of the offending respondent.

C. PROJECT INFORMATION

1. The Arena

The Arena shall be part of the campus of the CCA in addition the very successful existing CCA Convention facilities, and shall be generally operated as a connected, sister facility. The Arena shall seat up to 7000 and will be a premier destination for concerts, conventions, family and religious meetings, spectator sports events such as hockey, basketball, gymnastics, and other special indoor events. CCA intends for the Arena to be a significant enhancement to the downtown Athens environment, a popular public assembly facility for the City of Athens and a successful enhancement to the CCA campus that incorporates the latest in design, construction, and efficiency for ultimate operations. Appropriate Signage placement is envisioned and specified for optimum benefit for the facilities, show management and attendees of the Arena to maximize the experience of the attendees, clients, and convenient access to areas consistent with today's convention, sports, and entertainment facilities. High levels of environmentally sustainable technology in accordance with CCA and ACC goals shall be required, and such level will be determined as the design phase of the Project progresses. In addition to being appropriately sized, multifunctional, and state-of-the-art, the signage must perform to meet all applicable standards and specifications known and the needs of potential CCA clients and stakeholders. The Signage

for the Arena must ultimately be acceptable to CCA and competitive with similar facilities recently constructed throughout the southeast United States.

2. General Scope and Objectives

The successful firm(s) shall provide optimal equipment compliant with the specifications herein, including equipment provision, professional installation, configuration, fine tuning, and related services for the Classic Center Arena in the locations and quantities described in attachments or exhibits herein. The successful provider shall use information gathered through engagement with the Architect's team and CCA team prior to procuring, provision and installation of equipment, and no adjustments to awarded items may be made without such coordination and CCA agreement. The successful respondent will provide all the necessary goods, equipment and services for the installation completion including configuration and troubleshooting. CCA will also entertain optional maintenance arrangements which may be proposed.

CCA has enlisted Perkins & Will (Architect) for arena signage design and specification, who has provided detailed plans for locations of specified equipment. The current relevant design of the Arena (**Attachment B to this RFP**) is provided herein and shall be assumed to be the required installation environment. The necessary Signage item inventory and placement currently to be required in this is provided herein as **Attachment A to this RFP** and shall be assumed for proposing purposes. Questions and Answers from previous, cancelled signage RFP are provided herein as **Attachment A-2 to this RFP**.

The construction delivery method for the Arena Project is CM/GC (construction manager at-risk), and any equipment/service provider will coordinate with, including in installation of some or all portions of the Signage installation. Some of the required terms and conditions working with J.E. Dunn coordination are provided herein as **Attachment C to this RFP**. A Commissioning Agent provider will also be utilized by the CCA/ACC and will be involved in commissioning facility infrastructure possibly including the items herein.

3. Project Completion Schedule

The target date for substantial completion of the *fully operational* Arena Signage Installation is on or about March 15, 2024.

II. RFP Process

A. RFP PROCESS RESOURCES

The CCA has enlisted the following appropriate resources for assistance in carrying out this process:

1. Project Procurement Director

This individual shall be assigned by the CCA and will be responsible to the CCA and for the joint interests of the CCA and the ACC. This individual shall be the Issuing Officer and

SOLE CONTACT during this solicitation and shall facilitate any related subsequent procurement processes in close coordination with the arena team.

2. Evaluation Committee

This Committee shall be composed of qualified persons approved by the CCA and ACC to review respondent firms' proposals and other submittals, and (if applicable) interview eligible finalist firms, including possible assistance in negotiation.

3. Evaluation Criteria

The Committee shall utilize the following Evaluation Criteria:

- *Experience, Qualifications Resources of the Respondent for the Proposed Services and Equipment Provision- 25% of the Evaluation*
- *Suitability/Compliance of the Proposed Solutions- 15% of the Evaluation*
- *Anticipated Cost of the compliant Equipment & Services Proposed- 60% of the Evaluation*

B. METHOD OF COMMUNICATION

Public procurement documents, notices, clarifications, and associated addenda (if issued) will be publicly posted on the **Georgia Procurement Registry (GPR) and on the CCA Website**. General communication of relevant, significant information regarding this solicitation may also be made via the above sites. Known interested firms (those who have submitted a request to obtain RFP) and those firms which are deemed likely to be interested may be directly solicited immediately after public advertisement, however all firms are responsible for checking the GPR and CCA sites on a regular basis for updates, clarifications, and announcements.

