

CLARK COUNTY

RFP NO. 607923-26
CHINATOWN OVERLAY DISTRICT PLAN

April 27, 2026



CLARK COUNTY
REDEVELOPMENT AGENCY

CLARK COUNTY, NEVADA

PROFESSIONAL SERVICES

ON-LINE RFP SUBMITTAL CHECK LIST (BONFIRE)

This check list is provided for your reference and use only. This check list should not be submitted with your RFP. Omission of, or failure to submit the correct required documents may be cause for rejection.

ALL PROPOSERS: Requirements Before RFP Opens:

- Examine and understand the RFP Documents.
- Attend scheduled Pre-Proposal Conferences or Submit questions to obtain complete understanding of Scope of Work.
- Complete and prepare all required documents, questionnaires, resumes, if required.

ALL PROPOSERS: Documents Due with RFP:

- Proponents RFP Proposal **scan into the correct Response Attachment link online.**

AWARDED PROPONENT(S): Documents Due After Recommendation of Award:

- All Required Insurances, if required, due ten (10) calendar days upon request.

*****ALL PROPOSERS ARE SOLELY RESPONSIBLE TO MAKE SURE ALL FORMS ARE COMPLETED AND SUBMITTED CORRECTLY. *****



togetherforbetter

CLARK COUNTY, NEVADA

REQUEST FOR PROPOSAL

RFP NO. 607923-26
CHINATOWN OVERLAY DISTRICT PLAN

The RFP package is available as follows:

- Internet – Visit the Clark County Bonfire Hub Portal at <https://clarkcountynv.bonfirehub.com> and locate Document No. 607923-26 in the list of current solicitations.
- Pick up - Clark County Government Center, 500 South Grand Central Parkway, Purchasing and Contracts Division, Fourth Floor, Las Vegas, NV 89106.

A Pre-Proposal Conference will be held on **MONDAY, APRIL 27, 2026**, at **10:00 a.m.**, via WebEx. The WebEx information for this conference is listed in the “Messages” section of the effort in the Bonfire system. If your firm is unfamiliar with the County Request for Proposal (RFP) procedures and would like to obtain training on the submittal process for this RFP, please contact Krishaunna Williams, Purchasing Administrator, at (702) 455-4184 no later than **THURSDAY, APRIL 23, 2026**, and a training session will be provided immediately following the pre-proposal conference referenced above.

Electronic proposals will be accepted in the Bonfire system on or before **WEDNESDAY, MAY 13, 2026**, at **3:00:00 p.m.** Manual proposals will be accepted at the Clark County Government Center address specified above, on or before **WEDNESDAY, MAY 13, 2026**, at **3:00:00 p.m.**, based on the time clock at the Clark County Purchasing and Contracts front desk.

PUBLISHED:
Las Vegas Review Journal
APRIL 13, 2026

GENERAL CONDITIONS

RFP NO. Error! Reference source not found. Error! Reference source not found.

1. TERMS

The term "COUNTY," as used throughout this document will mean the County of Clark, Nevada. The term "BCC" as used throughout this document will mean the Board of County Commissioners which is the Governing Body of Clark County. The term "CHIEF FINANCIAL OFFICER" as used throughout this document will mean the Clark County Chief Financial Officer or her designee responsible for the Purchasing and Contracts Division. The term "PROPOSER" as used throughout this document will mean the respondents to this Request for Proposal. The term "RFP" as used throughout this document will mean Request for Proposal. The term "Bonfire System" as used throughout this document will mean the Clark County Bonfire Hub. The Bonfire System is an electronic bidding system that is used by Clark County for the submission of electronic proposals. There is no cost for any PROPOSER to use the Bonfire System, however, all PROPOSERS that choose to submit an electronic proposal must register prior to gaining access to see the details of any solicitation or to submit a proposal online. Proposals may also be submitted manually.

2. INTENT

COUNTY is soliciting proposals from qualified firms to develop a comprehensive Placemaking, Branding and Wayfinding Plan for the Chinatown Overlay District and Koreatown in unincorporated Clark County. The intent of this formal Request for Proposal is to receive responses from qualified respondents for awards exempt from competitive solicitation under Nevada Revised Statutes (NRS) 332.115, Revised 2019.

