



REQUEST FOR PROPOSALS

Holiday Lights &

Holiday Displays

Winter: 2026 - 2027

Issued: August 3rd, 2026

Request for Proposals

Holiday Lighting and Decorations for the 2026-2027 Holiday Season

OVERVIEW

The HUB-Third Avenue Merchants District Management Association, Inc. (D/B/A Third Avenue Business Improvement District) invites the submission of proposals from licensed, qualified and experienced holiday lighting and decorations contractors (each, a “Contractor”) to provide holiday lighting and decorations (including installation, removal and storage) for the 2026-2027 holiday season on City of New York (“City”) light poles in Melrose/Mott Haven neighborhoods of the South Bronx. The holiday decorations should also include the display of a Tree (Christmas), Menorah (Hannukah), and Kinara (Kwanzaa) in Roberto Clemente Plaza.

The intent of the RFP is to have a successful Contractor enter into an Agreement with the Third Avenue Business Improvement District (“the BID”) for the 2026 holiday season. After review and evaluation of the display, the BID may additionally award up to two (2) additional renewal periods of one (1) year each.

The selected Contractor will propose bright, creative and aesthetically pleasing lighting ideas to promote a strong sense of place in the areas designated by the BID in this RFP.

BACKGROUND

The BID is a 501(c)(3) non-profit corporation incorporated in New York State and one of New York City’s 76 BIDs. The BID provides supplemental services, such as sanitation, streetscape beautification, marketing, events and other support for the property owners and small businesses within the BID’s boundaries. This area, (“the District”) encompasses the east and west sides to Third Avenue from East 148th Street to East 153rd Street; the south side of East 149th Street between Courtlandt and Willis Avenue (half block only); the north and south sides of E 149th Street between Third Avenue and Bergen Avenue; Westchester Avenue between Melrose Avenue and Bergen Avenue; E 153rd Street between Elton Avenue and Third Avenue; and Roberto Clemente Plaza on Willis Avenue between E 148th Street and E 149th Street. The District encompasses more than 300 businesses. Please see **Exhibit B: District Map & Plaza** for details.

Through its programs and services, the BID seeks to make the The Hub business district a thriving business hub and an enjoyable destination to shop, work, live and visit.

To celebrate the BID’s and the neighborhood’s revitalization and to help establish a strong sense of place and identity, the BID is seeking to provide engaging, surprising, and uplifting lighting installations within the District for the 2026-27 holiday season.

PROJECT BRIEF

Holiday lights are a beloved tradition in The Hub, creating a bright, festive atmosphere and an enhanced sense of place. Countless shoppers and residents in the Bronx and Harlem come to The Hub to experience its celebratory ambience and to participate in seasonal browsing, eating, shopping and other holiday activities. Patrons appreciate the added sense of safety and vibrancy that the lights provide during the darkest days of the year, and business owners are

grateful for the added vitality and commercial activity brought by the illuminated streetscape.

The RFP response should propose a visually interesting and aesthetically pleasing day and night experience that will promote the neighborhood identity and foster a greater sense of community during the holiday season. The décor and design should be environmentally sensitive, and follow all local, state, and Federal laws and regulations.

Proposals should include a full outline of the proposed lighting designs and locations and a detailed description of the proposed process for installation/removal and storage.

SITE CONTEXT

For a complete description of the scope of work and all requirements, see attached “**Exhibit A: Scope of Work**”.

The BID is soliciting a Contractor who will provide creative, visually pleasing, unique, and non-denominational holiday lighting displays (a combination of lights and décor on streetlight poles, trees, and plazas; and rope light arches and street name display streamers at intersections) in the following areas:

- ▶ Area A: E 149th Street from Third Avenue to Bergen Avenue
- ▶ Area B: Roberto Clemente Plaza at E 148th Street and Willis AvenueArea C: Third Avenue between E 149th Street and E 153rd Street
- ▶ Area D: Westchester Avenue between Third Avenue and Bergen Avenue
- ▶ Area E: Intersection at E 153rd Street/Elton Avenue/Third Avenue

Proposals should demonstrate an understanding of The Third Avenue Business Improvement District, and if they are not already familiar with it, Contractors should plan to visit the area to help inform their proposals. Proposals should include suggestions for ideal locations for lighting to be installed on trees and streetlight poles and should include examples of comparable lighting displays.

