



LEGACY BUSINESS PROGRAM

Request For Information: Legacy Business Plaques

RFI #2024-LBP-001



Date issued:

Friday, December 13, 2024

Deadline to submit information:

Friday, January 10, 2025, 5:00 p.m. PT



1. Summary

What are we seeking?

The Office of Small Business is seeking information from firms or individuals with substantial experience in architectural graphics and signage. For whichever company is selected through this Request For Information, the anticipated budget is \$2,500.

Why do we want to hire a company?

OSB will be manufacturing 15-inch plaques, and we would like to hire a company to help us with the following details:

- A. Recommend a material for the plaques.
- B. Recommend the ideal attachments for plaque installation.
- C. Prepare a template for the plaques or instructions for the manufacturer.
- D. Recommend manufacturers.

What will the proposed plaques look like?

- Same style as bronze plaques we have previously manufactured and installed (see picture below).
- Same size as the bronze plaques – 15 inches in diameter.
- Not made of bronze.
- Designed for display in storefront windows or installation in the interior of businesses, not on the exterior of buildings.



What is required to bid on these services?

- A. Quote for services. (REQUIRED)
- B. Evidence of the appropriate skills and experience necessary to successfully complete the services. (REQUIRED)
- C. References. (OPTIONAL)

2. Introduction

The City and County of San Francisco's Office of Small Business ("OSB"), by way of this Request for Information ("RFI"), is seeking information from qualified firms for services pertaining to 15-inch plaques that OSB will manufacture and provide to Legacy Businesses. The businesses can display the plaques in their storefront windows or interior spaces.

A. General terms and acronyms used in this Request For Information:

- **City** – The City and County of San Francisco.
- **Contractor** – The business selected for services subsequent to this Request For Information.
- **Legacy Business Program** – A program of OSB. For more information, visit sf.gov/legacybusiness.
- **Legacy Business Registry** – A registry of businesses overseen by the Legacy Business Program for which the business have met three eligibility criteria, have applied to the City, and were designated as Legacy Businesses by the Small Business Commission.
- **Proposer** – A respondent to this Request For Information.
- **OSB** – The San Francisco Office of Small Business, the City's central point of information and referral for entrepreneurs and small businesses located in San Francisco.
- **Small Business Commission** – A commission of the City that oversees OSB.

B. Background of the Legacy Business Program

The Board of Supervisors established the Legacy Business Registry in March 2015.