3. SCOPE OF PROJECT

The selected firm will work closely with COUNTY staff, community stakeholders, business owners, and cultural organizations to create a cohesive strategy that celebrates the district's unique Asian heritage while addressing contemporary urban design needs.

PROVIDER to complete and develop a plan. That plan should include the following but not be limited:

- Establish Title 30 Overlay regulations, design standards, and incentives consistent with the Redevelopment Plan.
- Establish unified brand identity that reflects the district's multicultural character.
- Develop placemaking strategies that enhance public spaces, pedestrian comfort, and cultural expression.
- Create a comprehensive wayfinding system for vehicles, pedestrians, cyclists, and transit users.
- Recommend gateway features, public art opportunities, and streetscape enhancements.
- Provide phased implementation strategies, cost estimates, and maintenance considerations.
- Engage the community through inclusive, multilingual outreach.

Work Plan

Project Phases

Must outline major phases and include the tasks therein listed below:

- **Phase 1: Project Management, engagement, and Existing Conditions Assessment**
 - Kickoff meeting with County leadership, stakeholder mapping, engagement plan, cultural and historical context review.
 - Multilingual outreach (English, Chinese, Korean, Vietnamese, Spanish, etc.).
 - Public workshops, surveys, and focus groups.
 - Regular progress meetings and reporting.
 - Provide project manager.
 - Review of existing plans, policies, and datasets.
 - Opportunities and constraints mapping.
 - Mobility and circulation analysis.
 - Inventory of signage, lighting, streetscape, and public spaces.
 - Parking analysis: including but not limited to asset evaluation, future parking demand projection, develop parking management strategies.
 - Current conditions/inventory evaluation and future demand projections, develop strategies to enhance parking management.
 - Confirmation of project goals, deliverables, and communication protocols.

- **Phase 2: Chinatown Overlay District (Title 30 Ordinance Package) and Branding & Identity Development Assessment**
 - Develop a Title 30-ready Chinatown Overlay District Ordinance Package including Title 30-ready ordinance, review of zoning, overlay standards, and previous studies.
 - Develop layout and drafting conventions of Title 30.
 - Overlay should include standards, procedures, incentives.
 - Design regulations that implement the Redevelopment Plan.
 - Ordinance shall address cultural identity, walkability, access management, parking placement, CPTED, lighting, open space, signage, public art, shade, adaptive reuse, and implementation incentives.
 - Research other Chinatowns and provide recommendations.
 - Prepare ordinance language and support adoption process through TAB, Planning Commission, and BCC hearings, including revisions required through review.
 - Brand positioning, visual identity, and narrative.
 - Logo, master brand, and visual identity concepts.
 - Color palettes, typography, iconography, pattern libraries, and design guidelines.
 - Application concepts (banners, signage, digital maps, websites, social media, etc.).

- **Phase 3: Placemaking Strategy and Wayfinding Plan**
 - Recommendations for public space enhancements.
 - Cultural markers, art installations, and interpretive elements.
 - Streetscape improvements (lighting, landscaping, seating, shade).
 - Activation strategies (events, markets, cultural programming).

