



**FRANKLIN COUNTY
CONVENTION FACILITIES
AUTHORITY**

COLUMBUS

REQUEST FOR PROPOSALS:

Exterior Digital Signage Installation, Sales, and Management

Issued: February 20, 2025

Due: March 20, 2025

Issued By:

Franklin County Convention Facilities Authority
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www.meetusincolumbus.com

The Franklin County Convention Facilities Authority (“FCCFA”) is seeking proposals from firms interested in providing turnkey exterior digital signage solutions for the Goodale Parking Garage and Ohio Center Parking Garage (“OCG”). The selected firm will provide all design, installation, sales, marketing, and digital content management services necessary to maximize the revenue generating potential of the exterior signage. The FCCFA is seeking firms who have extensive experience in providing services similar to those described in this request for proposals (“RFP”).

BACKGROUND

The FCCFA is the owner/developer of the Greater Columbus Convention Center, the Hilton Columbus Downtown Hotel, Nationwide Arena and six supporting parking facilities; all located in downtown Columbus, Ohio. Established by the Franklin County Commissioners in July 1988 pursuant to Chapter 351 of the Ohio Revised Code; the FCCFA is a special governmental unit governed by an eleven-member board appointed by the Franklin County Commissioners, Mayor of Columbus, and suburban mayors.

As owner/developer, the FCCFA is responsible for the improvement, management and successful operation of owned facilities. In addition, the FCCFA is responsible for ensuring the continued success and growth of the convention business within the Greater Columbus community. Both responsibilities are directly linked to the FCCFA’s continued investment in and support of services, resources, facilities and community projects that enhance the use and operation of the convention center, hotel and arena.

The Greater Columbus Convention Center (“GCCC”) offers 1.8 million square feet of event space and hosts over 1 million visitors annually. Amenities offered by the GCCC include:

- 447,000 square feet of exhibit hall space;
- 114,000 square feet of ballroom space, including the 25,000 square foot Union Station Ballroom, 15,000 square foot Short North Ballroom, and the largest multipurpose ballroom in Ohio, the 74,000 square foot Battelle Grand Ballroom;
- 75 meeting rooms comprising 118,000 square feet;
- 4,700 onsite parking spaces across six different facilities; and
- 10,000 square feet of outdoor event space.

The Goodale Garage, constructed in 2015, is the primary garage supporting the GCCC’s North Facility, inclusive of the Short North Ballroom; Union Station Ballroom; Exhibit Halls A, B, C, and D; and A, B, C, and D-pod meeting rooms. In 2024, the Goodale Garage experienced 144,637 exit transactions. The FCCFA is interested in licensing the north facade, and potentially the western façade of the garage, to host an exterior digital signage installation. The north façade fronts I-670, while the west façade faces the intersection of Goodale St. and High St. with visibility from I-670-E.

The Ohio Center Garage, constructed in 2020, is the primary garage supporting the Battelle Grand Ballroom. The OCG also supports the Hilton Columbus Downtown’s guests, valet parking, and event attendees. In 2024, the OCG experienced 86,962 exit transactions, not including Hilton

valet operations. Given the proximity to Third Street, the FCCFA has identified the OCG's north façade as a prime location for exterior digital signage.

Exhibit A includes photographs of the garages with potential locations for digital signage.

Additional information regarding the FCCFA can be found on its website: www.meetuscolumbus.com.

SCOPE OF SERVICES

The scope of services requested through this RFP will be for the design, purchase, and installation of exterior digital signage for the Goodale Garage and OCG followed by the subsequent marketing, sale, operation, maintenance and management of the digital assets. Services will include but are not limited to:

Exterior Digital Signage Design and Installation:

- Identify ideal locations on the Goodale Garage and OCG for the installation of exterior digital signage.
- Design, procure, and install high-resolution digital signage at the selected locations. Installation-related design services shall include, but are not limited to, all necessary electrical, data, and structural infrastructure and related modifications. All design and engineering services shall be performed by a licensed design professional and all drawings shall be stamped by the appropriate design professional prior to installation. The selected firm shall bear all costs of designing, purchasing, installing, and insuring the digital signage.
- Secure all permits, licenses, and approvals necessary for installation, maintenance, and operation of the digital signage, with any associated fees being the responsibility of the selected firm.
- Digital signage to be provided by the selected firm shall be inclusive of all LED displays and display engines, necessary mounting brackets to securely and safely support the structure, and all cabling, patch panels, switches, and hardware necessary to ensure stable and uninterrupted operability of the equipment.
- Provide all ongoing maintenance, upkeep, and software upgrades necessary to ensure continuous operation of the digital signage.

Sales, Marketing, and Content Management Services

- Provide and execute a comprehensive sales strategy designed to maximize the financial and operational benefits to the FCCFA. All prospective advertisers shall comply with the Greater Columbus Convention Center's digital content standards.
- Develop sales and marketing plans including marketing materials, messages, and presentations. Include recommendations for the best approach to maximize revenues and other benefits to the FCCFA.

