



**SoHo Broadway District Management Association, Inc.**

**REQUEST FOR PROPOSALS**

2025-2026 Winter Lighting for SoHo Broadway District  
Manhattan, New York

Issue Date: December 13, 2024  
Revised January 7, 2025

594 Broadway, Suite 1107  
New York, NY 10012

Deadline for Responses: January 21, 2025 at 5pm EST

## Introduction

The SoHo Broadway District Management Association, Inc., doing business as the SoHo Broadway Initiative (the “Initiative”), is a not-for-profit tax-exempt organization that represents the neighborhood-focused business improvement district for SoHo’s Broadway from Houston Street to Canal Street (the “District”). The Initiative’s mission is to foster a unique, vibrant, mixed-use district with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements. The Initiative seeks to make SoHo Broadway a welcoming place to live in, work in, and visit.

The Initiative is seeking proposals from qualified firms (or teams of firms) by this request to provide services outlined in the Scope of Work to design, fabricate, install, store, and maintain winter lighting for the Broadway corridor between Houston Street and Canal Street.

## Scope of Work

The SoHo Broadway Initiative intends to produce its first ever winter light installation in the winter of 2025-2026. The goal of this project is to bring joy to the neighborhood and enliven the public realm while paying homage to the unique identity, culture, history, and built environment of the neighborhood. The lighting installation will also serve as an amenity for businesses, workers, residents, visitors, and other district stakeholders.

The light installation will be on display from November 2025 through February 2026 and The Initiative intends to reinstall these lights in future winter seasons. Proposals may include costs for up to three additional years of display. The Initiative shall have the sole option to extend this contract on an annual basis for up to three additional years, to be exercised by giving the contractor written notice.

The contractor(s) will propose the type, number, and style of lights to be installed. Lighting elements affixed to street light poles can be powered by standard 110v outlets on these light poles. There are 17 poles within the District on Broadway and cross streets just off Broadway that may be eligible for decorative lighting installation, as shown in Attachment B. Power solutions for other types of installations should be included in the proposal. In addition to light poles, The Initiative would consider lighting in existing planters in curb extensions (15 in total; see Attachment D), new elements in place of current planters, projections and projection mapping, or other proposals made by respondents. For purposes of proposal, assume elements cannot be affixed to private property (although opportunities for such could be identified during project development process).

Vendors will be required to:

- a. Provide licensed personnel to perform work in a safe and timely manner
- b. Secure necessary city approvals in close partnership with the Initiative



## Information Session

The Initiative will hold a pre-proposal information session on Wednesday, January 8th at 3 p.m. EST to answer questions regarding the RFP and Scope of Work. Attendance to the conference call is voluntary but highly encouraged as the Initiative will not share a recording of the meeting or plan to issue an addendum.

Questions regarding the RFP must be in writing and should be submitted via email to [bwagerman@sohobroadway.org](mailto:bwagerman@sohobroadway.org). Questions should be submitted no later than Friday, January 3rd at 5 p.m. EDT.

Respondents can register for the pre-proposal call on Zoom via the following URL:

<https://us02web.zoom.us/meeting/register/tZcpduugrzIrE9Q-ce2PTW3aomy2U7VJCoVS>

## RFP Submission Process

Proposals must be emailed in PDF format by 5:00 pm EST, Tuesday, January 21st, 2025 to:

- Erin Piscopink  
Executive Director  
SoHo Broadway Initiative  
[episcopink@sohobroadway.org](mailto:episcopink@sohobroadway.org)  
212-390-1131
- Agreement will begin at the time of selection (approximately February 2025) and last through the deinstallation and move to storage (approximately February 2026).
  - The agreement will include option to extend on an annual basis for up to three (3) additional years.