- Integration with County standards and ADA requirements.
 - Hierarchical signage system (gateway, directional, pedestrian, parking, transit, kiosks).
 - Multilingual/cultural signage recommendations.
 - Streetlight pole identification signs.
 - Placement plans and sign family design concepts.
- **Phase 4: Public Safety and Security Signage (with LVMPD Coordination) and Metal Streetlight Banners**
 - Elected “Do Not Leave Valuables in Your Vehicle” messaging and Anti-car break-in awareness signage.
 - QR code integration for LVMPD resources and at least three design options with final LVMPD approval.
 - Multilingual signs in English, Chinese, and/or Spanish.
 - Custom metal banners for streets in both redevelopment areas.
 - Integration of brand identity and cultural motifs.
 - Safety, wind-load, and durability compliance.
 - At least four banner families.
 - Fabrication-ready design packages.
- **Phase 5: Transit Amenity Concepts (Bus Shelter + Integrated Trash Bin) and Digital Assets and Applications**
 - KPIs, metrics, Custom Bus Shelter Design (*RTC Specs*) along with other elements and ADA accessibility.
 - 3D renderings, plan/elevation/section drawings, materials schedule, and cost estimates.
 - Lighting, shade features, and cultural motifs and forms (ex: lantern, red-column, perforated panels).
 - Based on the size recommendations presented by RTC.
 - Custom trash bins are integrated with shelters, therefore:
 - Culturally themed.
 - Durable and anti-graffiti.
 - Easy liner replacement.
 - Fabrication-ready drawings.
 - Social media graphics, templates, and web landing pages.
 - ‘Passport’ visitation cards for visitors/tourists.
 - Maps and visitor guides.
 - Open-source vector assets for County use.
 - Email templates and printable brochures.
- **Phase 6: Implementation Plan and Cost Estimate and Final Deliverables**
 - Phasing strategy across both redevelopment areas and cost estimates by element type and phase.
 - Fabrication recommendations/performance and operations guidance.
 - Funding opportunities (public, private, grants).
 - Maintenance consideration and replacement strategies.
 - Final Placemaking, Branding, and Wayfinding Plan.
 - Digital files for all graphics and design assets.
 - Presentation to County Commission.
 - Reporting Measures- bi-monthly progress reports that include all phases of the project.

Stakeholder Engagement

Must describe a robust engagement strategy that reflects Clark County's diverse communities and redevelopment areas landscape.

Engagement Objectives

- Design and implement a comprehensive, multilingual, and culturally informed community engagement program tailored to the diverse stakeholders of the Chinatown Overlay District.
- Build trust and meaningful relationships with community members.
- Ensure the plan reflects cultural values, lived experiences, and local priorities.
- Provide multiple avenues for participation, including low-barrier and multilingual options.
- Gather input that directly informs branding, placemaking, and wayfinding recommendations

Engagement Methods

Must detail how they will engage stakeholders, including:

- Public workshops and town halls including focus groups such as; business owners, commercial tenants, property owners and developers.
- Engage residents, chambers of commerce, business associations, and Asian cultural organizations.
- Outreach must include culturally appropriate methods such as in language flyers, social media, ethnic media outlets, and direct outreach to community leaders.

Engagement Activities

Propose a mix of in-person and digital engagement tools, which may include:

A. Public Workshops & Open Houses

- Held at accessible locations within the Chinatown overlay areas.
- Designed to be interactive, visual, and culturally relevant.

B. Focus Groups

Targeted sessions with key groups such as:

- Small business owners, property owners, other stakeholders.
- Cultural organizations, chambers of commerce, other organizations.

C. Online Engagement

- Multilingual surveys and interactive mapping tools.
 - Project website or landing page and social media outreach.

Communication & Transparency

- Public-facing materials and updates
- Integration of feedback into the strategic plan
- Use of dashboards, website evaluation, and digital tools.



- A final Community Engagement Summary document.

Project Team

Must identify the team responsible for delivering the plan.

Key Personnel

For each team member:

- Name, title, and role
- Relevant experience in economic development, planning, analytics, or public sector consulting
- Time commitment to the project
- Expertise in areas such as:
 - Overlay+ Placemaking
 - Branding and wayfinding plan
 - Public safety, transit amenities and ADA concepts
 - Public sector consulting
 - Culturally best practice community engagement

Organizational Structure

- Project management
- Reporting measures -by month, including but not limited to custom reports and ongoing updates to data

Capacity & Availability

- Confirmation of availability for the full project duration
- Description of how the team will ensure timely delivery

Deliverables

Must describe all deliverables in detail, including format, content, and purpose.