- Oversee and manage the operation of the digital signage to include content schedules, curation and content development, community outreach, and billing and financial reporting. It is expected that a percentage of available display time will be reserved for the FCCFA's use.

Digital Asset Consultation

In addition to the installation and management of the exterior digital signage, the FCCFA may engage the selected firm to provide consulting services regarding additional digital signage placements. The selected firm would be tasked with helping to identify areas within the FCCFA's campus where the presence of additional digital signage might benefit the FCCFA's operations.

The FCCFA reserves the right, in its sole discretion, to reject certain advertisers, advertising campaigns, and other content deemed by the FCCFA to not be in the best interests of the FCCFA.

SELECTION PROCESS and EVALUATION CRITERIA

The FCCFA will review, evaluate and select a firm 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 Executive Director and will include members of the FCCFA staff (the "Advisory Group"). The Advisory Group will review and evaluate all proposals and may short-list firms for interviews based upon the criteria listed below and requirements of law. If necessary, interviews are tentatively scheduled to be held on April 3, 2025. Upon conclusion of the interviews and evaluation of proposals, the Advisory Group will recommend approval of the firm deemed "most advantageous" to the Executive Director who will then request final approval from the FCCFA's Board of Directors.

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 particular order of priority, the criteria used for selection will include the following:

Criteria One: Qualifications – 20 points

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. The selected firm will have a proven track record in digital signage solutions and be capable of delivering a system which adheres to all necessary safety standards, supports various file formats, and includes a robust content management system.

Criteria Two: Uniqueness and Approach – 20 points

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 review of the quality of proposed equipment, location of the installations and the firm's

demonstrated knowledge and understanding of required services. Consideration will be given to philosophy as well as unique approaches, resources and experiences that will guarantee the success of the exterior digital signage installations.

Criteria Three: Availability of Resources – 20 points

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. Demonstrated relationships with regional and national brands will be given significant consideration.

Criteria Four: Past Performance – 20 points

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; ability to meet objectives and schedules; responsiveness; and resolution of issues/challenges. Prior experience with similar installations within the City of Columbus downtown core, and a demonstrated ability to secure all necessary state and local permits and approvals will be prioritized.

Criteria Five: Price – 20 points

The competitiveness of the proposed revenue sharing model.

REQUIRED SUBMITTALS

One original, six copies and one electronic copy of each proposal shall be delivered to the following addressee on or before Thursday March 20, 2025, at 4:00 PM EST.

Jordan Edmonds, In-House Counsel
Franklin County Convention Facilities Authority
400 North High Street, Fourth Floor
Columbus, OH 43215

Questions regarding this RFP must be submitting in writing to Jordan Edmonds at jedmonds@fccfa.org on or before close of business on March 7, 2025. 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 March 11, 2025.

To enable the FCCFA 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 letters, 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:

1. 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.
2. A certification of accuracy provided by the highest ranking individual responsible for the firm's submittal.
3. 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 executing a digital signage program from location identification through design, installation, and operation. Describe how prospective advertisers are identified, engaged, and evaluated. Include a discussion on content management practices and procedures. 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 FCCFA through the sale and operation of the digital displays as well as availability of screen time for FCCFA uses. Provide a proposed schedule for completion of the required services. Include specifications and information on the proposed equipment to be utilized.

Section III – Profile & Organization

The profile should include but not be limited to:

1. 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.
2. 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.
3. Provide an organizational chart and staffing plan for the team who will be working directly with the FCCFA. Identify key members, including any necessary subcontractors, and describe the services, roles and responsibilities of each. Indicate the availability of key team members.

4. 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 projects similar in size and function to the project described herein that the firm has completed during the past five years. Information should include a description of services provided; examples of successful strategies implemented that improved outcomes; demonstrated ability to secure all required permits and approvals; and unique characteristics of the project that resulted in a positive outcome for the client. Include references for each listed client. Include information regarding relationships with regional and national brands. References should be prepared to be contacted by the Advisory Group.

Section V – Resumes of Key Individuals

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

Section VI – Fee Proposal

Provide a revenue sharing proposal. Provide information that documents the basis for proposed pricing and fees. For purposes of this RFP, assume that the FCCFA will reserve 20% of the available screen-time for FCCFA related uses.

Section VII – Other Requested Information

Provide specific information describing the understanding of the services required for the project along with a description of any services not provided by the firm. Please include any other pertinent information in this section.