The CCA reserves the right to communicate via electronic-mail with the respondents' primary contacts provided in submitted information. The Project Procurement Director named herein shall be the SOLE point of contact for participating firms for the duration of the procurement. Other specific communications will be made as indicated in the remainder of this RFP. The CCA reserves the right to reject the submittal of any respondent violating this provision.

III. Schedule of Events

The following Schedule of Events represents the CCA's best estimate of the schedule that will be followed. All times indicated are prevailing times in Athens. The CCA reserves the right to adjust the schedule, with prior notice, as it deems necessary.

a. CCA issues public advertisement of RFP process	5/17/23	-----
b. Deadline for submission of written questions and requests for clarification-	5/29/23	2:00 PM
c. CCA provides answers/clarifications to new questions	5/31/23	-----
d. Deadline for submission of Proposals	6/9/23	2:00 PM
e. Proposal evaluation completed and CCA issues Selection Notice, or Finalist Notification or Notice of other direction (TARGET)	6/23/23	-----

IV. DELIVERABLES for Proposing Firms

The Proposal must be submitted in accordance with the instructions provided herein, **must be categorized, and numbered as outlined below**, and must be responsive to all requested information:

A. INFORMATION ABOUT PROPOSER'S RESOURCES

1. Provide basic company information: company name, address, name of primary submitting contact, telephone number, email address, and company website. If the firm has multiple offices, the submittal should include information about the parent or main company and any local branch office separately. Identify main administrative office from which an account for a scope such as the Owners' might be managed if the firm were to respond to a future RFP.
2. Provide form of ownership, including state of residency or incorporation, and number of years in business. Is the respondent a sole proprietorship, partnership, corporation, LLC, or other structure?
3. Briefly describe the history and growth of your firm(s). Provide information about the firm's personnel resources, including disciplines and numbers of employees and locations and staffing of offices.
4. For the solutions provided by your firm in Section C, below, provide resource information for each solution to include personnel and all other resources to be provided.

B. PROPOSER'S EXPERIENCE

1. Provide information on the firm's experience in providing any relevant Signage equipment, installation, and other services described herein, and any related services for programs/clients/facilities similar in complexity, size, scope, and function to the Arena. Describe 3 systems, programs, or clients, in order of most relevant to least relevant to the envisioned scope, that demonstrate the firm's qualifications to provide excellent goods and services to the Owners. For each system/program/client, the following should be provided:
 - a. Client entity name, service location and dates during which services were performed.

- b. Clear general description of equipment, installation and other services performed by your firm.
 - c. Relevant budget of services.
2. Provide a general statement on the firm's experience and qualifications in a corresponding role for similar clients. Point out any similar systems of similar complexity, including experience in providing equipment, installation, and related services for large public arenas. Briefly include any industry ratings or national achievement recognitions to attest to the level of expertise, efficiency and/or effectiveness.
 3. For each of the solutions and techniques provided by your firm in Section C, below, provide Experience and Qualifications information for each solution to include personnel qualification and other focused experience and successes. If specific equipment is being proposed, provide focused information on experience with the provision of the equipment. Similarly, specific experience shall be provided for installation and configuration solutions.

C. PROPOSED SOLUTIONS, IN CONSIDERATION OF ARENA DESIGN, FOR FACILITY SIGNAGE PROVISION, INSTALLATION, CONFIGURATION OPTIONS, AND OTHER PROPOSED SOLUTIONS FOR OPTIMIZING FACILITY SIGNAGE AND WAYFINDING

Having reviewed the RFP and any Exhibits herein, necessary equipment and quantities presented, and in consideration of the planned facility, arena goals, and necessary goods and services, each respondent firm must provide proposed comprehensive solution information for the categories below.

