



louisville arena authority

RELEASE DATE: April 7, 2025

REQUEST FOR PROPOSALS

To: Potential Providers – Upper Concourse Portal Signage Replacement Project

Re: Request for Proposal (“RFP”) — Louisville Arena Authority, Inc.

This document constitutes a request for proposals by the Louisville Arena Authority (“LAA” or “Arena Authority”) from qualified contractors to provide certain Signage Replacement services, within the KFC Yum! Center.

The RFP Response Due Date is Friday, April 18, 2025, at 2 pm EST.

FACILITY INFORMATION

The Louisville Arena Authority is a Kentucky non-stock, non-profit corporation, created for the purpose of overseeing the creation, design, construction, financing, management and operation of the multi-purpose arena built in downtown Louisville, Kentucky. The arena, named the “KFC Yum! Center,” opened in October 2010. The LAA’s all-volunteer Board of Directors is comprised of 10 members appointed by the Governor of the commonwealth of Kentucky and five appointed by the Mayor of Metro Louisville. The LAA was created under the Kentucky not-for-profit corporation statutes and has obtained 26 USC § 501 (c) (3) tax-exempt status. Key background data is provided for some context for the Project.

The KFC Yum! Center is managed and operated by ASM Global, Inc. pursuant to a management agreement dated July 1, 2012, and subsequent addendums. ASM Global is authorized to act as agent for the Louisville Arena Authority in the management of this Request for Proposal with selection of award made by the Louisville Arena Authority Board of Directors.

The KFC Yum! Center, a state-of-the-art multi-purpose arena, is home to the University of Louisville Men’s and Women’s Basketball programs. Additionally, it is designed to accommodate a wide variety of other events including NCAA championships such as wrestling, gymnastics and volleyball, as well as concerts, family shows, trade shows, private events and conventions.

PROJECT BACKGROUND

The Louisville Arena Authority plans to replace the graphics that currently exist over the thirty (30) portals on the upper concourse at the KFC Yum! Center. Sample graphics that currently exist are:



SCOPE OF WORK

- A. Temporarily remove section numbers and section divider bars without damaging so they can be reinstalled
- B. Remove existing vinyl graphics
- C. Make necessary wall repairs and preparation for the installation of new signage
- D. After consultation with Owner for graphics provide design, printing and the professional installation of high-grade wall mural vinyl signage for long-term durability and adhesion with minimal shrinkage
- E. Re-install existing section numbers and section divider bars – alternative to replace section numbers and bars will be accepted and considered. Ideally if divider bars will be re-installed, please include color updating
- F. Responder should include cost of all equipment needed to perform the scope of work including but not limited to: open top dumpster (for demolition) plus any necessary lifts or ladders
- G. Clean up and removal of all equipment, debris and materials at conclusion of each day of work

REQUIREMENTS OF RESPONDERS

- A. Experience in large signage projects
- B. Professional Liability Insurance
- C. Ability to Provide Experience Staff

PROJECT SCHEDULE

April 11, 2025 –	Deadline for request to tour the arena (not required)
April 14, 2025 –	Written questions due to by 2 pm EST to smoran@kfcyumcenter.com
April 16, 2025 –	Answers to questions sent
April 18, 2025 –	Deadline for RFP Response by 2 pm EST to smoran@kfcyumcenter.com
May 12, 2025 –	Anticipated Award
May 15, 2025 –	Begin Design
September 1, 2025 –	Completion of Project

INSTRUCTIONS TO RESPONDERS

A. Preparation of Responses:

1. The respondent is expected to comply with all specifications, terms, conditions and instructions contained in the Request for Proposals (RFP). Failure to do so will be cause for rejection.
2. The response should be prepared simply and economically, providing a forward straight concise description of the respondent's capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content. The Owner will not be responsible for any costs incurred by respondent in preparing or presenting the RFP.
3. Any exceptions taken to the terms and conditions of this RFP must be clearly identified. If no exceptions are listed it will be concluded that the respondent will meet, in every detail, the conditions stipulated in this RFP.

B. Fees:

Responder shall present an itemized proposal that includes all fees associated with this project. Please note the Louisville Arena Authority is not for profit organization and therefore is tax exempt.