## Proposals must include:

- a. Company Name, Primary Contact, Address, Phone, and Email.
- b. Description and concept drawings/images of the type of lighting proposed.
- c. A detailed scope of work and schedule including a description of the tasks to be performed and the means to be used to accomplish these tasks.
- d. Documentation of the firm's/team's experience providing similar services including references (at least three).
- e. Resumes of key project staff.
- f. Comprehensive fee proposal including cost of design, prototyping, fabrication, installation, removal, maintenance, and storage should be provided.

## Selection Process:

While the Initiative will give preference to proposals that include execution of all components of this project, we will also consider proposals that address only the

lighting design portion of this RFP. Currently, the street poles have decorative banners attached. While we would prefer proposals that allow us to continue to display these banners through the time period of the lighting display, we would consider proposal that require the banners to be temporarily removed.

The Initiative will select the respondent which, in the sole judgment of the Initiative, most successfully demonstrates the necessary qualities to undertake the project, offers the most cost-effective proposal, and best meets the needs and goals of the Initiative. The Initiative may award a contract to the firm whose proposal is deemed to be most advantageous to the Initiative, in the Initiative's sole discretion.

The Initiative will not pay any costs incurred by any firm in responding to this RFP. The review or selection of a submission will create no legal relationship or equitable rights in favor of a Respondent, including, without limitation, rights of enforcement or reimbursement.

Interviews may be held with any or all of the Respondents after the receipt of the submissions. Interviews with The Initiative will be scheduled after initial review of the proposals.

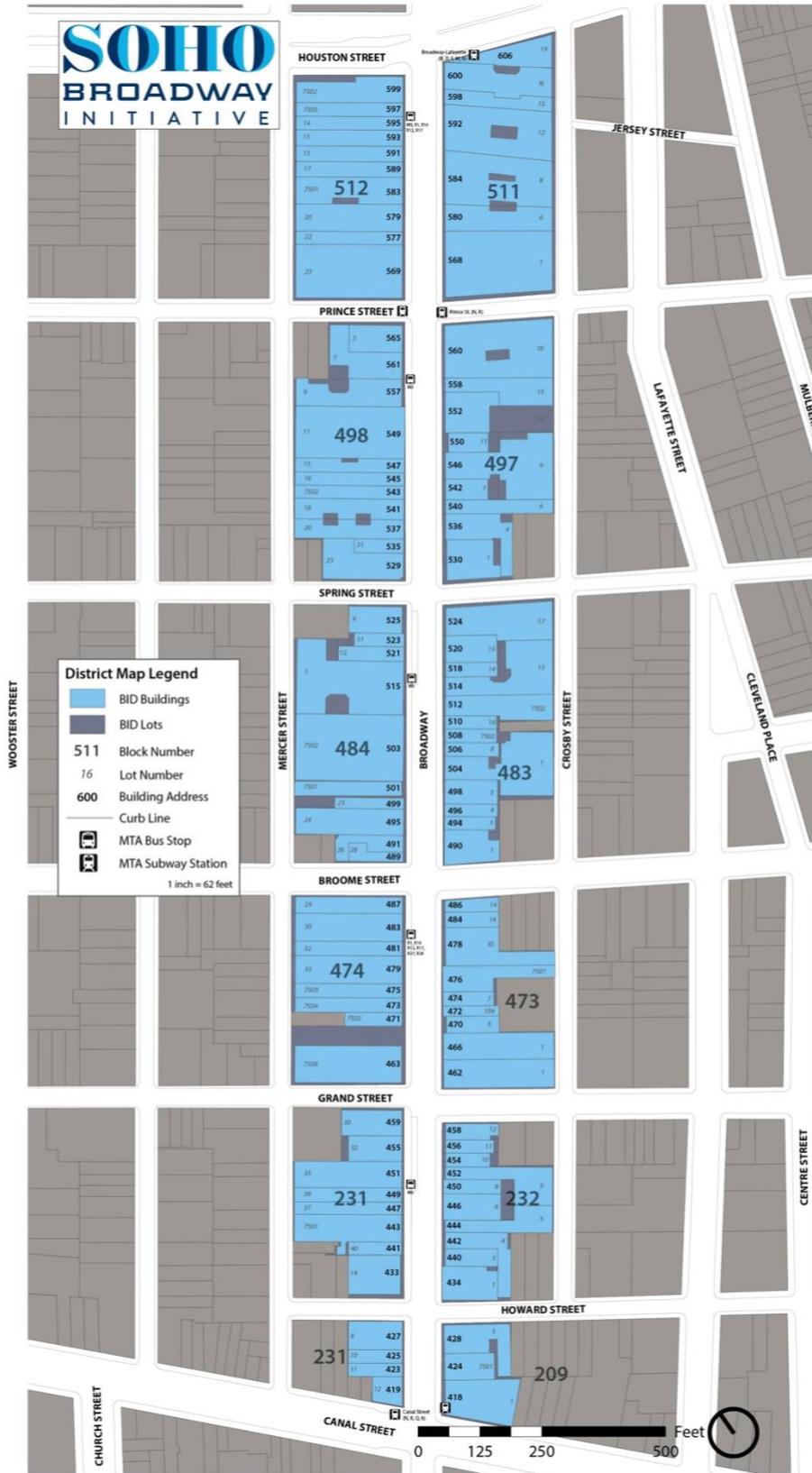
Failure by The Initiative to select a firm, or to enter into a contract with a firm if selected as a result of this RFP, will not create any liability on the part of the Initiative or any of their members, directors, officers, employees, agents, consultants, or other respondents.

