ADDENDUM #2

RFP# 2024-001

PROJECT: HOLIDAY LIGHTING & DECORATION DISPLAY SERVICES

DATE: 7/12/2024

A. The purpose of this Addendum is to provide clarification to the Bid Documents. Below are the Village Responses to the Written Questions submitted through July 9, 2024.

Question 1: Please provide a total count of light poles for each section.

Answer 1: **There are 44 light poles along the Causeway from Harbor Island to East bridge and 18 light poles along the Causeway from Pelican Harbor to Harbor Island**

Question 2: Please provide which light poles and power and which to not.

Answer 2: **All light poles have GFI that are maintained by Miami-Dade County.**

Question 3: Please specify on a map which medians have power.

Answer 3: **Medians 1 and 3-7 have power. Medians 2, 8, 9, 10, 11 do not have power. There is no power in the medians along the annexation (optional) area. (Please see Exhibit A)**

Question 4: Based on MCL's site visit, the costing sheet appears to be incorrect. Will the Village provide an updated costing sheet, or allow vendor to provide costing on our own sheet?

Answer 4: **Please update the costing sheet with the quantity of the landscape items if necessary. The bid cost should reflect the cost to decorate the specific median locations and light poles along the corridor.**

Question 5: Please provide an updated link or actual PDF file as the link in the RFP does not work https://secureservercdn.net/166.62.112.107/w20.29e.myftpupload.com/wp-content/uploads/2022/02/NBV-Brand-Guide-Final.pdf?

Answer 5: **Please see attached for a PDF version of the Brand Guide (Exhibit B).**

Question 6: Please provide a map location for the requested Christmas Tree in the park.

Answer 6: **Please see attached for the map (Exhibit C).**

Question 7: Please provide a map with the location of the holiday tree.

Answer 7: **See attached for the map (Exhibit C).**

Question 8: Please provide the total count of all lampposts for the identified areas to decorate.

Answer 8: **Only the light poles along the Causeway are to be decorated.**

Question 9: Please provide the count of lampposts that have electrical connections and count of pole that do not have electrical connections.

Answer 9: **All Miami-Dade County light poles along Causeway have GFI.**

This Addendum to the proposal is issued to provide additional information and clarification to the original proposal and is hereby declared a part of the original proposal and documents. In case of conflict, this Addendum shall govern.

All other terms and conditions of this RFP remain unchanged.

This Addendum shall be considered an integral part of the RFP and Contract Documents, and this Addendum must be signed and returned with your submittal **by 2:00 p.m. on July 19, 2024**, and acknowledged on Form 8.2, Designated in Section 8. Failure to comply may result in disqualification of your bid submittal.

Angela C. Atkinson

Angela Atkinson
Chief Financial Officer

Acknowledgement is hereby made of Addendum#2 to RFP#2024-001: HOLIDAY LIGHTING & DECORATION DISPLAY SERVICES.

Authorized Signature	Firm
	Printed, Title
Date	Email Address

EXHIBIT A

North Bay Village

BRAND GUIDE

North Bay Village Brand Guide

North Bay Village Brand Guide

Brand Story

North Bay Village is a thriving waterfront community with a diverse and rich blend of cultures, situated in the heart of Biscayne Bay.

With roughly 4.75 miles of private and public property along the water, North Bay Village boasts one-of-a-kind views and opportunities for its residents, visitors, and businesses.

Home to several of South Florida's most popular restaurants, two family-friendly playgrounds and a dog park for canine companions, the Village's more than 8,000 residents are within walking distance to unique recreational and social experiences.

The Village's three islands—North Bay Island, Harbor Island, and Treasure Island, hold a unique history. Treasure Island derives its name from Robert Louis Stevenson's literary adventure novel. Cutlass, Buccaneer, Hispanola, and Pirates Alley are some street names drawn from this classic adventure novel.

In the early years, the Village's nightlife attracted celebrities like Frank Sinatra and Judy Garland. Dean Martin even opened his own night club along Kennedy Causeway, which connects the Village to its neighboring cities—Miami and Miami Beach.

Mission Statement

To serve our diverse residential and business community by preserving our natural resources, stimulating economic activity, and enhancing the quality of life for present and future generations.

NBV Pillars

The Village is striving to become a more sustainable and prosperous community that can adapt to the challenges of a changing climate. The three pillars that guide the Village are the following:

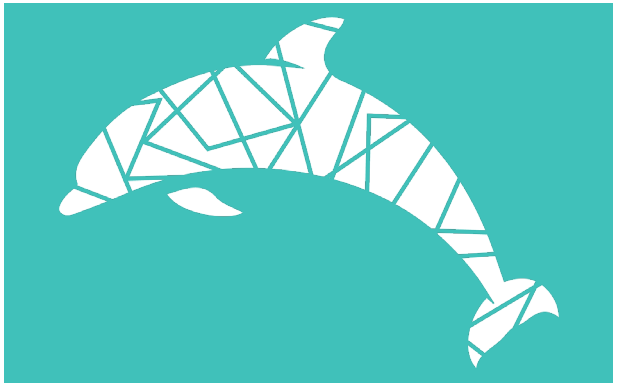
Prosperity

Livability

Resilience

Dolphins: the iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.