C. Submission of Response:

Responses shall be sent via email to smoran@kfcyumcenter.com . Responses may also be delivered to the administrative office of the KFC Yum! Center by the deadline below in person or via mail if desired.

D. Number of Copies:

Electronic submission is preferred but if written copies are submitted the respondent shall furnish two (2) copies of the proposal.

E. Form of Agreement:

The form of agreement to be used shall be mutually agreed upon.

Prospective Responders are encouraged to review the Arena Authority's reservation of rights concerning cancelation of this RFP discussed below. This RFP may be canceled or withdrawn at the election of the Arena Authority.

MWBE PARTICIPATION

The LAA has adopted and is firmly committed to implementing its Affirmative Action Policy to promote the utilization of women and minorities in all phases of the project. It is the responsibility of each respondent to become familiar with the LAA's Affirmative Action Policy, All respondents must include in their response an affirmation to conform to the policy and a detailed description of their plan for conformance.

RESPONSE REQUIREMENTS OF RFP

All items below should be included in the response in the same order and in similar format. Include the certification and signature at the end of this section.

Please provide a proposal with a lump-sum price that includes the following:

INTRODUCTION

Note: If more than one firm is involved in a joint venture, a complete response from each firm is required.

A. Firm Identification: Please provide the following information about your firm:

- Name
- Address
- City, State ZIP
- Telephone Number
- Principal-In-Charge Contact Name and Email Address
- Designated Contact Name, Architect Registration Number
- Designated Contact's Email Address
- Type of Organization (Sole Proprietorship, Professional Corporation/Association, Corporation, Partnership, Joint Venture*, Other* - If Joint Venture or Other provide details)

- Number of years firm has been in business
- Location of any branch offices

B. Sub-Contractors:

If other contractors will be utilized to perform any of scope of work included in this RFP please signify the company name and role.

EXPERIENCE

Provide the following information on completed projects of a comparable nature over the past three (3) years. (Maximum of ten projects)

- *Name of project*
- *Location by city and state*
- *Brief description of the project*
- *Name of owner's representative with address and telephone number that can serve as a reference*

PROJECT ORGANIZATION

Provide an organization chart which illustrates the key staff members of your firm and the roles they will perform including the Principal-In-Charge and the Project Manager. Similarly, illustrate your consultant's key staff members and their roles on the project. Identify the contact person to be called by the Owner.

SITE ABILITY TO COMPLETE PROJECTS WITHIN BUDGET AND ON TIME

STATEMENT OF COMPLIANCE OF LOCAL, STATE AND NATIONAL SAFETY REQUIREMENTS PLUS ALL APPLICABLE LOCAL, STATE AND NATIONAL LAWS.

SUMMARY STATEMENT

Provide a summary statement, of not more than one page, which summarizes the reasons you feel your firm is best qualified for this project.

EVALUATION AND SELECTION PROCESS

1. Evaluation

The Louisville Arena Authority's management and operations firm, ASM Global, will facilitate the review of proposals and provide technical input so that the scoring may be performed and will select the successful proposal. The Arena Authority Board of Directors and its Finance Committee will make the award to the highest-scoring proposal, subject to the right to reject all proposals reserved below.

2. Submitting Questions

Any prospective Responder to this RFP is encouraged to submit any questions they may have no later than by the date above. Send questions to Sandra Moran at the KFC Yum! Center at E-mail: smoran@kfcyumcenter.com

3. Qualified Responders

The Authority shall review each proposal for compliance with all necessary requirements of this Request for Proposal. Failure to comply with any requirements may disqualify a proposal. Only those Responders who have met the minimum requirements of this RFP may be selected. Any alternative solution proposals submitted must be complete and will be subject to a full and independent evaluation.

4. Evaluation

After receiving all proposals, the Authority shall conduct its evaluation. The Authority, in conjunction with input from ASM's information technology staff, or by utilizing ASM's staff, will then score each qualified proposal. Minor irregularities in proposals that are immaterial or inconsequential in nature may be waived wherever it is determined to be in the Arena Authority's best interest.

5. Final Ranking and Selection

The Arena Authority will make recommendations for the award of the Contract to the Responder whose proposal are determined to be the most advantageous to the Arena Authority, considering the criteria identified next.