Analytical Deliverables

- Concentration on existing assets and barrier analysis
- Redevelopment analysis (both Chinatown areas)
- Public safety and security signage analysis
- Transit amenity concept and ADA compliance
 - Parking analysis, current conditions/inventory evaluation and future demand projections, develop strategies to enhance parking management
 - Comparative analysis with similar
 - Title 30 ordinance analysis

Strategic Deliverables

- Title 30 regulations and ordinance ready language
- Policy recommendations and design standards

- Incentive program consistent with Redevelopment Plan and framework
- Stakeholder and authentic cultural best practices

Implementation Deliverables

- Step-by-step implementation framework
- Deliver fabrication-ready streetscape
- Deliver wayfinding designs that improve comfort, safety, and legibility
- Support small businesses, cultural institutions, and a strong nighttime economy
- Provide a clear implementation strategy, cost estimate, and priorities that enable near-term action
- Website, social media, media outlet evaluation

Presentation Deliverables

- Internal presentations for County leadership
- Public-Stakeholder in-person presentations
- Final Chinatown Overlay District +Placemaking, Branding, and Wayfinding Plan (digital and print-ready formats)

Project Schedule

Must provide a detailed schedule that aligns with the scope and complexity of the project. It is the County's intent to have the project completed within 12 months from date of award.

Timeline Requirements

- Start and end dates
- Duration of each project phase
- Milestones and decision points
- Engagement events and leadership training sessions

Deliverable Deadlines

- Submission dates for draft deliverables
- Review and revision periods
- Final plan delivery date

Schedule Format

Must include:

- A Gantt chart or similar visual timeline
- A narrative explanation of the schedule
- Identification of critical path items

4. DESIGNATED CONTACTS

COUNTY'S representative will be Krishaunna Williams, Purchasing Administrator, Clark County Department of Finance, Purchasing and Contracts Division, telephone number (702) 455-4184, Krishaunna.williams@clarkcountynv.gov. This representative will respond to questions concerning the scope of work of this RFP and questions regarding the selection process for this RFP.



5. CONTACT WITH COUNTY DURING RFP PROCESS

Communication between a PROPOSER and a member of the Board of County Commissioners (BCC) or between a PROPOSER and a non-designated COUNTY contact regarding the selection of a proponent or award of this Contract is prohibited from the time the RFP is advertised until the item is posted on an agenda for award of the Contract. Questions pertaining to this RFP shall be addressed to the designated contact(s) specified in the RFP document. Failure of a PROPOSER, or any of its representatives, to comply with this paragraph may result in their proposal being rejected.

6. METHOD OF EVALUATION AND AWARD

Since the service requested in this RFP is considered to be an exception from competitive solicitation, award will be in accordance with the provisions of the Nevada Revised Statutes, Chapter 332, Purchasing: Local Governments, Section 332.115. Revised 2019.

The proposals may be reviewed individually by staff members through an ad hoc committee to assist the PURCHASING DEPUTY DIRECTOR OR HIS DESIGNEE. The finalists may be requested to provide COUNTY a presentation and/or an oral interview. The ad hoc staff committee may review the RFP's as well as any requested presentations and/or oral interviews to gather information that will assist in making the recommendation. COUNTY reserves the right to award the Contract based on objective and/or subjective evaluation criteria. This Contract will be awarded on the basis of which proposal COUNTY deems best suited to fulfill the requirements of the RFP. COUNTY also reserves the right not to make an award if it is deemed that no single proposal fully meets the requirement of this RFP.

The fees for the professional services and/or equipment will be negotiated with the PROPOSER(S) selected.

7. SUBMITTAL REQUIREMENTS

Electronic Proposals through Bonfire System.

- A. Prepare your submission materials. The RFP has several required documents that must be uploaded into the Bonfire System. Please review the requested information. The maximum file size is 1000 MB. Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

Requested information will include:

Name	Type	# Files	Requirement	Instructions
A. Cover Letter	File Type: PDF (.pdf)	Multiple	Required	Please include statement that declares all information provided therein does not include any Confidential, Proprietary and/or Private information as identified in this RFP. Also include that the statement supersedes and nullifies any page in the Proposal that may be marked as Confidential, Proprietary, and/or Private.