Dolphin Icon



Village Seal

Updated Village Seal

The Village seal should be used for Village-sanctioned long term activations to include official documents, public services, and permanent installations.

Updated Village Seal

BACKGROUND:
Represents the emblematic sunrises and sunsets present in the Village.

DOLPHINS:
The iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.

PALM TREE AND WAVES:
The three lines in the palm tree and the three waves symbolize the three islands that make up North Bay Village: Harbor Island, North Bay Island, and Treasure Island.

FONT:
The font is friendly, fresh, and engaging – important traits of the Village.

Color Palette

This color palette should be used in situations when utilizing the Village Seal.

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Pantone: White

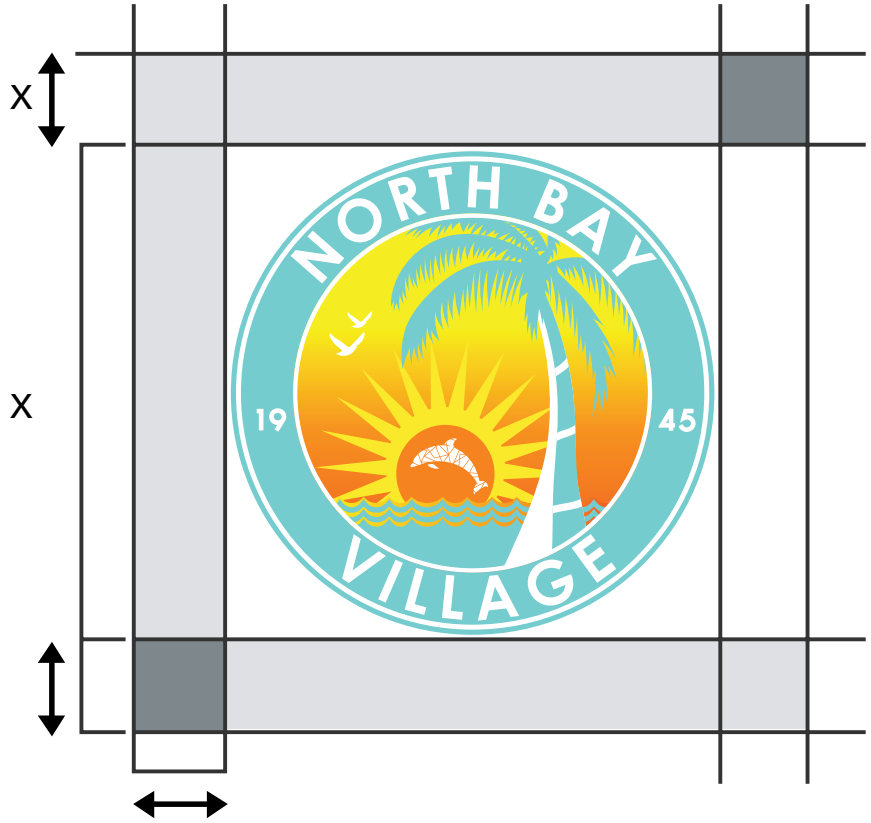
CMYK: 51, 0, 21, 0
RGB: 117, 204, 207
Pantone: 630 C