1. SIGNAGE

- a. Propose a compliant response to all specified items in Attachment A with items proposed). Provide a schedule of item provision for each specified item with (as applicable) make, model, quantities and unit prices and totals with clear notation of system costs NOT covered by the amounts and detailed warranty information for items. It shall be the responsibility of respondents to indicate any (if applicable) brand name and model, or series number of the products offered and to furnish as an appendix to your proposal such specifications or other data as will provide an adequate basis for CCA determination of the quality and functional capabilities of the product offered. This section must include UNIT COSTS and the TOTAL PROPOSAL COST for items proposed.
 - b. Exact services proposed for each solution proposed above, to possibly include equipment provision, installation, configuration, fine tuning and/or troubleshooting, and other services (as appropriate). Provide a schedule of services for each configuration, with example schedules and unit prices and totals with clear notation of service costs NOT covered by the amounts.
2. (Optional) Maintenance Services for certain goods proposed.
 - a. Exact optional maintenance service arrangements proposed for each solution proposed above, and other services (as appropriate). Provide a schedule of maintenance services for each arrangement, with example schedules and unit

prices and totals with clear notation of service costs NOT covered by the amounts.

V. SUBMITTAL INFORMATION

A. SUBMITTAL OF QUESTIONS AND REQUESTS FOR CLARIFICATION

Questions about any aspect of the RFP, or the project, shall be submitted prior to the appropriate deadlines indicated in the Schedule of Events, and shall be submitted in writing to the Project Procurement Director as follows:

Richard Sawyer, via email: richard@classiccenter.com

The deadlines for submission of questions relating to the RFP are the times and dates shown in the (Schedule of Events- Section III). From the issue date of this solicitation until a successful respondent is selected and the selection is announced, the Restriction of Communication shall be in effect. For violation of this provision, the CCA shall reserve the right to reject the submittal of the offending respondent. At any time prior to the submission date, the CCA may issue an RFP addendum to further clarify any part of this RFP, amend this RFP or issue instructions or further information. Each such addendum will be posted and/or distributed to all respondents. In addition, the CCA may adjust any timelines related to the project referenced herein or otherwise.

B. SUBMITTAL OF PROPOSALS

Proposals, with signed Exhibits I and II, must be printable on standard (8½" x 11") paper. The pages of the proposals must be numbered. A table of contents with corresponding tabs must be included to identify each section as instructed in this RFP. Responses are limited to 20 pages or less using a minimum of size 11 font. Each proposal shall be prepared simply and economically, providing straightforward, concise delineation of respondent's capabilities. Fancy colored displays, and promotional materials are not desired. Emphasis must be on completeness, relevance, and clarity of content. NOTE: All pages shall be included in the page limit. Submittals must be e-mailed to the Project Procurement Director at the address above, with reference to CCA RFP# ARENA1SIGN "PROPOSAL" must be clearly indicated on the email.

Submittals received after the time and date set for receipt are subject to rejection.

All Proposals, and other submittals upon receipt become the property of the CCA. Labeling information provided in submittals "proprietary" or "confidential", or any other designation of restricted use will not be binding upon the CCA nor its representatives and will not protect the information from possible eventual public view. Subject to the provisions of the Open Records Act, the details of the proposal documents will remain confidential until final award. All expenses for preparing and submitting responses are the sole cost of the party submitting the response. Neither the CCA nor the ACC are obligated to any party to reimburse such expenses.