General Conditions
RFP No. 607923-26
Chinatown Overlay District Plan

B. Organization Information	File Type: PDF (.pdf)	Multiple	Required	
Name	Type	# Files	Requirement	Instructions
C. Qualifications and Experience	File Type: PDF (.pdf)	Multiple	Required	
D. Proposed Operating, Staffing and Business Plan	File Type: PDF (.pdf)	Multiple	Required	
E. Project Cost	File Type: PDF (*xlsx)	Multiple	Required	Include and submit Attachment 1
F. Reporting	File Type: PDF (.pdf)	Multiple	Required	
G. Compliance w/ County Standard Contract	File Type: PDF (.pdf)	Multiple	Required	
H. Disclosure Form	File Type: PDF (.pdf)	Multiple	Required	

- B. Upload your proposal at: <https://clarkcountynv.bonfirehub.com/opportunities/230883>. Your submission must be uploaded, submitted, and finalized prior to the Closing Time noted above. We strongly recommend that you give yourself sufficient time and **at least ONE (1) hour** before Closing Time to begin the uploading process and to finalize your submission.
- C. Important Notes. Each item of requested information will only be visible to evaluators after the Closing Time. Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed. You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission. Minimum system requirements: Internet Explorer 8/9/10+, Google Chrome, or Mozilla Firefox. Javascript must be enabled.
- D. Need Help? Clark County uses the Bonfire system for accepting and evaluating proposals digitally. Please contact Bonfire at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>.

Manual Proposals.

If PROPOSER chooses not to use the Bonfire System to submit their proposal electronically, PROPOSER must contact the Designated Contact listed above or the County Purchasing Front Desk (702) 455-2897 to request a manual RFP package.

All manual proposals must be submitted as follows:

The Proposal submitted should not exceed 50 pages. Other attachments may be included with no guarantee of review.

All proposals shall be on 8-1/2" x 11" paper bound with tabbed dividers labeled by section to correspond with the evaluation information requested. The ideal proposal will be 3-hole punched and bound with a binder clip. Binders or spiral binding is not preferred or required.

The PROPOSER shall submit one (1) clearly labeled original and four (4) copies of their proposal, including one (1) CD or flash drive with an electronic copy of their proposal, preferably in .pdf format. A single .pdf document of the entire proposal is preferred. The name of the PROPOSER'S firm shall be indicated on the spine and cover of each binder (if used) and CD label.

All proposals must be submitted in a sealed envelope plainly marked with the name and address of the PROPOSER and the RFP number and title. No responsibility will attach to COUNTY or any official or employee thereof, for a proposal not properly addressed and identified. Proposals are time-stamped upon receipt. Proposals time-stamped after 3:00:00 p.m. based on the time clock at the Clark County Purchasing and Contracts front desk will be recorded as late, remain unopened and be formally rejected. FAXED OR EMAIL SUBMITTALS ARE NOT ALLOWED AND WILL NOT BE CONSIDERED.

The following are detailed delivery instructions for proposals:

Hand Delivery

Clark County Government Center
Attn: Purchasing and Contracts, 4th Fl
500 South Grand Central Parkway
Las Vegas, Nevada 89106

U.S. Mail Delivery

Clark County Government Center
Attn: Purchasing and Contracts, 4th Fl
500 South Grand Central Parkway
P.O. Box 551217
Las Vegas, Nevada 89155-1217

Express Delivery

Clark County Government Center
Attn: Purchasing and Contracts, 4th Fl
500 South Grand Central Parkway
Las Vegas, Nevada 89106

Regardless of the method used for delivery, PROPOSER(S) shall be wholly responsible for the timely delivery of submitted proposals.

8. WITHDRAWAL OF PROPOSAL

PROPOSER(S) may withdraw a proposal submitted on the Bonfire System by logging onto the Bonfire System and retracting the proposal.

To request withdrawal of a posted, sealed proposal, which was manually delivered, prior to the scheduled proposal opening time provided the request for withdrawal is submitted to the Purchasing Analyst in writing or a proposal release form has been properly filled out and submitted to the Purchasing and Contracts Division reception desk. Proposals must be re-submitted and time-stamped in accordance with the RFP document in order to be accepted.

No proposal may be withdrawn for a period of 90 calendar days after the date of proposal opening. All proposals received are considered firm offers during this period. PROPOSER'S offer will expire after 90 calendar days.

If a PROPOSER intended for award withdraws their proposal, that PROPOSER may be deemed non-responsible if responding to future solicitations.

9. REJECTION OF PROPOSAL

COUNTY reserves the right to reject any and all proposals received by reason of this request.