CMYK: 2, 3, 90, 0
RGB: 255, 232, 52
Pantone: 106 C

CMYK: 0,58, 100, 0
RGB: 255, 133, 0
Pantone: 1505 C

Village Seal – One Color Version

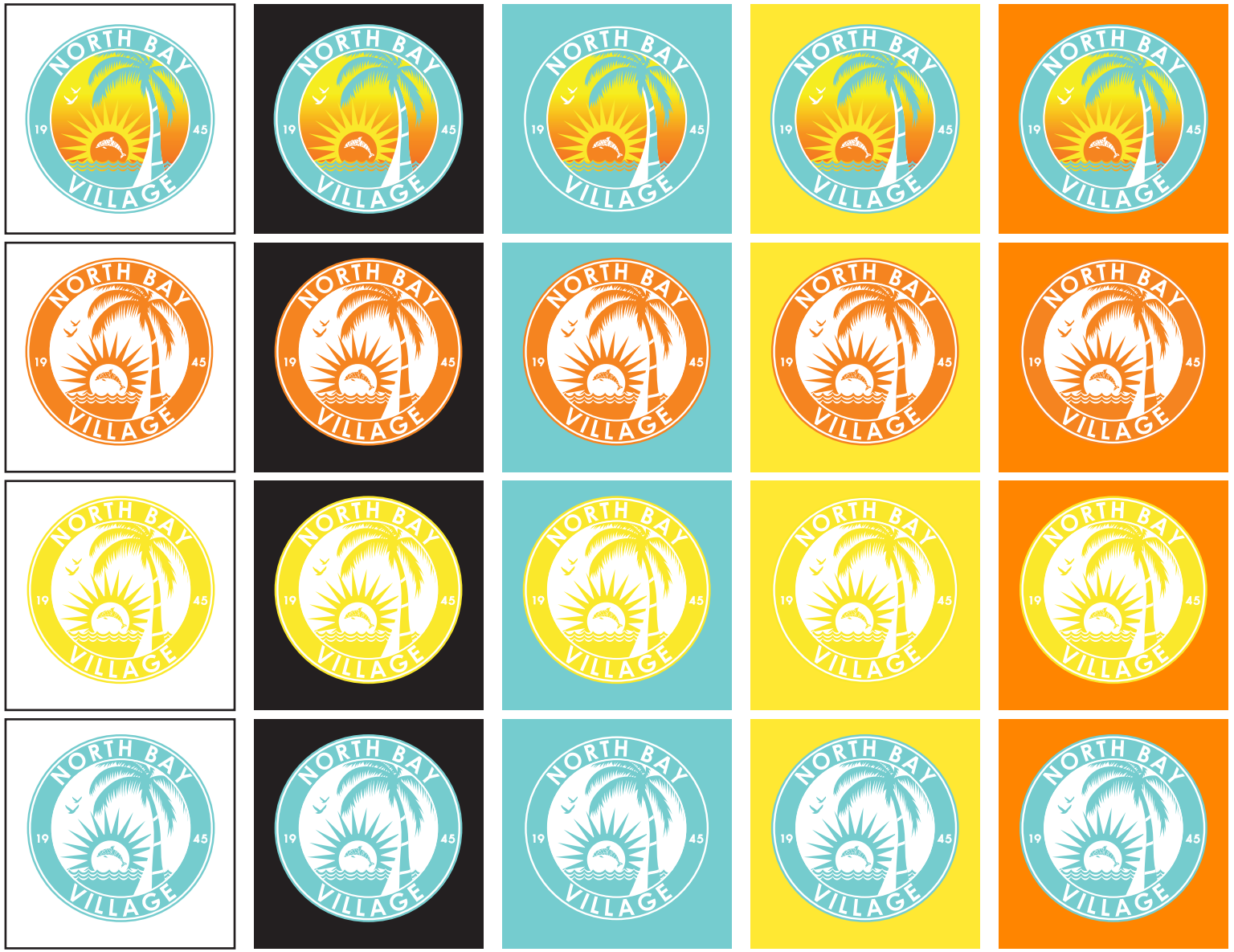
Clear Space Guidelines



The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the “X”. It is very important that designers or desktop publishers do not attempt to construct the logo themselves.

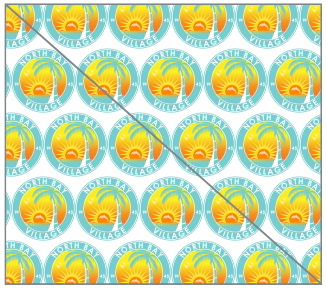
Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

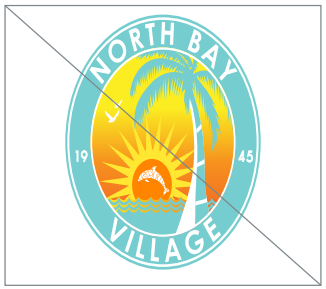


Logo Restrictions

1. At no time should anything (other logos, type, etc.) be placed over or under the identity elements.



2. Identity elements should not be used as a repeat in closed patterns.

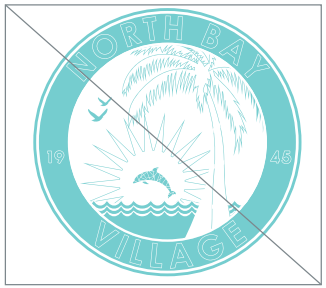


3. Identity elements should not be modified, stretched or distorted in any way.

4. Identity elements should not be used in any other color combinations other than those specifically called out in this manual.

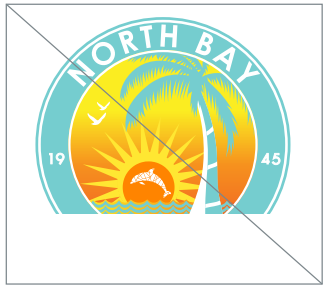
5. At no time should the logo be placed on patterned backgrounds or colors not specified in this manual.

6. Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



7. Identity elements should not be used as an outline.

8. At no time should effects be added to the identity elements. (Glow, posterize, inner shadow, etc.)



9. Do not crop the identity elements in any way.

Logo

Primary Logo - Vertical

The North Bay Village logo should be used for marketing and promotional materials of the Village, merchandise, temporary activations, and digital media.