6. Basis of Selection

The evaluation of responses will be made from the criteria listed below, in order of importance.

Proposal Element	Scoring Percentage	Notes
Price	50 points	The response price that is lowest for value of overall price will receive the full 50 points. Any competing responses will be scored on a scale of comparison between that price and the lowest value for price
Experience	30 points	The responder's relevant experience will be scored and receive up to 30 points.
Delivery of Work Timeline	20 points	The responder's plan for delivery of scope of work, the earliest installation plan will receive the full 20 points.

MWBE participation – the Response should affirm that the Responder will abide and conform in good faith to the Authority's MWBE program, or the response will be considered non-conforming.

Sponsorship/ VIP Ticket Interest – the Response should state if the Responder already is under contract as a Sponsor or as a Premium Ticket holder of the KFC Yum! Center or has interest in engaging conversations for either opportunity. This is not a requirement to bid.

7. Negotiation and Award of Contract

Interviews and negotiations may be held to promote further understanding of proposal requirements, and to facilitate arrival at a Contract. The LAA reserves the right to accept the best proposal, as submitted, without further conversations or negotiations, and may do so. The Committee will rank each finalist. The Arena authority and the first ranked finalist shall then negotiate in good faith the terms and conditions of a contract. If such negotiations are unsuccessful, the Arena Authority shall then negotiate with the second ranked finalist. This process will continue until the Arena Authority has reached a satisfactory agreement. The Arena Authority retains the right to reject all proposals at any time during the process. No public submittal opening will be held. All proposals will be treated as closed records until a contract award is made or until all submittals are rejected except as required by law.

8. Reservation of Rights

The LAA reserves the right to amend, modify or withdraw this request; to waive or revise any requirements of this request; to require supplemental statements or information from any

responding party; to reject any response submitted; to accept or reject any or all responses received with respect to this request; to extend the deadline for submission of responses; to negotiate or hold discussions with any responding party and to cancel, in whole or in part, this request if the Arena Authority deems it to be in its best interests to do so. The Arena Authority may exercise the foregoing rights at any time without notice and without liability to any responding party or other parties for their expenses incurred in the preparation of responses or otherwise. Responses with respect to this request will be prepared at the sole cost and expense of the responding party. The issuance of this request and the submission of a response and/or the acceptance of such response by the Arena Authority does not obligate the Arena Authority in any manner whatsoever. Legal obligations will only arise upon execution of a formal agreement by the Arena Authority and the selected provider.

SUBMITTAL REQUIREMENTS

In order to be considered for this engagement, please provide the following information to the Arena Authority:

- A. Fee for services within scope as outlined itemized by
 - Design fees,
 - Labor for removal, wall repair and installation (with the understanding that this may be an unknown expense an estimate is acceptable just please mark as estimate and the hourly fee if the work exceeds the estimate)
 - Materials
 - Equipment rentals
 - Any additional expense
- B. Materials proposed to be used for new graphic installation
- C. Proposed Timeline for scope of work to be completed – **PLEASE NOTE IT MAY BE POSSIBLE TO COMPLETE THE WORK ON CONSECUTIVE DAYS OR IN PHASES TO ELIMINATE THE NEED FOR MULTIPLE RESETTING OF EQUIPMENT AROUND EVENTS. Owner will work with Provider to maximize time usage to alleviate extra expense or delay in progress.**
- D. Firm and personnel qualifications and experience
- E. Warranty supplied with materials and installation
- F. All responses should include a like for like replacement of graphics, reusing section numbers and divider. Alternatives will be accepted and considered.
- G. Responders are responsible for their own field measurements to ensure that the graphics installed are the proper size. There are multiple sizes of these graphics.

PROPOSAL DEADLINE

Responses must be received by **2:00 PM Eastern Daylight Time on April 18, 2025** to:

Sandra Moran
smoran@kfcyumcenter.com
KFC Yum Center
One Arena Plaza
Louisville, Kentucky 40202

Firms submitting inquiries are advised not to rely on any verbal advice/instruction, and only to rely on written instructions from the Louisville Arena Authority authorized representatives.