10. PROPOSAL COSTS

There shall be no obligation for COUNTY to compensate PROPOSER(S) for any costs of responding to this RFP.

11. ALTERNATE PROPOSALS

Alternate proposals are defined as those that do not meet the requirements of this RFP. Alternate proposals will not be considered.

12. ADDENDA AND INTERPRETATIONS

If it becomes necessary to revise any part of the RFP, a written addendum will be issued by County. COUNTY is not bound by any oral representations, clarifications, or changes made to specifications by COUNTY'S employees, unless such clarification or change is provided to PROPOSERS in written or electronic addendum form from the Purchasing Analyst.

13. PUBLIC RECORDS

COUNTY is a public agency as defined by state law, and as such, it is subject to the Nevada Public Records Law (Chapter 239 of the Nevada Revised Statutes). Under that law, all of COUNTY'S records are public records (unless otherwise declared by law to be confidential) and are subject to inspection and copying by any person. However, in accordance with NRS 332.061(2), a proposal that requires negotiation or evaluation by COUNTY may not be disclosed until the proposal is recommended for award of a contract.

14. PROPOSALS ARE NOT TO CONTAIN CONFIDENTIAL / PROPRIETARY INFO.

Proposals must contain sufficient information to be evaluated and a contract written without reference to any confidential or proprietary information. PROPOSER(S) shall not include any information in their proposal that they would not want to be released to the public. Any proposal submitted that is marked "Confidential" or "Proprietary," or that contains materials so marked, will be returned to PROPOSER and will not be considered for award.

15. COLLUSION AND ADVANCE DISCLOSURES

Pursuant to 332.820 evidence of agreement or collusion among PROPOSER(S) and prospective PROPOSER(S) acting to illegally restrain freedom of competition by agreement to bid a fixed price, or otherwise, shall render the offers of such PROPOSER(S) void.

Advance disclosures of any information to any particular PROPOSER(S) which gives that particular PROPOSER any advantage over any other interested PROPOSER(S), in advance of the opening of proposals, whether in response to advertising or an informal request for proposals, made or permitted by a member of the governing body or an employee or representative thereof, shall operate to void all proposals received in response to that particular request for proposals.



16. COMPANIES THAT BOYCOTT ISRAEL

PROPOSER certifies that, at the time it submitted its proposal, it was not engaged in, and agrees for the duration of the Contract, not to engage in, a boycott of Israel. Boycott of Israel means, refusing to deal or conduct business with, abstaining from dealing or conducting business with, terminating business or business activities with or performing any other action that is intended to limit commercial relations with Israel; or a person or entity doing business in Israel or in territories controlled by Israel, if such an action is taken in a manner that discriminates on the basis of nationality, national origin or religion. It

does not include an action which is based on a bona fide business or economic reason; is taken pursuant to a boycott against a public entity of Israel if the boycott is applied in a nondiscriminatory manner; or is taken in compliance with or adherence to calls for a boycott of Israel if that action is authorized in 50 U.S.C. § 4607 or any other federal or state law.

17. CONTRACT

A sample of COUNTY'S Standard Contract is attached. Any proposed modifications to the terms and conditions of the Standard Contract are subject to review and approval by the Clark County District Attorney's Office.

18. BUSINESS LICENSE REQUIREMENTS

CLARK COUNTY BUSINESS LICENSE / REGISTRATION

Prior to award of this RFP, other than for the supply of goods being shipped directly to a Clark County facility, the successful PROPOSER will be required to obtain a Clark County business license or register annually as a limited vendor business with the Clark County Business License Department.

A. Clark County Business License is Required if:

- i. A business is physically located in unincorporated Clark County, Nevada.
- ii. The work to be performed is located in unincorporated Clark County,

Nevada. B. Register as a Limited Vendor Business Registration if:

- i. A business is physically located outside of unincorporated Clark County, Nevada.
- ii. A business is physically located outside the state of Nevada.

The Clark County Department of Business License can answer any questions concerning determination of which requirement is applicable to your firm. It is located at the Clark County Government Center, 500 South Grand Central Parkway, 3rd Floor, Las Vegas, NV or you can reach them via telephone at (702) 455-4253 or toll free at (800) 328-4813.