NORTH BAY VILLAGE
HEART OF THE BAY

Primary Logo - Vertical

NORTH BAY VILLAGE
HEART OF THE BAY

VIBRANT COLORS:
The colors of the new logo represent a fresh, progressive, and friendly North Bay Village.

DOLPHIN:
The iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.

PALM TREE:
The roots of the palm tree are growing clockwise, symbolizing our commitment to a sustainable and resilient future of NBV.

North Bay Village Brand Guide

Color Palette

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Pantone: White

CMYK: 52, 0, 28, 0
RGB: 117, 203, 195
Pantone: 570 C

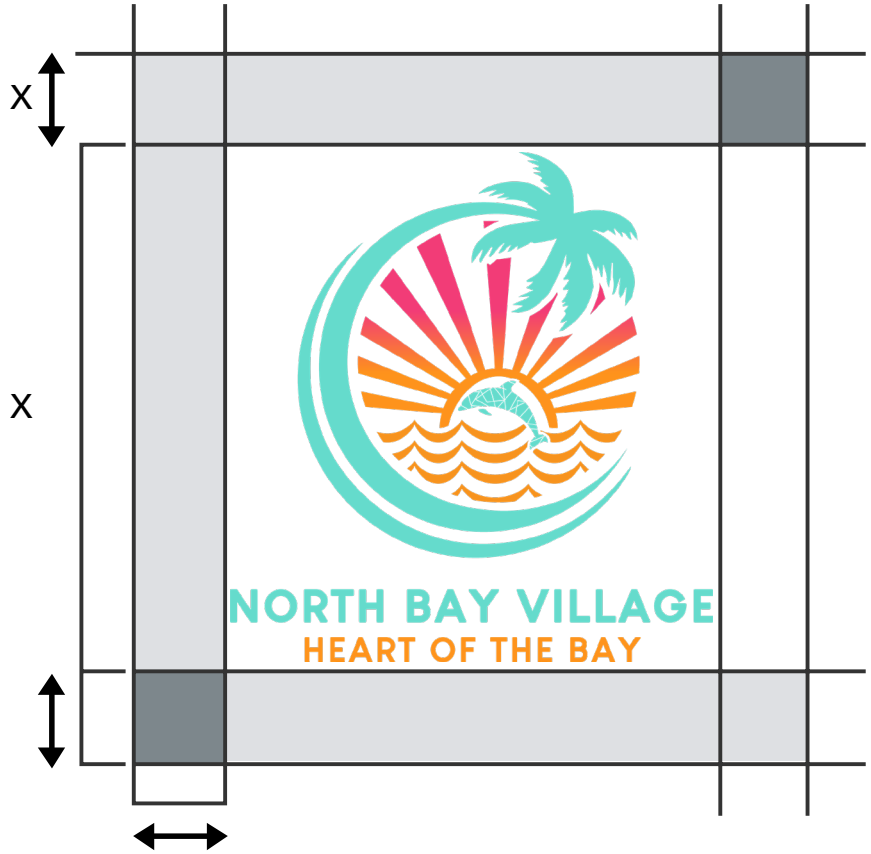
CMYK: 0, 50, 97, 0
RGB: 255, 148, 28
Pantone: 1375 C

CMYK: 9, 90, 27, 0
RGB: 219,61, 120
Pantone: 205 C

CMYK: 61, 27, 0, 63
RGB: 36, 67, 93
Pantone: 2168 C

Primary Logo - One Color

Clear Space Guidelines

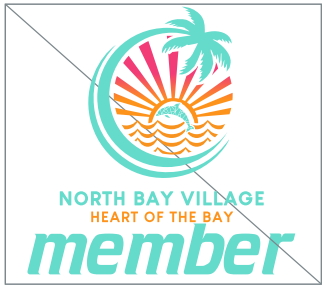


The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the “X”. It is very important that designers or desktop publishers do not attempt to construct the logo themselves.

Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

Logo Restrictions



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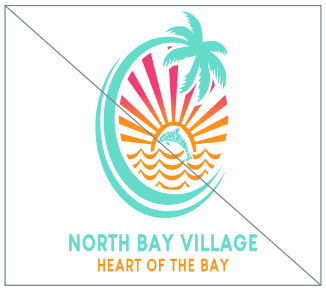
2. Identity elements should not be used as a repeat in closed patterns.



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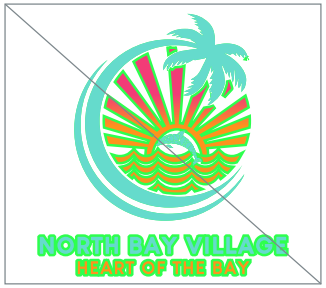
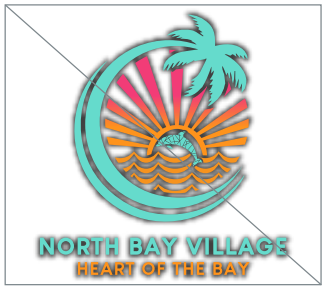


6. Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.