ANTICIPATED SCHEDULE

It is expected that the selected Contractor will comply with the project’s general timeline dates, outlined below:

Date*	Project Phase
Monday, August 3 rd , 2026	Request for Proposals Released
Wednesday August 12 th , 2026, by 5:00 PM EDT	Questions to the BID are due
Thurs, August 13, 2026, by 5:00 PM EDT	Answers from the BID are due
Friday, August 21 st , 2026 by 5:00 PM EDT	Submissions Due
August 26 th , 2026	Selected Contractor notified
September 1 st , 2026	Contract is signed

September 11 th , 2026	Preliminary design proposal & technical review
September 15 th , 2026	Finalize site(s) & design(s)
October 2026	Fabrication
October 2026	Fabrication complete; Secure City permits, approvals
November 16-20, 2026	Holiday Lights installation
Jan 15 – 31, 2027	Lighting Removal

PRE-PROPOSAL QUESTIONS

All questions must be submitted in writing via e-mail, **no later than Wednesday, August 12, 2026**, to info@thirdavenuebid.org. The BID will post the answers to the questions received on the BID's website, thirdavenuebid.org. The BID reserves the right to amend the RFP based on questions and issues raised at any time prior to the RFP submission deadline.

SUBMISSION REQUIREMENTS

Contractors interested in submitting proposals should follow the instructions in this RFP. Contractors should provide a straightforward and concise description of the capabilities of their firms to satisfy the requirements of the RFP.

Please submit proposals via email to:

info@thirdavenuebid.org

Subject line: Proposal for Holiday Lights Services

All submissions must be received by **5:00 p.m.** on Friday, August 21, 2026. Incomplete submissions or submissions received after this date may not be accepted, and if accepted may not be considered in response to this solicitation.

The attached “**Exhibit C: Price Proposal**” must be completed and returned with your proposal.

Proposals must include clear descriptions of the Contractor's capabilities to perform the requirements of the RFP and shall include the following:

- a. **Transmittal Letter** - This letter should outline the Contractor's experience and ability to complete the scope of services outlined in this RFP. Please describe the company's size, management, and ownership, including:
 1. Name
 2. Primary Address
 3. Primary Telephone Number
 4. Primary Email
 5. Name & Title of Primary Contact Individual
 6. Number of Employees
 7. Number of Years in Business
 8. Company's Legal Status
 9. Tax ID Number
 10. State under which the company is organized.

This letter must be signed by an officer who is authorized to represent the Contractor's

company, and state that the proposal is binding for 90 days from the submission deadline for proposals.

- b. **Staff Experience** - Include a brief description of each key staff assigned to a typical project. Identify any sub-contractor the Contractor proposes to engage and provide the same information for each sub-contractor as described in letter “a”, above.
- c. **Project Approach / Requirements and Capabilities** - Describe how the Contractor’s approach will meet the particular needs of this RFP. Submit a detailed statement and applicable information on how the Contractor meets the requirements and/or qualifications. Include a copy of all applicable licenses.
- d. **Work Samples** - Include samples of work relevant to the Scope of Work(s) proposed. Please show a variety of holiday lighting examples and other decorations or installations that have or will provide high visual impact and promote a festive and cheery atmosphere on comparable sites to The Hub.
- e. **References** - Submit a list of at least three (3) references (including names, phone numbers, email addresses and/or websites of contact persons) for which similar services have been provided. Contractor must demonstrate that it has successfully completed services similar in scope to that requested in this proposal.
- f. **Price Proposal** – Complete **Exhibit C: Price Proposal**
 - 1. Invoices for all services shall include a breakdown of work performed including the locations in which work was performed.

If the proposal file exceeds 20 MB, Contractors are asked to use an external file share program and share the link with the BID. The proposals will be shared by the BID in meetings with stakeholders and staff.