C. PROPOSAL CONDITIONS

1. Respondents understand and agree that the CCA is not required to select the lowest priced proposal and has the right to reject all submittals or to cancel the RFP process at any time without any liability to the CCA or any other person, and the parties are under no obligation to make an award relating to this RFP to any person or entity. In addition, the CCA reserves the right to evaluate only those Proposals determined to be fully responsive to the RFP. All such decisions are ultimately to be made in the sole discretion of the Selection Committee on behalf of the ACC/CCA, for any reason or for no reason whatsoever, and the CCA is under no obligation to assign any reason for the rejection, non-review, or non-acceptance of any proposal. Under no circumstances shall this RFP be construed as a contractual offer.
2. Any reference to brand names, trade names, model numbers or other descriptions peculiar to brand products in this RFP is made to establish a required level of quality and functional capability, it is not intended to exclude other products of that level. Comparable products of other manufacturers will be considered if proof of comparability is contained in the proposal. It shall be the responsibility of the respondents to indicate the brand name and model, or series number of the product offered and to furnish with their proposal such specifications, catalog pages, brochures or other data as will provide an adequate basis for determining the quality and functional capabilities of the product offered. The CCA reserves the right to request samples of any proposers prior to award. Failure to provide complete information to such extent may be considered valid justification for rejection of a proposal or item.
3. Respondents understand and agree that the CCA may, in its sole discretion, request Proposals from, and subsequently enter into an agreement with, any entity selected in this process, including any entity that has previously advised or acted on behalf of the CCA in any capacity. Furthermore, Respondents shall not hold the CCA, their respective affiliates and/or any of their respective employees, representatives, agents, attorneys, advisors, or consultants liable for any reason whatsoever related to this RFP and respondents hereby waive all such claims.
4. Respondents may make no modification, correction, or withdrawal of their submissions after the submission date. By submitting its submission, each respondent represents that: (i) it has read and understands this RFP, (ii) its submission complies with the requirements of this RFP, (iii) respondent has the necessary corporate CCA to submit its SOQ
5. All information supplied in this RFP or by the parties or anyone acting on behalf of the parties to each respondent is provided solely as a convenience to facilitate the selection process. The CCA does not guarantee the accuracy or completeness of any such information supplied. In addition, respondent shall not rely on any express or implied statements, warranties or representations made by the CCA or anyone acting on its behalf. Respondent agrees that the CCA and its affiliates and their employees, representatives, agents, advisors, or consultants cannot be held liable for any such statements, warranties or representations or inaccuracies or incompleteness in any information provided.
6. Drug Free Workplace. The CCA requires that the labor force of the successful respondent and its team be drug-free. The respondent hereby acknowledges this requirement and asserts that its organization adheres to such policy and practice.

7. Non-Discrimination. The CCA may require, prior to, or incidental to, the award of a contract, confirmation by the respondent stating that the respondent has not discriminated and will not discriminate based on race, creed, color, sex, religion, or national origin in any of its employment practices with respect to the work force of the business, or procurement services in connection with this project. The successful respondent may be required to execute certificates, affirming these requirements of non-discrimination. More information is provided herein.

Exhibit I
CERTIFICATION FORM

I, _____, being duly sworn, state that I am _____ (title) of _____ (firm) and hereby duly certify that I have read and understand the information presented in the attached proposal and any enclosure and exhibits thereto.

I further certify that to the best of my knowledge the information given in response to the Request for Proposals is full, complete, and truthful. I further certify that the submitting firm and any principal employee of the submitting firm has not, in the immediately preceding five (5) years, been convicted of any crime of moral turpitude or any felony offense, nor has had their professional license suspended, revoked, or been subjected to disciplinary proceedings.

I further certify that the submitting firm has not, in the immediately preceding five (5) years, been suspended, or debarred from contracting with any federal, state, or local government agency, and further, that the submitting firm is not now under consideration for suspension or debarment from any such agency. I further certify that the submitting firm has not in the immediately preceding five (5) years been defaulted in any federal, state, or local government agency contract and further, that the submitting firm is not now under any notice of intent to default on any such contract.

I acknowledge, agree, and authorize, and certify that the proposer acknowledges, agrees, and authorizes, that the CCA may, by means that either deems appropriate, determine the accuracy and truth of the information provided by the proposer and that the CCA may contact any individual or entity named in the proposal for the purpose of verifying the information supplied therein.

I acknowledge and agree that all the information contained in the proposal is submitted for the express purpose of inducing the CCA to award a contract. I certify we have not employed or retained any company or person, other than a bona fide employee working solely for it, to solicit or secure this contract and that we have not paid or agreed to pay any person, company, corporation, individual, or firm, other than a bona fide employee working solely for us, any fee, commission, percentage, gift, or other consideration contingent upon or resulting from the award or the making of this contract.