7. Identity elements should not be used as an outline.



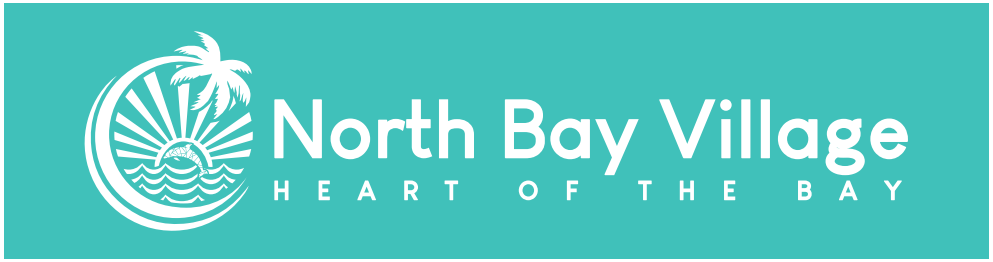
8. At no time should effects be added to the identity elements. (Glow, posterize, inner shadow, etc.)

9. Do not crop or remove the identity elements in any way.

Logo - Horizontal (Sunset Version)

Logo - Horizontal (Water Version)

Logo - Horizontal (One Color)



Logo Usage - Background Colors

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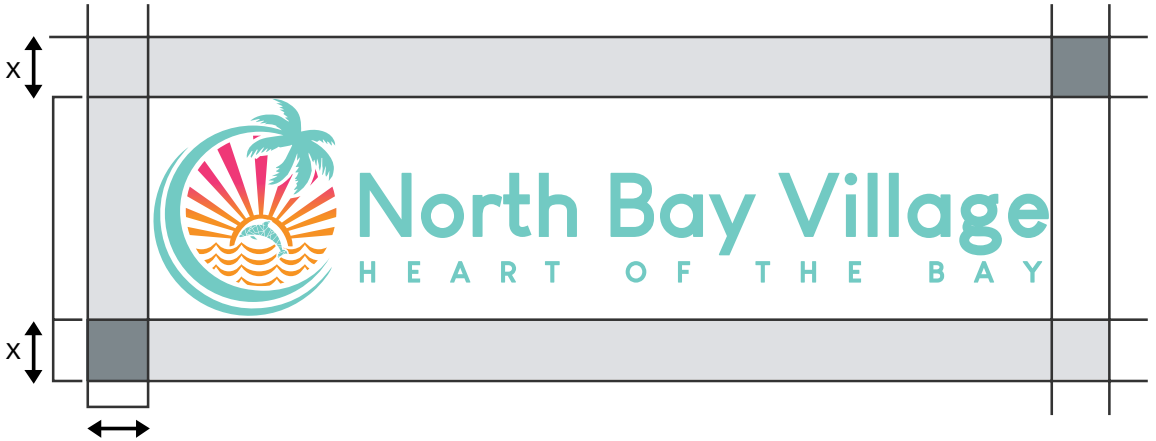
Clear Space Guidelines



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Advisory Board/Task Force Wordmarks