Submission by a firm shall constitute a waiver by the Respondent of any claim or cause of action against any of the aforementioned for any costs incurred or for any matters arising in connection with the review of the submissions.

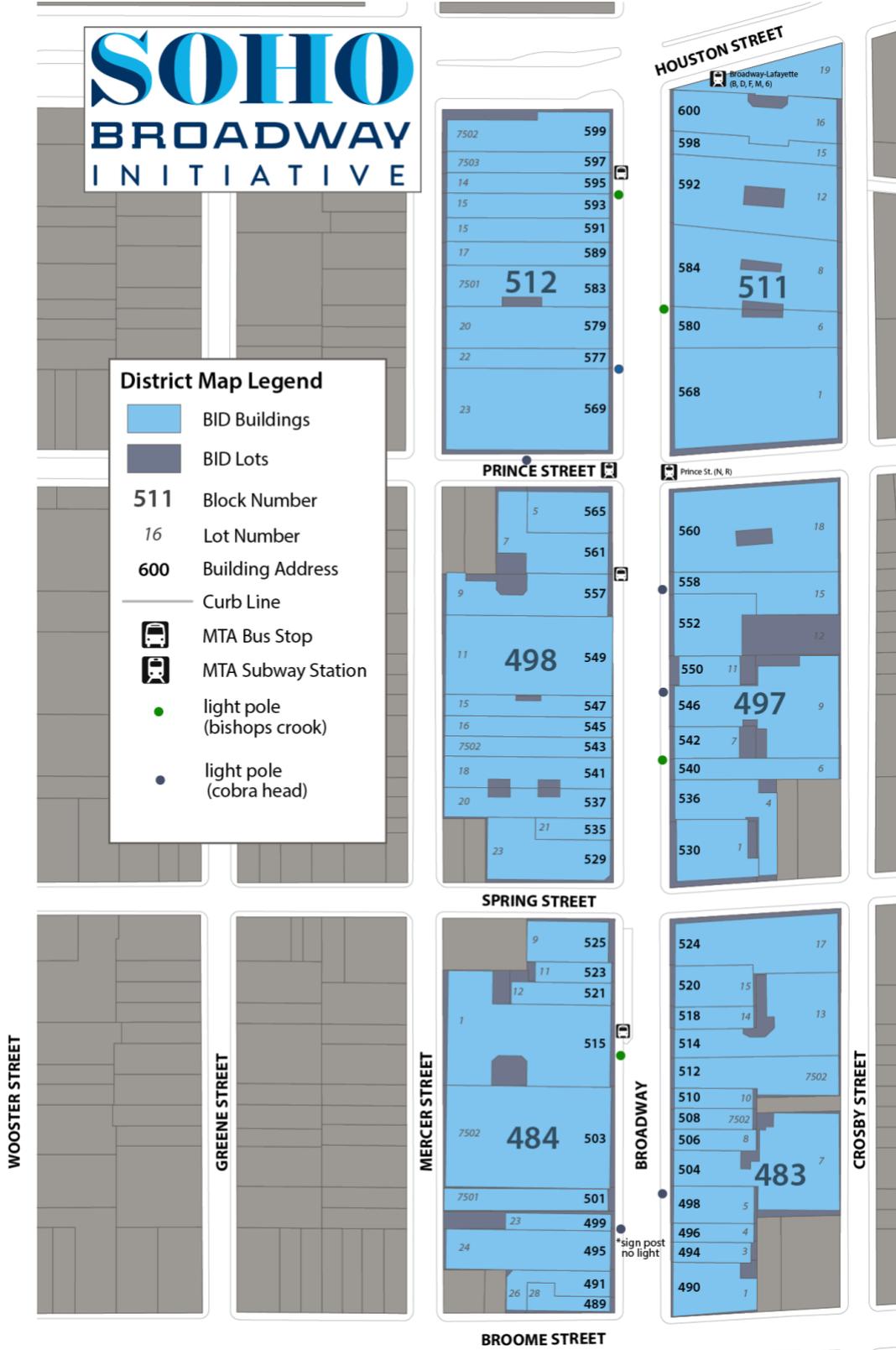
Attachments:

- A. District map
- B. Light pole map
- C. Light pole photos
- D. Map of planters
- E. Photos of planters

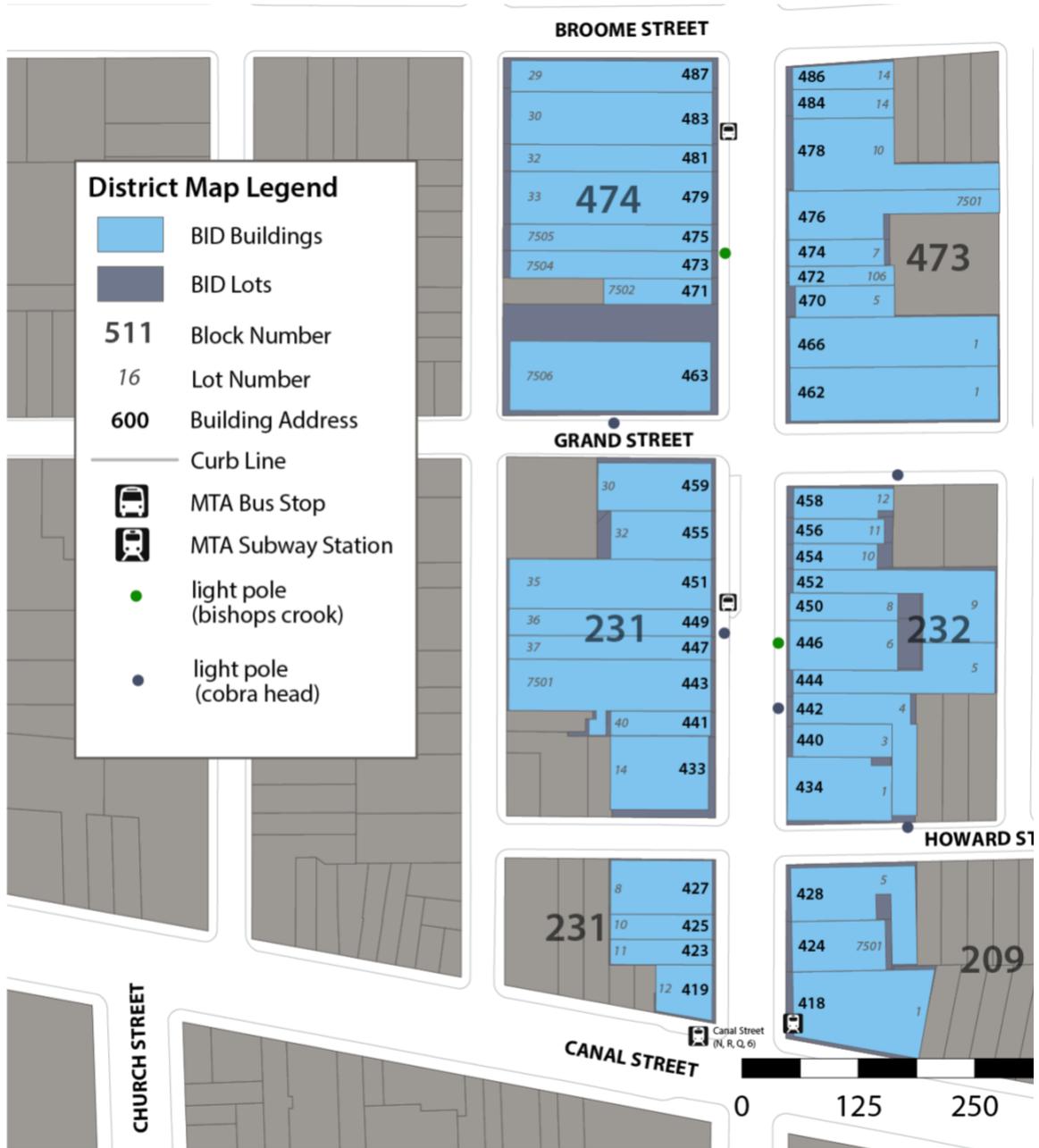
# Attachment A: District Map



**Attachment B: Light Pole Map (north)**



Light Pole Map (south)



