



Request for Proposals: Vinyl Window Graphics, Market Street East Storefronts

Center City District, Philadelphia PA
February 2026

Executive Summary

The Center City District (CCD) seeks qualified contractors to print and install second-surface vinyl adhesive window graphics on nine (9) vacant storefronts along Market Street East, located between 6th and 13th Streets in Philadelphia, PA. This project aims to enhance the visual appeal of the corridor while vacant spaces await permanent tenants, contributing to Market Street's ongoing revitalization.

About Center City District

Center City District (CCD) is a private-sector business improvement district founded in 1990, whose mission is to enhance the vitality of Center City Philadelphia as a thriving 24-hour downtown that is a competitive setting for business, a preferred place to live and a destination to visit, with a public environment that is clean, safe and attractive. The CCD manages and maintains four parks which are individual attractions meant to enliven and enrich the lives of those who live, work and play in Center City.

CCD is an equal opportunity organization and encourages proposals from diverse businesses, including minority-owned, women-owned, and veteran-owned enterprises.

Scope of Work

The selected contractor will be responsible for:

1. Site Measurement & Assessment

- Assess window conditions and confirm suitability for vinyl application
- Provide detailed measurements and final cost estimates based on actual square footage
- Coordinate site visit timing with CCD/Mural Arts project managers

2. Materials & Production

- Provide second surface vinyl adhesive graphics suitable for window application
- Material must be:

- High-quality, commercial-grade vinyl
- Designed for interior application (second surface)
- Durable for minimum 12-month installation period
- Easily removable without damage to glass surfaces
- Print graphics according to design files provided by Mural Arts Philadelphia

3. Installation

- Install all window graphics at the nine locations
- All windows are ground level
- Complete installation by **May 5, 2026**
- Ensure proper adhesion with no bubbles, wrinkles, or imperfections
- Clean all surfaces before and after installation

4. Project Coordination

- CCD and Mural Arts will manage overall project coordination
- CCD and Mural Arts will communicate directly with property managers
- CCD and Mural Arts will secure access to interior spaces when needed
- Contractor must coordinate installation schedule with project managers

Project Locations

Nine (9) vacant storefronts along Market Street East between 6th and 13th Streets, Philadelphia, PA 19107.

Specific addresses will be provided to the selected contractor.

Timeline

Milestone	Date
RFP Released	February 27, 2026
Proposal Deadline	March 16, 2026
Contractor Selection	March 18, 2026
Site Measurements and Final Pricing Completed	March 30, 2026

Final Pricing Approved	April 3, 2026
Installation Completed	May 5, 2026

Pricing Requirements

Proposals must include **preliminary cost estimates** with the following structure:

Required Pricing Components:

1. **Cost per square foot** for materials and installation
2. **Any additional fees**, including but not limited to:
 - a. Site measurement fee (if applicable)
 - b. Design/file preparation (if applicable)
 - c. Delivery charges (if applicable)
 - d. Any other anticipated charges

Important Notes:

- All square footage estimates are preliminary and subject to adjustment
- **Final costs will be determined after the selected contractor completes on-site measurements** and provides actual square footage calculations
- **Estimates should assume approximately 4,800 square feet total across all locations**
- Provide pricing valid for 90 days from proposal submission

Proposal Submission Requirements

Proposals must include:

1. **Company Information**
 - a. Business name, address, contact information
 - b. Years in business and relevant experience
2. **Project Approach**
 - a. Brief description of proposed installation methodology
 - b. Timeline for completing site measurements and installation
 - c. Quality assurance procedures
3. **Preliminary Pricing**
 - a. Per square foot cost for materials and installation
 - b. All additional fees clearly itemized
 - c. Payment terms

4. Qualifications

- a. Examples of similar window graphics projects
- b. Proof of insurance

5. Additional Information

- a. Warranty information for materials and installation
- b. Removal services (if offered)
- c. Any value-added services

Submission Format:

- Submit proposals as **PDF via email** to: Amy Genda, amy@centercityphila.org
- File name format: CompanyName_MSEWindows_2026.pdf
- Maximum file size: 20MB
- Keep estimates **as brief as possible** while including all required information

Submission Deadline:

March 16, 2026, by 3pm EST

Evaluation Criteria

Proposals will be evaluated based on:

- **Pricing** (40%) - Competitive per-SF rates and transparent fee structure
- **Experience & Qualifications** (30%) - Demonstrated success with similar projects
- **Timeline & Approach** (20%) - Ability to meet May 1 deadline with quality execution
- **Materials & Warranty** (10%) - Quality of proposed materials and guarantees

Submission Process and Contact Information

Registration

Qualified individuals and firms wishing to submit must register at:

<https://centercityphila.org/rfp>

Questions & Clarifications

All questions must be submitted in writing by email to:

Amy Genda

Vice President, Strategy & Design

Center City District

amy@centercityphila.org

Questions Deadline: March 9, 2026, 3 p.m.

Proposal Submission

Email to: amy@centercityphila.org

Subject Line: "RFP Response – Window Graphics - [Firm Name]"

Format: Single PDF, maximum 20MB

Deadline: March 16, 2026, 3 p.m.

Thank you for your interest in partnering with the Center City District.

We look forward to receiving your proposal.

Insurance

Contractor will obtain and continuously maintain the insurance coverage specified herein (the "Required Insurance"). Simultaneously with the commencement of Work (or any time any alteration is made in any of the Required Insurance), Contractor will furnish the CCD an original certificate of insurance evidencing the Required Insurance no later than ten (10) days prior to the performance of the Work. Any failure by the CCD to demand such certificates or identify any deficiency in any of the Required Insurance will not be deemed to be a waiver of Contractor's obligation to obtain and maintain the Required Insurance. More details on the CCD's insurance requirement can be found in Exhibit A.

In addition to the above, Contractor will require any subcontractor to provide insurance coverage in the same amounts and limits (Exhibit A).

Contractor will maintain insurance for the duration of the contract and submit the initial Certificate of Insurance (and updates as necessary) evidencing the Required Insurance to the CCD, Attention:

Anthony E. Pipitone
Chief Administrative Officer/Chief Financial Officer
Center City District
660 Chestnut Street
Philadelphia, PA 19106

Contract Terms and Conditions

Qualification. The CCD will only consider proposals from interested organizations that in its sole discretion demonstrate the experience, qualifications and creative thought processes necessary to execute a media buying strategy. Each organization must demonstrate its qualifications and ability to carry out the management and operational responsibilities as outlined herein.

Price Proposal. Based on information submitted, the CCD will review and analyze the completeness of qualifications provided and determine which organizations are most qualified to perform the services required. The CCD will notify those organizations which do not meet the minimum qualifications and consider only those price proposals from organizations it deems meet the minimum qualifications necessary to carry out the management and operational responsibilities as outlined herein.

Equal Employment. It is the policy of the CCD to provide to all persons equal opportunity in employment and contracting with the CCD. In furtherance of this policy, the CCD seeks to ensure equal opportunity to participate in the proposal process without impediments of illegal discrimination and to ensure that the CCD does not contract with businesses, which illegally discriminate in the solicitation and utilization of subcontractors and suppliers. The CCD will not contract with businesses that are not committed to equal employment opportunity as required by applicable law.

Non-discrimination. The CCD will not contract with businesses that discriminate against minorities or women in the solicitation or utilization of subcontractors and suppliers. If the CCD receives written notification from a minority or female business enterprise that an organization submitting an RFP has so discriminated, an investigation will be conducted, and the subject organization will be required to provide additional information to enable the complaint to be resolved. If the subject organization

fails to provide the requested information within the time specified, its proposal will be deemed non-responsive. If it is determined that discrimination occurred in connection with any proposal, the organization submitting the proposal will be rejected.

Contractor Certification. All contracts awarded by the CCD will require adherence to these legal requirements. A copy of the organization's equal employment opportunity policy must be submitted with your proposal, and an officer of the corporation must execute the policy. The failure to submit an acceptable policy will result in the proposal being deemed non-responsive.

M/W/DBE The CCD is committed to providing opportunities for Minority, Women and Disadvantaged Businesses (M/W/DBE). As part of your qualifications please provide your proposal to achieve meaningful participation of Minority, Woman or Disadvantaged business enterprises.