NBV
ANIMAL CONTROL
ADVISORY BOARD

NBV
PLANNING AND ZONING
ADVISORY BOARD

NBV
BUSINESS DEVELOPMENT
ADVISORY BOARD

NBV
RESIDENT SERVICES
ADVISORY BOARD

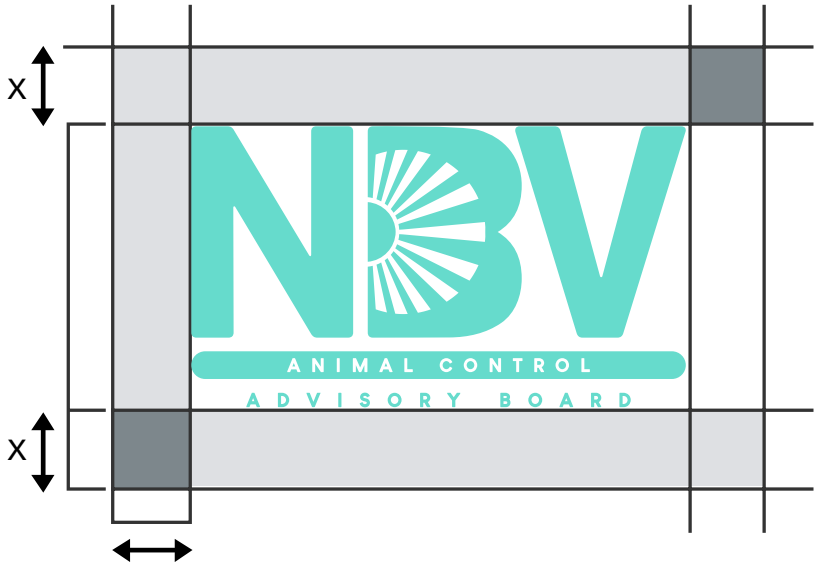
NBV
FINANCIAL
ADVISORY BOARD

NBV
SUSTAINABILITY AND RESILIENCE
ADVISORY BOARD

NBV
COMMUNITY ENHANCEMENT
ADVISORY BOARD

NBV
HEART OF THE BAY
TASK FORCE

Clear Space Guidelines



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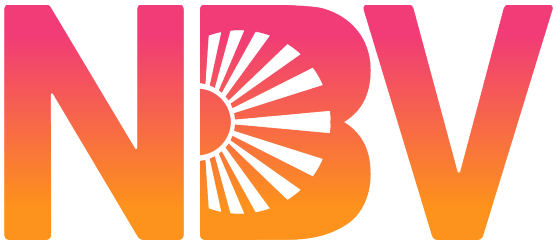
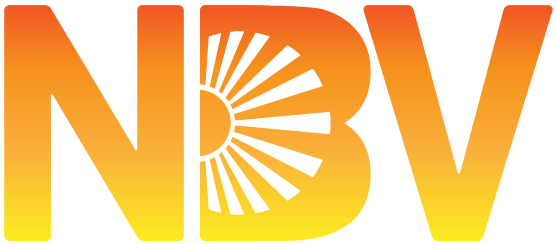
Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

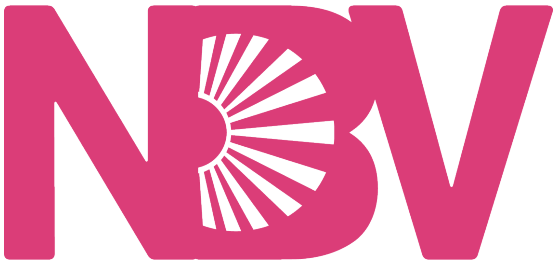
Icons

Icons





Icons (Alternate)



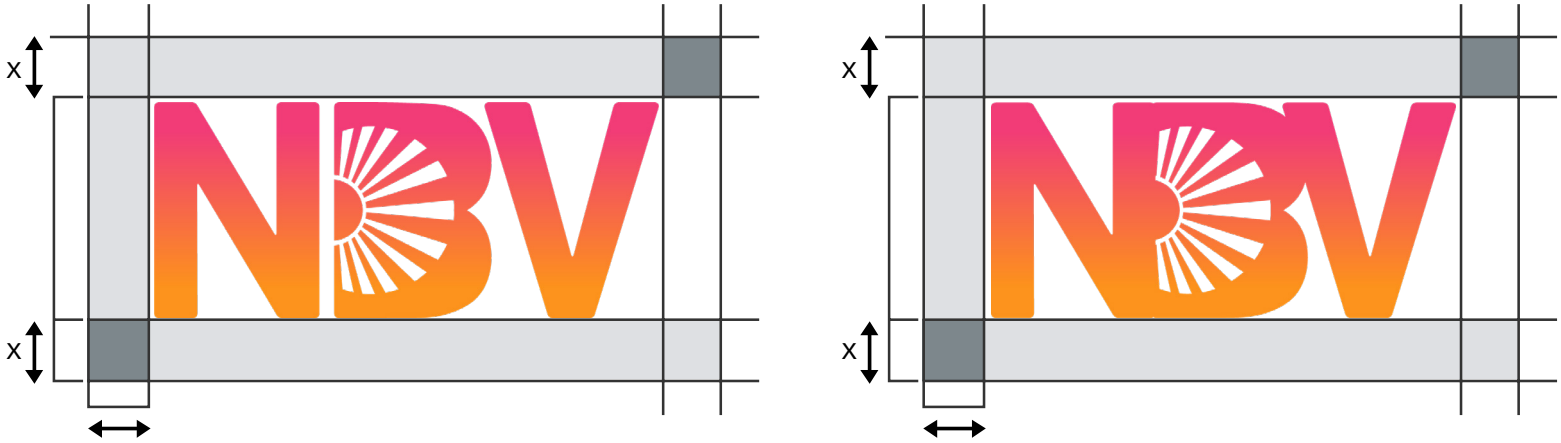
Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