## Attachment C: Light Pole Photos

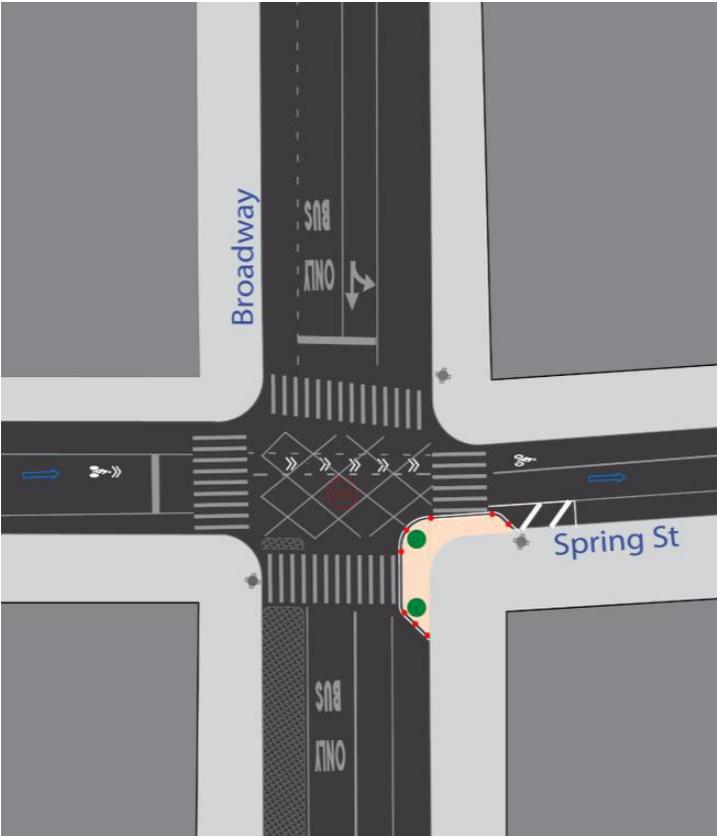
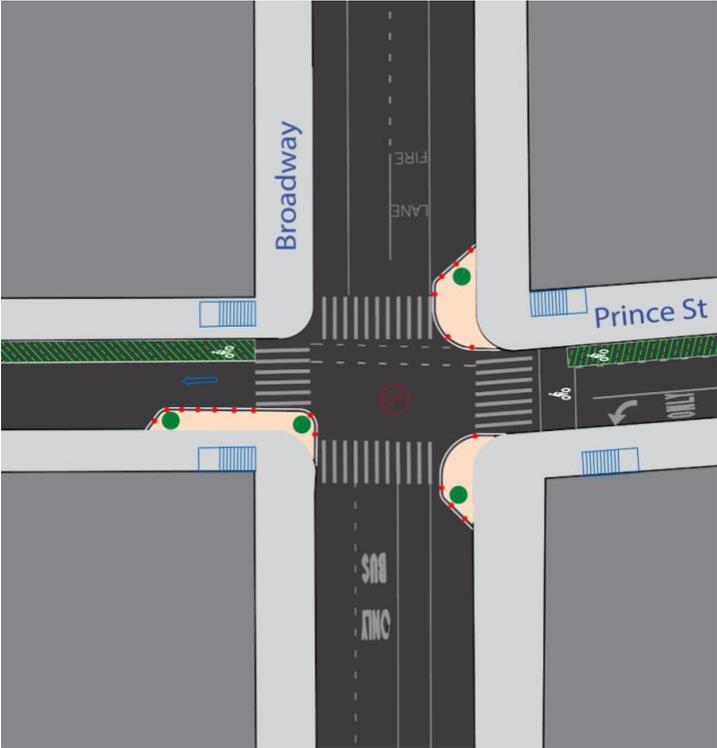