EVALUATION/SELECTION CRITERIA

Proposals will be evaluated, and a Contractor selected on the basis of the following criteria:

- Experience and qualifications of the Contractor
 - Consideration will be given to Contractors demonstrating strong capabilities, experience and reputation in undertakings similar to those described in this RFP.
 - Similar experience will be understood to include providing similar services to major public and private sector entities.
 - Ability to adhere to the proposed timeline will factor heavily in selection.
- Completeness of the proposal and on the clarity/accuracy of information presented.
- Creativity and feasibility of the proposed holiday display.
- Overall cost.

RIGHT TO MODIFY OR REJECT PROPOSALS

This Request for Proposal (RFP) does not commit the BID to award a contract, pay any cost incurred in the preparation of a proposal in response to this RFP or to procure or contract for services. Only the execution of a written contract will obligate the BID in accordance with the terms and conditions contained in such contract. The BID intends to award a contract(s) based

on the best interest and advantage to the BID. The BID reserves the right to accept or reject any or all proposals received as a result of this RFP, to waive any minor deviation in proposal responses received, to negotiate with any or all qualified proposers, to cancel this RFP in part or in its entirety, or to and to withdraw this RFP without notice if it is in the best interest of the BID to do so.

Proposals will only be accepted from thoroughly competent and experienced individuals or entities as determined solely by the BID. Respondents are responsible for submission of accurate, adequate, and clear descriptions of the information requested. Omissions, vagueness or inaccurate descriptions or responses shall not be interpreted in favor of the proposer and shall be grounds for proposal rejection. The BID reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent's qualifications and experience, or clarification or modification of any submitted proposal. The BID is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification or background information.

Interviews may be held with any or all of the respondents after the receipt and review of the proposals. The BID reserves the right to select a winning proposer based solely on the proposal itself, without subsequent interviews. If selected for an interview, the respondents should be prepared to present initial concept, proposed timeline and project budget. The BID may conduct discussions with some of the respondents submitting proposals and not others.

The selected Contractor will be expected to enter into a contractual agreement with the BID soon after selection takes place. Please review the language below for a sense of the contractual requirements and send any questions you may have – please refer to the “**Pre-Proposal Question**” section above for more information.

SCOPE OF WORK

See attached “**Exhibit A: Scope of Work**” for the detailed Scope of Work.

CHANGES TO PROJECT BRIEF DETAILS

The BID reserves the right to make reasonable changes to the requirements described in the Project Brief. Any such changes shall be made pursuant to written instruction. If the BID directs any such changes which affect the cost of the project, an adjustment agreed to by both the BID and the Contractor shall be made in writing in the contract price.

TERM

Selected Contractor will be required to sign a contract with the BID. The Contract term (the “Term”) shall begin on September 1st, 2026, and will end by January 31st, 2027. Any changes to the contract term must be submitted in writing and subject to the BID’s approval.

PRICE FOR SERVICES

The price agreed upon by the Contractor for the Services shall be included in the Contract and will not be subject to change unless agreed to in writing by the BID and the Contractor.

The price shall include all sales, franchise, or other taxes with regard to the Services, which shall be paid by the Contractor. The Contractor assumes sole and exclusive liability for and shall pay all contributions or taxes imposed or required by the unemployment insurance laws of New York, the Federal Social Security Act, or any other act or regulation, now or hereafter in effect, upon or in respect to wages, salaries, or other compensation or benefits paid to employees engaged upon or in connection with the Services to be performed.

INDEMNIFICATION

Contractor shall agree to indemnify and hold harmless the City of New York, the New York City Department of Small Business Services, the New York City Department of Transportation, and the BID, and the agents, directors, officers, employees and volunteers of these entities, from any and all claims, damage, loss, judgments, or liabilities, including costs and expenses, legal or otherwise, to which they may be subject as a result of any act or omission of the Contractor, its agents, employees, subcontractors, contractors, or permittees in connection with the contract. Contractor shall be solely responsible for the safety and protection of all its employees and shall assume all liability and responsibility for injuries, including death, that may occur to such employees due to the negligence, fault, or default of the Contractor. Contractor shall require such indemnification from its contractors, subcontractors, and permittees.