Clear Space Guidelines



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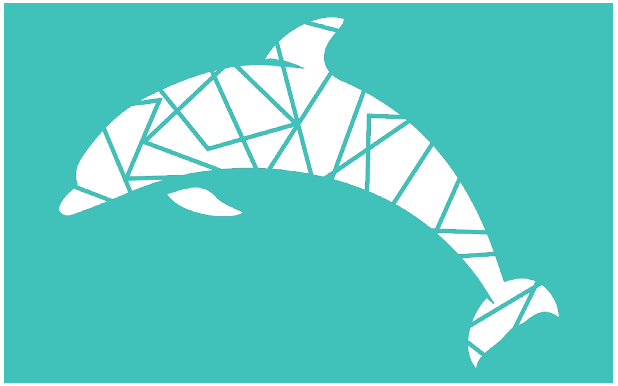
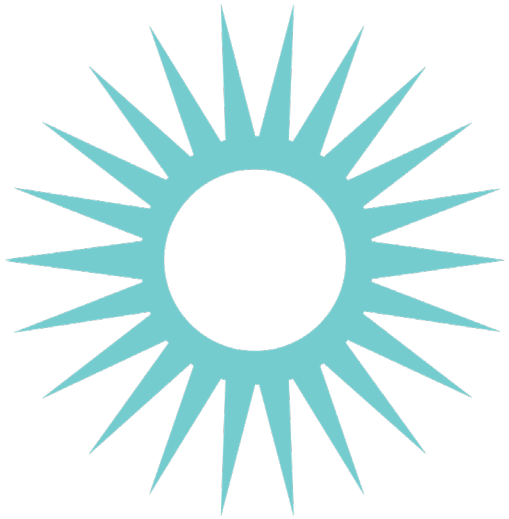
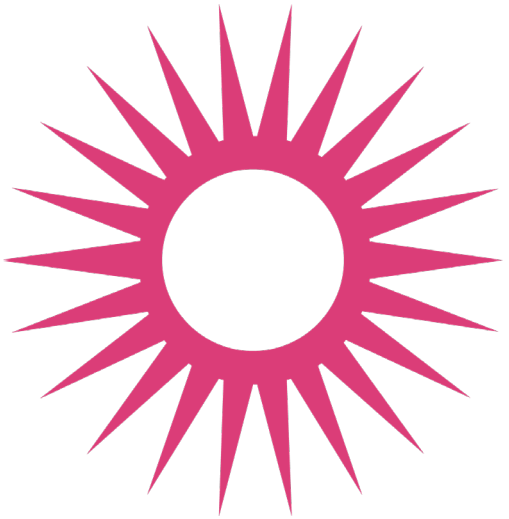
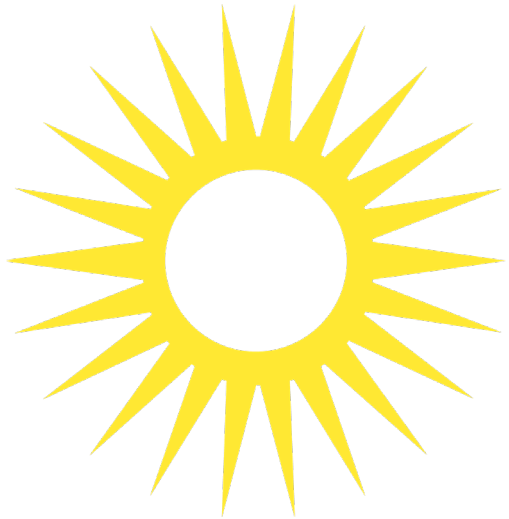
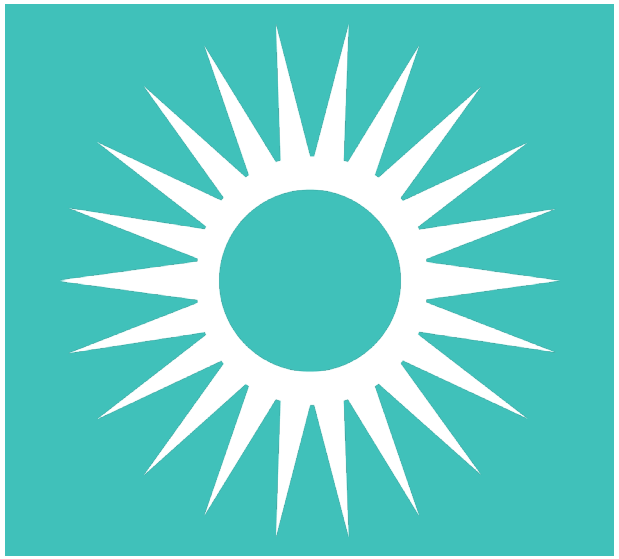
Dolphin Icon



Sun Burst Icon





Brand Elements

North Bay Village Full Typeface Set

Headline Font (Century Gothic - Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subtitle Font (Louis George Café – Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