Your proposal should provide information relating to your minority business participation practices, the partners you intend to use to fulfill the scope of services under this services agreement, and whether any of your partners, subcontractors or suppliers is a minority, woman or disadvantaged business registered with the City of Philadelphia Office of Economic Opportunity or the Pennsylvania Unified Certification Program. Please also provide minority participant(s) and employee(s) report as part of your response to this RFP.

Evaluation. Proposals will be evaluated first based on organizational experience, management, and operational capability, and then on the price quote. The CCD will review only those Price Proposals from organizations it deems, in its sole discretion, to meet the minimum qualifications to carry out the management and operational responsibilities as outlined in the Scope of Work.

Presentations. The CCD reserves the right, in its sole discretion, to schedule individual presentations with those organizations it believes to have the capabilities to provide the services contemplated herein.

Right to Modify or Rescind. The Center City District reserves the right to modify this RFP upon written notice, to rescind this RFP in part or in its entirety at any time, or to commence further negotiations with an organization of its choice. The CCD has no obligation to engage any organization as a result of this RFP.

Failure to Provide Requested Information. The CCD reserves the right to disqualify an organization for failure to provide information requested in this RFP. Failure to provide any of the information requested herein could result in the entire proposal being deemed unresponsive. In addition, the CCD will not accept any modifications to a proposal once it has been submitted.

Proposal Length. Proposals should be as concise as possible, while conveying the information requested herein. Superfluous information relating to an organization is not required, nor desired.

Proposal Presentation and Authorized Signature. Proposals should be signed by a representative of the organization who is authorized to negotiate business terms on its behalf.

Contract for Services. It is contemplated that the CCD will negotiate a satisfactory contract for Services with the organization whose proposal is deemed in the best interest of the CCD. In the event the CCD is unable to negotiate a satisfactory contract, the CCD reserves the right to take whatever action, without limitation, it deems appropriate and in the best interest of the CCD.

Contact, Notices and Questions. Any contact, notices and/or questions with respect to this RFP must be in writing to be valid for consideration under this RFP. Phone conversations without written follow-up will not be taken into consideration with respect to this RFP. All questions and answers will be provided to all organizations requesting a copy of this RFP and be issued as an Addendum(s) to this RFP. All questions become part of the RFP, as well as a final services agreement with the winning agency. Written questions are due pursuant to the schedule outlined in the RFP.

If selected, the agency will need to show proof of the following prior to contract execution:

- a) The organization and its proposed subcontractors (if any) must presently be in good standing with local, state and federal governments in terms of compliance with all applicable ordinances, statutes, acts and codes, including but not limited to those pertaining to minimum/prevaling wages, fair labor practices, equal employment opportunity, affirmative action, environmental protection, Federal, State and local safety and OSHA regulations, and must provide certification of this compliance.
- b) If the organization or any of its proposed subcontractors owns property within the boundaries of the CCD, it must be current on all CCD Assessed Charges.
- c) The organization and its proposed subcontractors (if any) must possess and present copies of the necessary licenses and other documents authorizing them to do business in the City of Philadelphia and the Commonwealth of Pennsylvania.
- d) The organization will be expected to provide evidence of liability insurance pursuant to mutually agreed upon limits and must be willing to name the Center City District, Central Philadelphia Development Corporation, its agents and subsidiaries as additional insureds.
- e) A statement indicating the organization's ability and consent to conform to all requirements as outlined in this RFP. A copy of the organization's equal employment opportunity policy must be submitted with the proposal and the policy must be executed by an officer of the corporation.
- f) Subcontracted Services. If the proposal includes a team approach to address the scope of services, CCD anticipates a team structure with a lead contractor and one or more subcontractors. Under this scenario, the lead Contractor will be responsible for controlling the activities of all subcontractors associated with the final services agreement and will be responsible for their actions and operations. Please provide a signed statement certifying that Contractors/Sub-Contractors will comply with all applicable federal, state, and local laws, including, but not limited to, equal employment opportunity laws and provide copies of Philadelphia Business License.