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION

FCCFA's Best Interest – the FCCFA 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 FCCFA'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 FCCFA prior to the required due date. Results of informal meetings or discussions between a Respondent and any FCCFA or GCCC 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 FCCFA. Only information supplied by the FCCFA 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 FCCFA 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 FCCFA 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 FCCFA 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 FCCFA 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 FCCFA or ASM Global or have a familial business relationship with any FCCFA director. Further, all proposals must disclose the name of any FCCFA or GCCC 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 FCCFA 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 FCCFA 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 FCCFA will not be required to defend any litigation seeking disclosure of confidential information. The FCCFA 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 FCCFA as a waiver of any exemption claim. The identification of exempt information must be sufficiently specific to allow for the FCCFA 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 FCCFA 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 FCCFA or any of its officials or employees to obtain disclosure of the document, the Respondent will indemnify and hold harmless the FCCFA 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 FCCFA’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 FCCFA of all further obligations to protect the confidentiality of the document. The FCCFA assumes no responsibility for disclosure or use of unmarked data for any purposes.

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

Right of Refusal – the FCCFA 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; or submits prices that the FCCFA considers to be excessive, compared to existing market conditions, or determines exceeds the available funds of the FCCFA.

DIVERSITY, EQUITY AND INCLUSION POLICY

Through the adoption of this Diversity, Equity and Inclusion Policy (“DEI Policy”) the Franklin County Convention Facilities Authority (“FCCFA”) affirms its commitment to equal opportunity and non-discrimination in all aspects of its operations including, but not limited to, contracting and procurement, employee recruitment and selection, compensation and benefits, professional development and training, promotions, transfers, layoffs, and terminations. Pursuant to this DEI Policy the FCCFA will not participate in either active or passive unlawful discrimination of any type and will strive to maintain an open, diverse, and inclusive workplace for all employees, officers, contractors, and subcontractors.

It is the position of the FCCFA that discrimination of any kind based upon age, sex, race, color, religion, disability, national origin, genetic information, ethnicity, ancestry, sexual orientation,

gender identity or expression, family or marital status, military or veteran status, or any other basis prohibited by the laws of the United States, the State of Ohio, or the City of Columbus (“Protected Status”) is prohibited. No person shall be unlawfully denied the benefit of, or otherwise be discriminated against in connection with their employment, the award or performance of any contract, or the modification of any contract or award.

The fundamental tenets of this DEI Policy are as follows:

- All Contractors shall have an equal opportunity to compete with respect to contracting and procurement activities of the FCCFA, regardless of age, sex, race, color, religion, disability, national origin, genetic information, ethnicity, ancestry, sexual orientation, gender identity or expression, family or marital status, military or veteran status, or any other Protected Status;
- No Contractor or FCCFA employee shall have engaged or shall engage in any kind of unlawful discrimination involving age, sex, race, color, religion, disability, national origin, ethnicity, ancestry, genetic information, sexual orientation, gender identity or expression, family or marital status, or any other Protected Status, whether or not such unlawful discrimination is related to the FCCFA or any contract with the FCCFA;
- The FCCFA and any Contractor seeking to do business with the FCCFA shall, whenever possible, craft bid specifications which enable MBE/WBE participation that is consistent with demographics for the City of Columbus;
- The FCCFA through its staff, facility management companies and other contractors will (i) monitor and provide periodic reports to the FCCFA Board of Directors regarding compliance by the FCCFA and its Contractors with this DEI Policy; (ii) collect and record information on the inclusion of minorities and women in their contracting, procurement, and workforce activities; and (iii) analyze data to evaluate the inclusion of minorities and women in the FCCFA’s contracting, procurement, and workforce activities. Specific reporting requirements shall include:
 - Semi-annual diversity profile updates from all key service partners and facility management companies;
 - Documentation of contractor compliance with this DEI Policy in any recommendation of award presented to the FCCFA Board of Directors;
 - Monthly board reports describing MWBE participation rates for all ongoing construction projects.
- The FCCFA shall review this DEI Policy periodically to ensure that it effectively promotes and achieves diversity, equity, inclusion, non-discrimination and equal opportunity in connection with the FCCFA’s operations, and all contracting and procurement activities; and

- All Contractors and employees shall comply with this DEI Policy. A Contractor's success or failure to comply with this DEI Policy will be a factor in any award of a contract to such Contractor. An employee's success or failure to comply with this DEI Policy will be a factor considered in connection with any disciplinary measures or continued employment with FCCFA.

The FCCFA through its staff, facility management companies and other contractors shall be responsible for implementing, monitoring and evaluating this DEI Policy.

If the FCCFA determines that the objectives of this DEI Policy are not being achieved, the FCCFA Board of Directors may, in their discretion, direct the Executive Director to conduct further investigations into the reasons for not achieving such objectives.

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

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

Exhibit A

Proposed Digital Signage Locations

The images contained within this Exhibit A are intended for illustrative purposes only. The locations and sizing of digital signage depicted herein were identified by the FCCFA as potential locations for installation of digital signage. The FCCFA will rely upon the expertise of the selected firm to choose ideal locations. No approvals have been received from any governmental agency for any of the locations depicted herein, and such approvals shall be the responsibility of the selected firm.

Goodale Garage from E. Goodale St.



Goodale Garage from Exhibit 4A/B from 670-E





Goodale Garage from High/Goodale



OCG from Third St.

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OHIO CENTER GARAGE