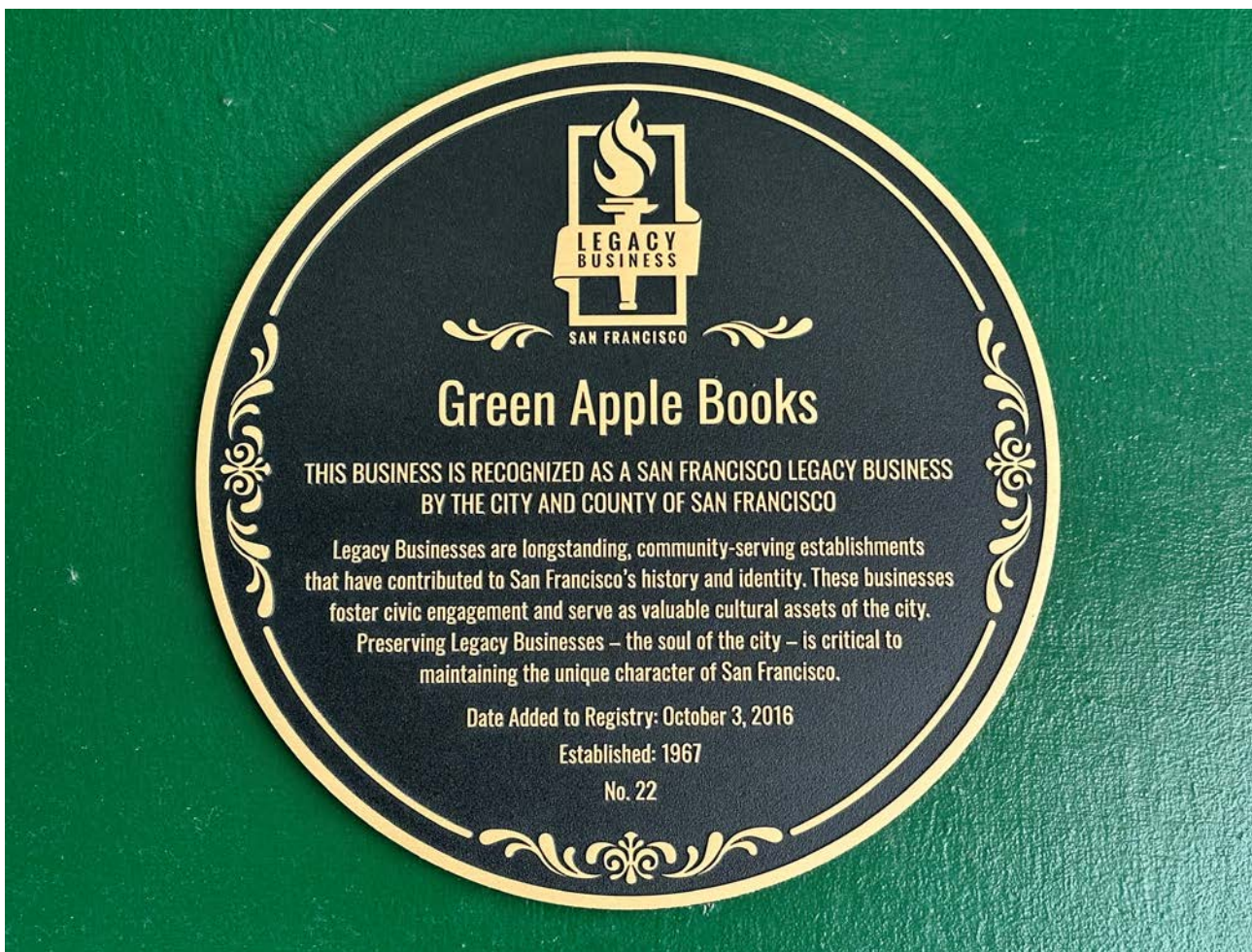
Legacy Businesses are longstanding, community-serving establishments that have contributed to San Francisco's history and identity. To be listed on the Registry, businesses must be nominated by the mayor or a member of the Board of Supervisors and determined by the Small Business Commission as having met the following criteria:

1. The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.
2. The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community.
3. The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary or art forms.

Since 2016, over 400 businesses have been added to the Legacy Business Registry. Legacy Businesses foster civic engagement and serve as valuable cultural assets of the city. Preserving Legacy Businesses – the soul of the city – is critical to maintaining the unique character of San Francisco.

3. Existing Bronze Plaques

As part of a marketing and branding effort, OSB designed, manufactured, and installed 15-inch bronze plaques on the exterior of buildings to acknowledge the presence of Legacy Businesses. A total of 48 plaques were installed between 2021 and 2024. This was a one-time project.



4. Proposed New Plaques

OSB is embarking on a new project in which we will manufacture plaques for Legacy Businesses.

Following are some of the specifications of the proposed plaques:

- Same style as the bronze plaques.
- Same size as the bronze plaques – 15 inches in diameter.
- Not made of bronze.
- Designed for display in storefront windows or installation in the interior of businesses, not on the exterior of buildings.

5. Information Request

OSB is seeking information from firms or individuals with substantial experience in architectural graphics and signage.

One Proposer will be selected to provide short-term professional services to OSB to provide beneficial information and enable OSB to proceed with the proposed new plaques.

A. Recommend a material for the plaques

Contractor shall research a number of materials aside from bronze that could be used for the plaques. These could include aluminum, modern pewter, stainless steel, tin, plastic, and other materials. Contractor shall provide pros and cons regarding the different materials. Contractor shall recommend a single material that would be best for the plaques.

B. Recommend the ideal attachments for plaque installation

Contractor shall determine the best type and placement of hooks, holes, screws, and/or attachments that would be ideal and feasible to include with the plaques during the manufacturing process for businesses to self-install plaques in storefront windows and/or in the interior of businesses.

C. Prepare a template for the plaques or instructions for the manufacturer

Contractor shall prepare a template for the plaques in Adobe Illustrator or other software that includes the recommended placement of hooks, holes, screws, and/or attachments. The plaque design is already complete in Illustrator. Alternatively, Contractor could provide instructions that could be given to a manufacturer for the recommended placement of hooks, holes, screws, and/or attachments. Since OSB will be contracting separately with a manufacturer, the goal is for OSB to be able to communicate information directly and seamlessly with the selected manufacturer.