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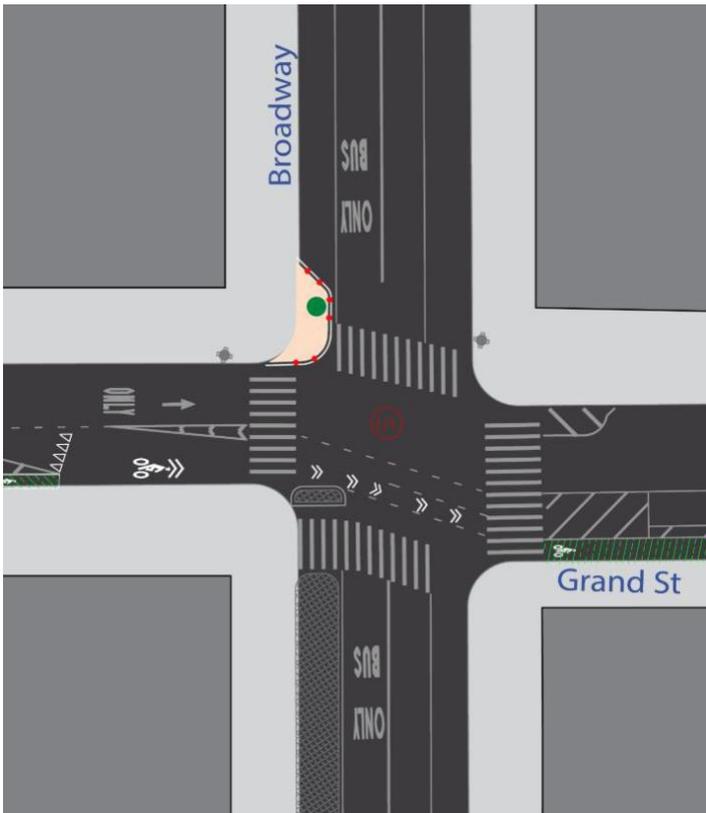
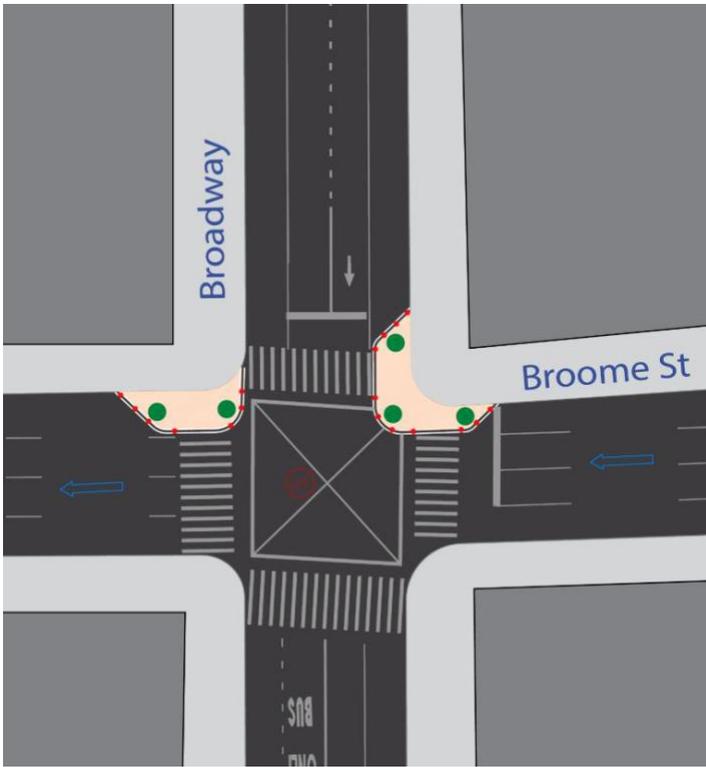