I certify that any proposal we submit for this project shall be made without prior understanding, agreement, or connection with any corporation, firm, or person submitting or who will be submitting a separate proposal on the same project or for the same services, materials, labor, supplies, or equipment and is in all respects fair and without collusion or fraud. We understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards. We agree to abide by all conditions of this solicitation. We certify that no person associated with our firm is a member of the CCA Board of Governor's or officer or employee of the CCA or holds any statewide elective or appointed office. We further certify that no person who holds any state-wide elective or appointed office or who is a member of the Board of Governors or officer or employee of the CCA has been paid or promised by the firm any compensation in connection with this procurement by the CCA.

A materially false statement or omission made in conjunction with this proposal is sufficient cause for suspension or debarment from further contracts, or denial of rescission of any contract entered into based upon this proposal thereby precluding the firm from doing business with, or performing work for, the CCA. In addition, such false statement or omission may subject the person and entity making the proposal to criminal prosecution under the laws of the State of Georgia of the United States, including but not limited to O.C.G.A. §16-10-20, 18 U.S.C. §§1001 or 1341.

Sworn and subscribed before me

This _____ day of _____, 20____.

Signature

NOTARY PUBLIC

My Commission Expires: _____

NOTARY SEAL

EXHIBIT II

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

Solicitation No.: CCA **RFP# ARENA1SIGN-2**

Respondent's Firm Name: _____

**STATE OF GEORGIA
CONSULTANT AFFIDAVIT**

By executing this affidavit, the undersigned Consultant verifies its compliance with O.C.G.A. §13-10-91, stating affirmatively that the individual, firm, or corporation which is interested in contracting with the CCA has registered with, is authorized to participate in, and is participating in the federal work authorization program commonly known as E-Verify*, in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned Consultant further agrees that it will continue to use the federal work authorization program throughout the prospective contract period and, should it employ or contract with any subconsultant(s) in connection with the physical performance of services pursuant to this prospective contract with the CCA, Consultant will secure from such subconsultant(s) similar verification of compliance with O.C.G.A. § 13-10-91 on the Subconsultant Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Consultant further agrees to maintain records of such compliance and provide a copy of each such verification to the CCA at the time the subconsultant(s) is retained to perform such service.

EEV / E-Verify™ User Identification Number

Date of Authorization

BY: Authorized Officer or Agent
(Contractor Name)

Date

Title of Authorized Officer or Agent of Consultant

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

____ DAY OF _____, 202_

[NOTARY SEAL]

Notary Public

My Commission Expires: _____

*Or any subsequent replacement operated by the United States Department of Homeland Security, or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603

ATTACHMENT A

SIGNAGE SPECIFICATIONS

Please see the Dropbox Link below for the SIGNAGE Specification Information. Contact the Project Procurement Director if you have difficulties with this link:

<https://www.dropbox.com/sh/4e8b8xux8ewvcrw/AACjof9SQT4S3T8W1RGfzxYJa?dl=0>

ATTACHMENT A-2

PREVIOUS SIGNAGE RFP QUESTIONS AND ANSWERS

Please see the Dropbox Link below for the Addendum One which contains relevant answers and clarifications from questions previously submitted in the first (cancelled) RFP process. Contact the Project Procurement Director if you have difficulties with this link:

<https://www.dropbox.com/s/dp8eob3iwqzwbw6/ADDENDUM%20NUMBER%201-%20CCA%20RFP%23%20ARENA1SIGN-2.pdf?dl=0>

ATTACHMENT B

RELEVANT ARENA DESIGN INFORMATION

Please see the Dropbox Link below for the Arena Design Information. Contact the Project Procurement Director if you have difficulties with this link:

<https://www.dropbox.com/sh/3yaojsx2l4nod89/AAByvAlYeXWu2bCvqwVmgyYQa?dl=0>

ATTACHMENT C

**Construction Manager Coordination Information
(Prospective Terms and Conditions- see Dropbox Link, below)**

<https://www.dropbox.com/s/l69phjw3pguwa8h/JE%20Dunn%20Prospective%20Coordination%20Terms%20and%20Conditions%20Information.pdf?dl=0>