D. Recommend manufacturers

Contractor shall recommend at least one foundry and/or or printer that could manufacture the plaques. OSB will do a separate procurement process to select a foundry or printer. The manufacturer(s) recommended by the Contractor will be included in the procurement outreach.

In summation, through this RFI process OSB is seeking information from businesses for a one-time service that will include researching plaque materials, recommending a plaque material, recommending the ideal attachments for plaque installation, preparing a template for the plaques or instructions for the manufacturer, and recommending at least one manufacturer. No other services besides these will be requested or required. OSB will work directly with a foundry or printer selected through a separate procurement process to manufacture the plaques.

6. Schedule and Budget

A. Schedule

The anticipated schedule for the Request For Information is as follows:

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We expect the project to begin in February 2025 and be completed by the end of March 2025.

B. Budget

For whichever company is selected through this Request For Information, the anticipated budget is \$2,500.

7. Evaluation Criteria

Information will be evaluated in accordance with some or all of the criteria below and the information provided by the Proposer.

- Quote for services. (REQUIRED)
- Evidence of the appropriate skills and experience necessary to successfully complete the services. (REQUIRED)
- Reference checks. (OPTIONAL)
- Completeness of proposal submission. The proposal conforms with, and concisely but comprehensively addresses, the Request For Information requirements. The proposal contains organized content and format.

8. Proposal Submission and Review

A. Submission Deadline

Information must be received by 5:00 p.m. PT on Friday, January 10, 2025.

B. RFI Questions

Please email questions about this RFI to legacybusiness@sfgov.org.

C. Submitting Information

Quote for services (REQUIRED) shall be emailed to legacybusiness@sfgov.org, including supplemental materials. Supplemental materials shall include any evidence of the appropriate skills and experience necessary to successfully complete the services (REQUIRED) and may include references (OPTIONAL).

The Proposer is responsible for ensuring that all materials have been submitted on or before the deadline. The received date and time will be established by the date/time assigned by the City email server. Early submission is highly encouraged. Late submissions will not be considered. The City accepts no financial responsibility for any costs incurred by a Proposer in responding to this Request For Information.

D. Review of Information

Information received will be reviewed by OSB staff per the evaluation criteria.

Nothing herein shall obligate the City to enter into services with any Proposer. The City reserves the right not to award services through this Request For Information.

E. Reservations of Rights by the City

The issuance of this Request For Information does not constitute an agreement by the City that any services will actually be entered into by the City. The City expressly reserves the right at any time to:

1. Reject any or all proposals;
2. Reissue a Request For Information;
3. Prior to submission deadline for information, modify any or all portions of the selection procedures, including deadlines for accepting information, the specifications or requirements for any services to be provided under this Request For Information, or the requirements for contents or format of the information;
4. Procure services specified in this Request For Information by any other means;

5. Determine that no project will be pursued; or
6. Cancel the procurement action in its entirety.

9. Contractor Requirements

A. Final Negotiation

After Contractor is selected, OSB and Contractor shall negotiate a final agreement, which will include final services to be provided and final services amount.

B. City Supplier

Contractor will need to be a compliant Supplier with the City and County of San Francisco to enter into services with OSB. A step-by-step webpage on becoming a Supplier can be found at <https://www.sf.gov/step-by-step/become-city-supplier>.

C. Financial Process and Compensation

To enter into services with OSB, Contractor selected through this RFI shall provide OSB with a detailed invoice. OSB will then provide Contractor with a Purchase Order number and authorize Contractor to begin services.

After completion of services, Contractor shall provide OSB with a final invoice, which shall exactly match the original invoice but also include the Purchase Order number provided. OSB will provide payment for services identified in the final invoice that the OSB Director concludes has been satisfactorily performed.

In no event shall the amount of the final invoice exceed the final amount negotiated. In no event shall the City be liable for interest or late charges for any late payments.

OSB will work closely with Contractor to guide Contractor through the financial process.

10. Protest Procedures

Per regulations by City and County of San Francisco, no solicitation is required for professional services that are \$10,000 or under, such as the services sought through this Request For Information. Because this procurement process is optional, the notice of intent to award services to a Proposer is not subject to protest.