You may also obtain information on-line regarding Clark County Business Licenses by visiting the website at

(https://www.clarkcountynv.gov/business/doing_business_with_clark_county/index.php)



19. EVALUATION CRITERIA

Proposals should contain the following information:

A. **Cover Letter**

The first page of the Proposal submittal shall contain a statement that declares all information provided therein does not include any Confidential, Proprietary and/or Private information as identified in this RFP. It must also identify that the statement supersedes and nullifies any page in the Proposal that may be marked as Confidential, Proprietary, and/or Private and acknowledge that the Proposal will become Public Information upon award. Failure to provide such declaration may be deemed as grounds for the rejection of the unread proposal.

B. Organizational Information

1. Provide your organization's name, address, internet URL (if any), telephone and fax numbers, include the name, title, direct phone number and address, and E-mail address of the individual who will serve as your organization's primary contact. Include the name, title, direct phone number and E-mail address of the individual who will serve as your organization's contact for the insurance requirements.
2. Provide a brief description of your organization locally, statewide and nationally (if applicable). Include the year your firm was established.
3. Indicate if your firm has an office in Clark County and the year it was established, if any.
4. Indicate if your firm is a minority-owned business, women-owned business, physically challenged business, small business, or a Nevada business enterprise.

C. Qualifications and Experience

1. Include a brief resume of all similar projects of similar size to the County that your firm has performed for the past 3 years. Each project listed shall include the name, phone number and email address of a contact person for the project for review purposes. This section shall include documentation of PROPOSER'S history of adherence to budget and schedule constraints. All firms are encouraged to indicate their experience of performing related work within the state of Nevada.
2. Provide information concerning the educational background, experience and professional resumes of those persons who would actually perform work on the project. Identify if those persons presently reside in Clark County, Nevada or elsewhere. Indicate the present workload of the project staff to demonstrate their ability to devote sufficient time to meet the proposed schedule.

D. Proposed Operating, Staffing and Business Plan

Work Plan

Must submit a comprehensive business plan that clearly explains how they will develop the Clark County Strategic Economic Development Plan. The work plan must include the following components:

Project Phases

Must outline major phases such as:

- **Phase 1: Project Management, engagement, and Existing Conditions Assessment**
 - Kickoff meeting with County leadership, stakeholder mapping, engagement plan, cultural and historical context review.
 - Multilingual outreach (English, Chinese, Korean, Vietnamese, Spanish, etc.).
 - Public workshops, surveys, and focus groups.
 - Regular progress meetings and reporting.
 - Provide project manager.
 - Review of existing plans, policies, and datasets.
 - Opportunities and constraints mapping.
 - Mobility and circulation analysis.
 - Inventory of signage, lighting, streetscape, and public spaces.

- Parking analysis: including but not limited to asset evaluation, future parking demand projection, develop parking management strategies.
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 - Research other Chinatowns and provide recommendations.
 - Prepare ordinance language and support adoption process through TAB, Planning Commission, and BCC hearings, including revisions required through review.
 - Brand positioning, visual identity, and narrative.
 - Logo, master brand, and visual identity concepts.
 - Color palettes, typography, iconography, pattern libraries, and design guidelines.
 - Application concepts (banners, signage, digital maps, websites, social media, etc.). Comparative analysis with peer municipalities
- **Phase 3: Placemaking Strategy and Wayfinding Plan**
 - Recommendations for public space enhancements.
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 - “Do Not Leave Valuables in Your Vehicle” messaging and Anti-car break-in awareness signage.
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 - Based on the size recommendations presented by RTC.
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 - Presentation to County Commission.

- Reporting Measures- bi-monthly progress reports that include all phases of the project.

Stakeholder Engagement

Must describe a robust engagement strategy that reflects Clark County's diverse communities and redevelopment areas landscape.

Engagement Objectives

- Design and implement a comprehensive, multilingual, and culturally informed community engagement program tailored to the diverse stakeholders of the Chinatown Overlay District.
- Build trust and meaningful relationships with community members.
- Ensure the plan reflects cultural values, lived experiences, and local priorities.
- Provide multiple avenues for participation, including low-barrier and multilingual options.
- Gather input that directly informs branding, placemaking, and wayfinding recommendations.