Exhibit A: Minimum Insurance Requirements

Contractors, subcontractors, concessionaires, and consultants performing for the Center City District (CCD) shall procure and maintain insurance covering their employees, invitees, and the Premises, in the types and minimum limits of coverage specified below throughout the term of this Agreement. All insurance shall be procured from reputable insurers who are acceptable to the CCD and authorized to do business in the Commonwealth of Pennsylvania. All insurance herein, except Workers' Compensation and Employers' Liability, Professional Liability, and Contractor's Pollution Liability, shall be written on an "occurrence" basis and not a "claims-made" basis.

(A) WORKERS' COMPENSATION AND EMPLOYERS' LIABILITY

(i) Workers' Compensation – Statutory Limits.

(ii) Employers' Liability:

\$100,000 Each Accident - Bodily Injury by Accident.

\$100,000 Each Employee - Bodily Injury by Disease.

\$500,000 Policy limit - Bodily Injury by Disease.

(iii) Other states' insurance, including Pennsylvania

(iv) The Policy shall be specifically endorsed with Waiver of Right to Recover from Others Endorsement (WC 00 0313) where permitted by state law, naming the City of Philadelphia.

(B) GENERAL LIABILITY INSURANCE

(i) Limit of Liability: \$1,000,000 per occurrence for bodily injury (including death) and property damage liability; \$1,000,000 personal and advertising injury; \$2,000,000 general aggregate for products and completed operations. The CCD may require higher limits of liability if, in the CCD's sole discretion, the potential risk so warrants.

(ii) Coverage: Including but not limited to premises, operations, and personal injury liability (employee exclusion deleted); employees as additional insureds; cross liability; broad form property damage (including completed operations and loss of use) liability; products and completed operations; independent contractors, and blanket contractual liability (including liability for Employee Injury assumed under a Contract) provided by the Standard ISO Policy Form CG 00 01. Policy may NOT include the restrictive Endorsement CG 24 26 (Amendment of Insured Contract Definition) or any other provision excluding coverage for the CCD's sole negligence which has been assumed by contract.

(C) COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

(i) Limit of Liability: \$1,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability.

(ii) Coverage: Owned, hired, and non-owned vehicles (Any Auto).

(D) ALL RISK" PROPERTY INSURANCE covering all building structures, improvements, betterments, plate glass, equipment, trade fixtures, merchandise, business personal property and any other property in Contractor's care, custody and control in the amount equal to the full replacement value of the Premises with no penalty for coinsurance.

(E) UMBRELLA LIABILITY INSURANCE at limits totaling \$10,000,000 per occurrence when combined with insurance required under (a), (b), and (c) above.

(F) From time to time the CCD may request additional coverage or changes in limits, depending on the hazards, risks or other perils, and in such amounts as reasonably may be requested by the CCD and at the time are customarily insured against improvements similar in character, size, general location, use and occupancy of the Premises.

(G) The Center City District, Center City District Foundation, Central Philadelphia Development Corporation, City of Philadelphia, and Respective Property Owners, to be provided, their respective officers, employees, and agents, shall be named as additional insureds on all policies required hereunder, except the Workers' Compensation and Employers' Liability. All such policies shall include an endorsement stating that the coverage afforded to these parties as additional insureds is primary to any other coverage available to them. The Center City District shall be named as the Certificate Holder on such policies.

(H) Certificates of insurance, evidencing the required coverage, shall be submitted to the Center City District, 100 South Broad Street, Suite 1N, Philadelphia, PA 19110, Attn: Anthony Pipitone, within ten (10) days after the execution date of any agreement. Contractor shall furnish certified copies of the original policies of all insurance required under this Agreement at any time within ten (10) days after written request by the CCD.

(I) The insurance requirements set forth herein shall in no way be intended to modify, limit or reduce the indemnifications made in this Agreement by Tenant to the City or to limit Tenant's liability under this Agreement to the limits of the policy(ies) of insurance required to be maintained by Tenant under this Agreement.

(J) All insurance policies shall provide for at least thirty (30) days prior written notice to be given to the CCD in the event the coverage is materially changed, canceled, or not renewed. At least ten (10) business days before the expiration of each policy, Contractor shall deliver to the city a certificate of insurance evidencing the replacement policy(ies) to become effective immediately upon the expiration or termination of the previous policy(ies).