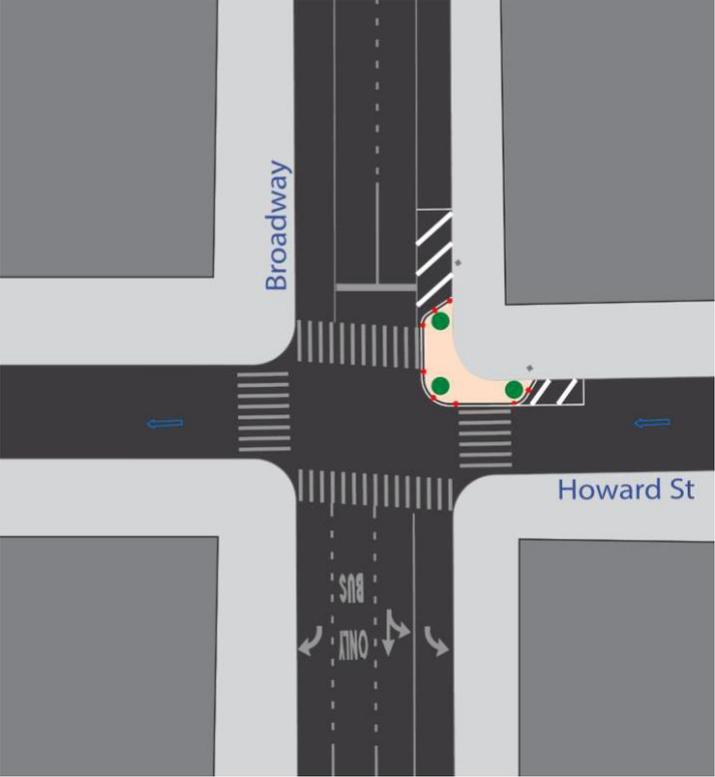
Cobra Head style:



**Attachment D: Map of Planters**







**Attachment E: Photos of Planters**