PERMITS

Contractor shall be responsible for obtaining any necessary permits from the appropriate governmental authority for the Services to be performed. The BID shall be provided with a copy of any such permits pertaining to the District prior to commencing Services under the contract.

INSURANCE

General Liability Insurance

If and when a contract is awarded, Contractor shall maintain, and shall cause all its subcontractors and permittees to maintain, in effect comprehensive liability and vehicular insurance, each in amounts no less than \$1,000,000 for each occurrence, and \$2,000,000 in

the aggregate, covering injury to or death of one or more persons and/or property damage.

The BID, in addition to the City of New York and NYC Dept. Small of Business Services, and NYC Department of Transportation shall all be named as an additional insured on all such policies obtained by the Contractor. Each policy shall be in a form that is satisfactory to the BID and issued by an insurance company satisfactory to the BID. Contractor shall be named as an additional insured on such policies obtained by its subcontractors and permittees.

Workers' Compensation and Disability Benefits Insurance

During the performance of the Services covered by the Contract, Contractor shall maintain and shall require any subcontractors to maintain Worker's Compensation, covering all aspects of its performance under the Contract.

All insurance policies entered into by Contractor in relation to the Contract shall provide that any change in or cancellation of any such policies or the terms thereof shall not be valid unless the BID has received thirty (30) days notice in writing of such change or cancellation.

CITY REGISTRATION REQUIREMENTS

All Contractors may be subject to the City of New York VENDEX/PIP/PASSPort review process to determine each Contractor's previous track record and contractual experience with New York City.

NO WAIVER

The failure of any party to insist on strict performance of any of the terms or conditions of any Contract or of the party's rights hereunder in any one or more instances shall not constitute a waiver by the party of such performance, terms, conditions, or rights, whether then or in the future. Any waiver shall be effective only in writing and signed by the party's authorized representative, and only with respect to the particular waiver expressly stated therein.

Submission of a Proposal by the Contractor in response to this RFP will constitute a waiver by such Contractor of any claim against any of the foregoing for any costs incurred or for any matters arising there under or in connection with the review of such Proposal by the BID.

PAYMENT SCHEDULE

Payments shall be made on a monthly basis subject to the provisions of the Contract provided that Contractor submits an invoice to the BID in a proper and timely manner. Payment will be made within forty-five (45) days after the BID receives the invoice.

EXHIBIT A: SCOPE OF WORK

The BID is soliciting a Contractor who will provide creative, visually pleasing, unique, and non-denominational holiday displays in the following areas:

- ▶ Area A: E 149th Street from Third Avenue to Bergen Avenue
 - ▶ Area B: Roberto Clemente Plaza at E 148th Street and Willis Avenue
 - ▶ Area C: Third Avenue between E 149th Street and E 153rd Street
 - ▶ Area D: Westchester Avenue between Third Avenue and Bergen Avenue
 - ▶ Area E: Intersection at E 153rd Street/Elton Avenue/Third Avenue
- i. Potential décor & illuminations (please propose a combination of possibilities for each area. Not all available trees, streetlight poles, and intersections need to be included):
- a. Streetlight pole décor and lighting; rope light arches; street name display streamers (*See attached **Exhibit B: District Map & Plaza***).
 - i. Approximately 20-30 poles.
 - ii. 8-10 intersections.
 - iii. Standard 110v outlet boxes may be present on the poles.
 - iv. Proposal must include the type and number of lights to be installed, bracket details for connection to streetlight pole, and confirmation that installation/removal will not damage the poles.
 - b. Tree Décor
 - i. Provide lighting and/or illuminated decorations on the trees located in Roberto Clemente Plaza.
 - ii. Approximately 10 trees.
 - iii. Electrification for tree décor should come from solar or nearby light poles.
 - c. Other Plaza Décor
 - i. Provide lighting and/or illuminated decorations on the plazas at ground level or overhead on the plazas.
 - ii. Electrification for plaza décor should come from solar or nearby light poles.
 - iii. Plaza should display prominently 1 Christmas tree, 1 Menorah, and 1 Kinara.
- ii. Display Period
- a. Lights must be in place by November 20, 2026.
 - b. Lights must be removed by January 31, 2027.
 - c. Lighting decorations should be on timers to remain on from dusk to dawn seven days per week throughout the display period.
- iii. Display
- Design, provision, installation and removal of non-denominational holiday lights and decorations.