Engagement Methods

Must detail how they will engage stakeholders, including:

- Public workshops and town halls including focus groups such as; business owners, commercial tenants, property owners and developers.
- Engage residents, chambers of commerce, business associations, and Asian cultural organizations.
- Outreach must include culturally appropriate methods such as in-language flyers, social media, ethnic media outlets, and direct outreach to community leaders.

Engagement Activities

A. Public Workshops & Open Houses

- Held at accessible locations within the Chinatown overlay areas.
- Designed to be interactive, visual, and culturally relevant.

B. Focus Groups

Targeted sessions with key groups such as:

- Small business owners, property owners, other stakeholders.
- Cultural organizations, chambers of commerce, other organizations.

C. Online Engagement

- Multilingual surveys and interactive mapping tools.
 - Project website or landing page and social media outreach.

Communication & Transparency

- Public-Stakeholder in-person presentations, materials and updates.
- Integration of feedback into the plan.
- Use of dashboards, website evaluation, and digital tools.
- A final Community Engagement Summary document

Project Team

Must identify the team responsible for delivering the plan. Resumes maybe requested at a later time.

Key Personnel

For each team member:

- Name, title, and role
- Relevant experience in economic development, planning, analytics, or public sector consulting
- Time commitment to the project
- Expertise in areas such as:
 - Overlay+ Placemaking
 - Branding and wayfinding plan
 - Public safety, transit amenities and ADA concepts
 - Public sector consulting
 - Culturally best practice community engagement

Organizational Structure

- Project management
- Reporting measures by monthly included but not limited to custom reports and ongoing updates to data

Capacity & Availability

- Confirmation of availability for the full project duration
- Description of how the team will ensure timely delivery

Analytical Deliverables

- Concentration on existing assets and barrier analysis
- Redevelopment analysis (both Chinatown areas)
- Public safety and security signage analysis
- Transit amenity concept and ADA compliance
 - Parking analysis, current conditions/inventory evaluation and future demand projections, develop strategies to enhance parking management
 - Comparative analysis with similar municipalities
 - Title 30 ordinance analysis

Strategic Deliverables

- Title 30 regulations and ordinance ready language
- Policy recommendations and design standards
- Incentive program consistent with Redevelopment Plan and framework
- Stakeholder and authentic cultural best practices

Implementation Deliverables

- Step-by-step implementation framework
- Deliver fabrication-ready streetscape
- Deliver wayfinding designs that improve comfort, safety, and legibility
- Support small businesses, cultural institutions, and a strong nighttime economy
- Provide a clear implementation strategy, cost estimate, and priorities that enable near-term action.
- Website, social media, media outlet evaluation

Presentation Deliverables

- Internal presentations for County leadership
- Public-Stakeholder in-person presentations
- Final Chinatown Overlay District +Placemaking, Branding, and Wayfinding Plan (digital and print-ready formats)

Project Schedule

Must provide a detailed schedule that aligns with the scope and complexity of the project. It is the County's intent to have the project completed within 12 months from date of award.

Timeline Requirements

- Start and end dates
- Duration of each project phase
- Milestones and decision points
- Engagement events and leadership training sessions

Deliverable Deadlines

- Submission dates for draft deliverables
- Review and revision periods
- Final plan delivery date

Schedule Format

Must include:

- A Gantt chart or similar visual timeline
- A narrative explanation of the schedule
- Identification of critical path items

E. Project Cost

PROPOSERS shall submit price proposals using the format provided in Attachment #1. Price proposal to reflect A flat rate per phase. Travel must be included into the fees at the U.S. GSA's Conus rate.

F. Reporting

Include a sample template and describe your approach to how you will produce a bi-monthly report addressing all phases of the project.

G. Compliance with COUNTY'S Standard Contract

Indicate any exceptions that PROPOSER has to the attached Sample Contract. PROPOSER(S) are advised that any exception that is determined to be material may be grounds for elimination in the selection process.

H. Disclosure of Ownership Form

This form can be found in the "Files" section of Bonfire. This form must be completed, signed and uploaded with proposal.