Hollywood Entertainment District

AMBASSADOR UNIFORM DESIGN RFQ

Request for Quotes
December 12, 2019
Section One: Summary

The Hollywood Property Owners Alliance (HPOA) invites all qualified parties to submit a quote to design new uniforms for the Clean, Safe, and Hospitality Ambassador Programs of the Hollywood Entertainment District (HED) Business Improvement District (BID). The Ambassadors will provide the highest level of hospitality, reassurance, and concierge-like service - they will be friendly, approachable, knowledgeable, and trained in customer service, first aid, cleaning and maintenance, crime prevention, and other skillsets needed to address the dynamic needs of the public realm within the HED BID. To assist in accomplishing this, the three programs will be outfitted in highly visible, approachable uniforms that scream “I can help”, even from a distance. HPOA desires for the color palette and fonts of the uniforms to respond to Hollywood’s “red carpet” iconography, pre-existing fonts / design standards established by the area’s pedestrian wayfinding infrastructure plus the HPOA’s organizational branding initiative. There are approximately 50 adult individuals employed in the Ambassador program, inclusive of men and women.

Generally, the goals of the Ambassador Programs are to positively contribute to the perception that Hollywood is a clean, safe and welcoming place for residents, workers and visitors, and to foster greater levels of engagement between area stakeholders and the HPOA. The program is responsible for providing services within a geographic area of approximately 75 square blocks (see map in Section 6). Elements of the Ambassador program are available 24-hours per day, 365 days per year. Comparable BID organizations around Los Angeles, California, and the United States have deployed a similar approach to relating the look and feel of the similar programs to the brand identity of the place they serve.

Section Two: Submittal Instructions

A digital copy of your quote and qualifications should be submitted in PDF format by 5 p.m. January 24th, 2020, and directed to:

Hollywood Property Owners Alliance
Kris Larson – President & CEO
kris@hollywoodbid.org

Qualified vendors are encouraged to send an email by January 10th, 2020 indicating their intent to submit a quote or proposal. Late bids are not acceptable and will not be considered in this process.

Any questions regarding this Request for Quotes (RFQ) should be emailed to Kris Larson at kris@hollywoodbid.org by 5 PM on January 10th, 2020. Answers will be forwarded to all vendors whom sent an email indicating their intent to submit. Phone calls and other
solicitation discouraged.

Proposals should include: Company profile, portfolio of three (3) comparable projects, statement of project understanding, itemized costs for design services and client engagement, and availability / timeline for completion. Final designs and specifications due April 10th, 2020.

Section Three: Vendor Qualification

1. Vendor is expected to operate a professional costume or fashion design business, or related industry.
2. Vendor should have detailed knowledge about an array of uniform ordering sources / catalogs to enable the maximum number of options to be available to outfit the Ambassador programs.

Section Four: Selection Process / Timeline

The HPOA will review and evaluate all proposals submitted in response to this RFQ. A vendor will be chosen by February 12th, 2020, once all quotes are received and reviewed by the client’s stakeholder committee. If necessary, interviews will be conducted in early February 2020.

The proposals will be evaluated according to:

- Company experience and expertise
- Demonstrated ability through comparable success
- Knowledge of the Hollywood community and its unique dimensions
- Proposed cost
- Vendor availability for completing the scope of work in a timely fashion.

Section Five: Available Budget

The maximum amount of funding available for the design project is $15,000. This figure does not include the cost for procuring the uniforms for the programs.
Section Six: Area Description

The HPOA, a 501(c) 6 organization, is responsible for the administration of the HED BID. A map of the district is included above. Generally, the HED BID is bounded by La Brea to the west, Yucca to the north, US101 to the east, and Santa Monica to the south. As shown in the map above, those boundaries are not hard and fast as the BID is shaped more so as an inverted triangle rather than a rectangle. Ambassadors will be deployed throughout this area, primarily working outside in the public realm.

Section Seven: Scope of Services

The Scope of Services shall include:
1. Working with HPOA staff and relevant stakeholders to receive input to inform the design direction for the uniforms.
2. Attend four meetings to be arranged by the HPOA with staff, stakeholders, and partners to inform an iterative and progressive design process.
3. Develop 3 final related sets of uniforms for the clean, safe, and hospitality ambassadors. Each uniform should appear to be a part of a family of uniforms that convey a consistent look / feel. Additionally, each should have components that enable the uniform to accommodate variations in the weather, experience, and accommodate the specific demands of the program. All recommended uniform components must be available for simple re-order, without needing to be altered or made via special order. Screen printing / embroidery / other modifications of ordered / re-ordered uniform components is expected.
4. Provide the HPOA with ordering / re-ordering details for all components of the uniforms.