iv. Pricing (Exhibit C)

- a. Pricing shall be proposed on Exhibit C.
- b. Each bid/proposal should provide options for the BID to purchase or rent the lighting and decorations.
- c. When options to purchase are provided, the contractor must include storage, installation and maintenance/ replacement of lights and decorations as required for subsequent years.
- d. **Pricing should be indicated per area, per pole and per tree, to enable the BID to scale the proposal's different elements to fit its holiday lighting budget.**

v. Installation

- a. Provide licensed personnel to perform work in a safe and timely manner.
- b. Conduct working tests to ensure electrical balance and integrated operation of equipment.

vi. Lights

- a. Contractor shall provide high quality outdoor lights.
- b. Contractor will be responsible for installing all cabling and connecting the lights to the power outlets as necessary.
- c. Contractor shall ensure that all safety measures are taken for all lights to avoid short outs and gaps in lighting because of faulty strands.
- d. Each proposal must specify amperage and electrical requirements.
- e. Contractor shall provide excellent quality materials to meet safe electrical standards.
- f. Solar power options may be considered.

vii. Maintenance

Contractor must maintain the lights and decorations throughout the display period to ensure all lights are on and functioning as intended. All malfunctioning lights that occur during the display period must be repaired or replaced within a reasonable time, not to exceed three (3) days from the time of notice. Please provide maintenance staff contact information, telephone number and email address to enable the BID to convey any issues with any display if and as they arise and in a timely manner.

viii. Equipment

Contractor shall supply all lifts and other materials necessary to install, maintain and remove lights and decorations safely and successfully.

ix. Permits

The Proposer shall be responsible for obtaining any necessary permits from the appropriate governmental authority for the work to be performed and pay for any fees associated with the proposed scope of work. The BID **shall be provided with a copy of any permits, fees**

paid, and/or approvals pertaining to their district prior to commencing work under the contract.

x. Disposal of Waste

Contractor shall make provisions to dispose of all waste from the work being performed. All areas of display must be kept clean and free from any debris, e.g., zip ties, tape, etc. after removal of decorations.

xi. Safety Precautions

Contractor shall be careful when working in the various areas. Damage to public and private property shall be the responsibility of the Contractor and shall be repaired or replaced at no additional cost to the BID.

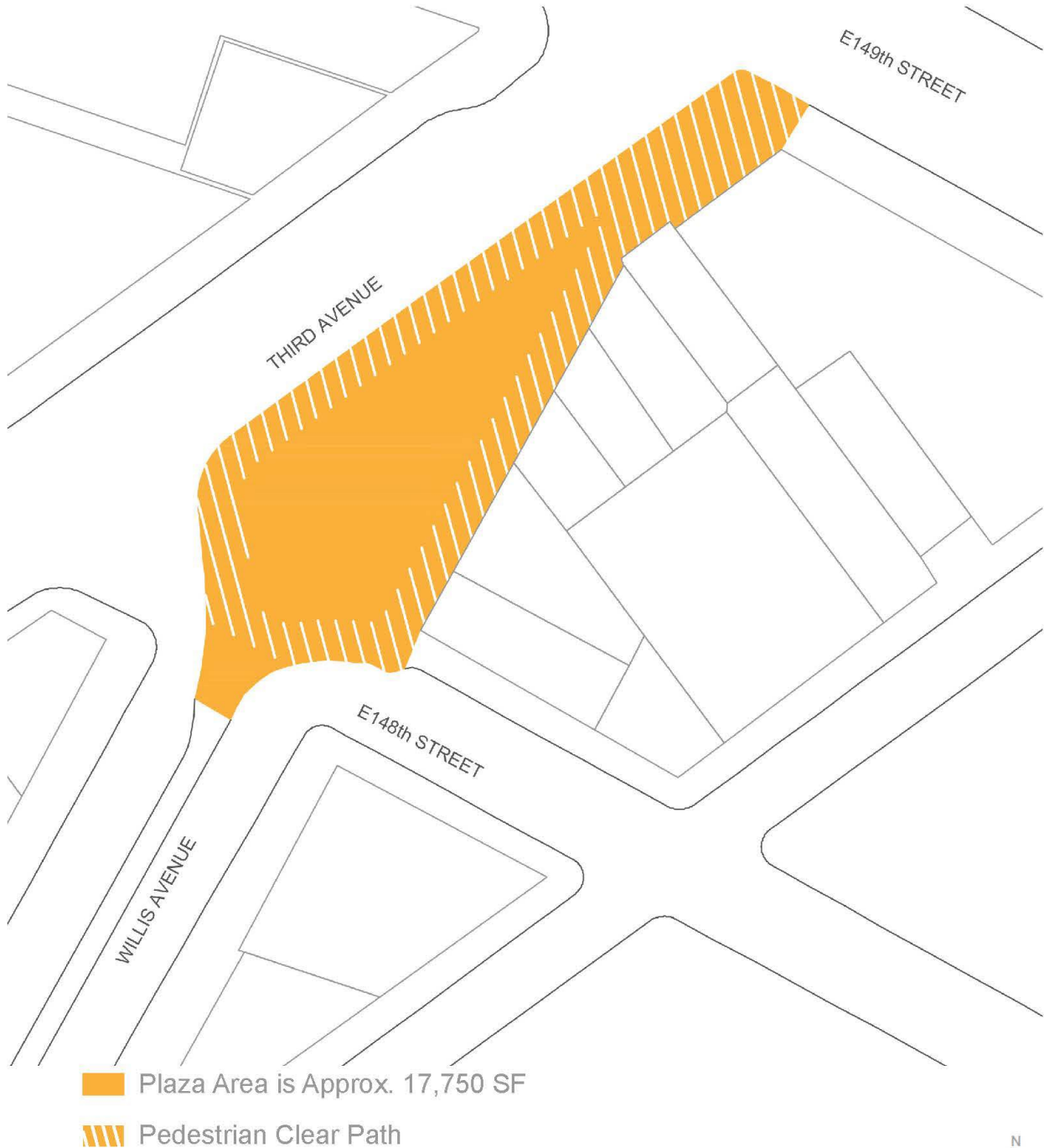
EXHIBIT B: District Map & Plaza

Hub-3rd Avenue BID



ROBERTO CLEMENTE PLAZA, BRONX

Plaza Partner: Third Avenue BID



N
12/2022

EXHIBIT C: PRICE PROPOSAL

THIS PAGE MUST ACCOMPANY PROPOSAL RESPONSE

Labor fees shall include **all costs** including travel and reimbursables associated with providing the Scope of Work as detailed herein. No additional cost or charges shall be permitted. The BID will not reimburse for these costs. Please complete all required areas below.

Area	Element	Number of Elements	One Time Costs	Cost per Item (Annual)	Other Costs (Annual)	Total Cost
A	Rope light arches	xx				
A	Tree light	xx				
A	Streetlight pole	xx				
Total (Area A)						\$xxx
B						
B						
Total (Area B)						\$xxx
C						
Total (Area C)						\$xxx
D						
D						
Total (Area D)						\$xxx
E						
Total (Area E)						\$xxx
GRAND TOTAL (for all areas)						\$xxxx

Name of Contractor Submitting Proposal: _____

Name of Authorized Representative: _____

Signature of Authorized Representative: _____

Name of Business: _____

Address of Business: _____

Telephone Number of Business: _____

Email Address of Business: _____