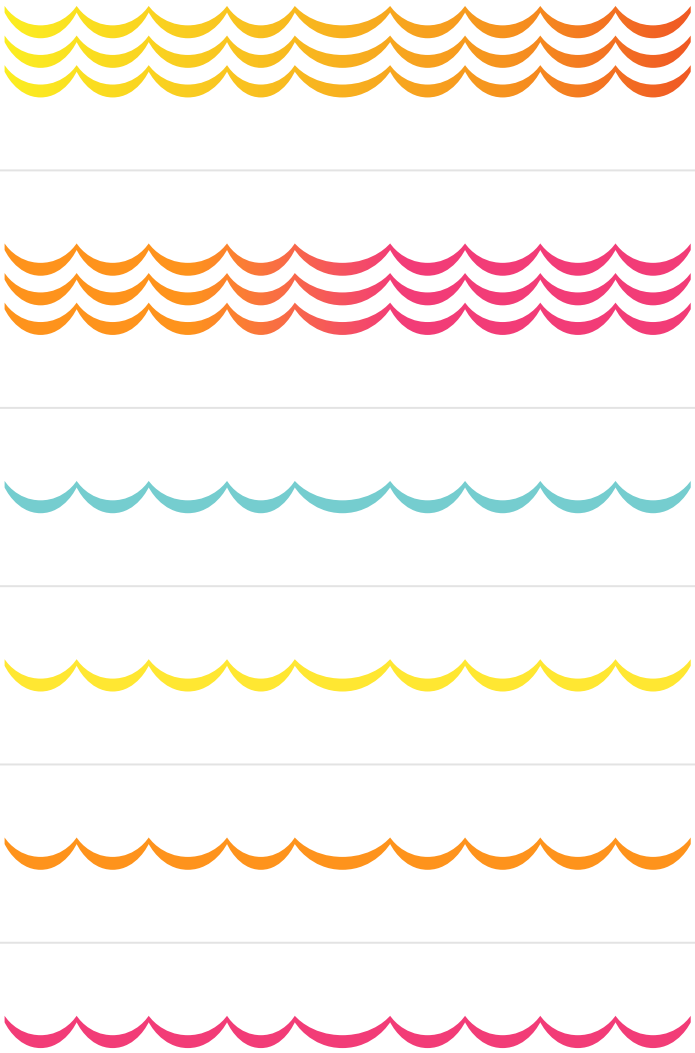
Body Font (Century Gothic - Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

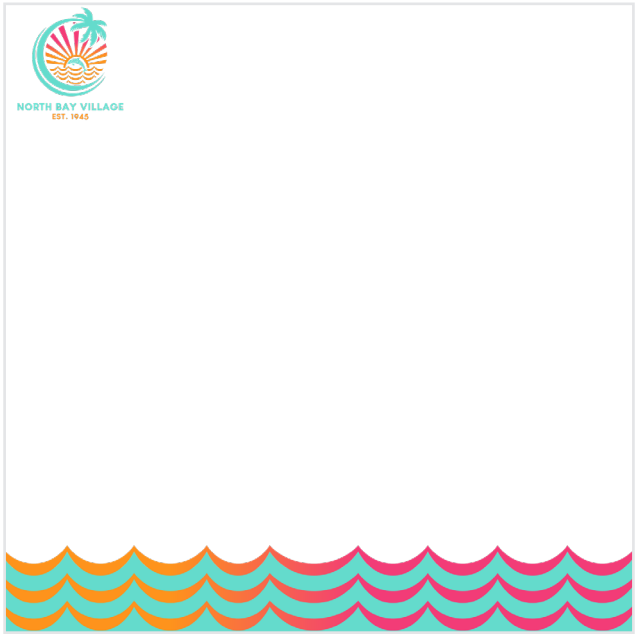
Accent Font (Century Gothic - Italic)

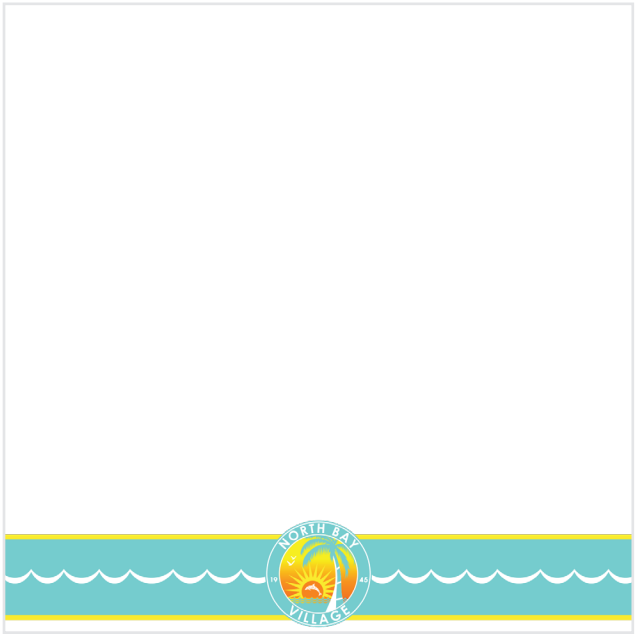
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Borders/Trims/Dividers

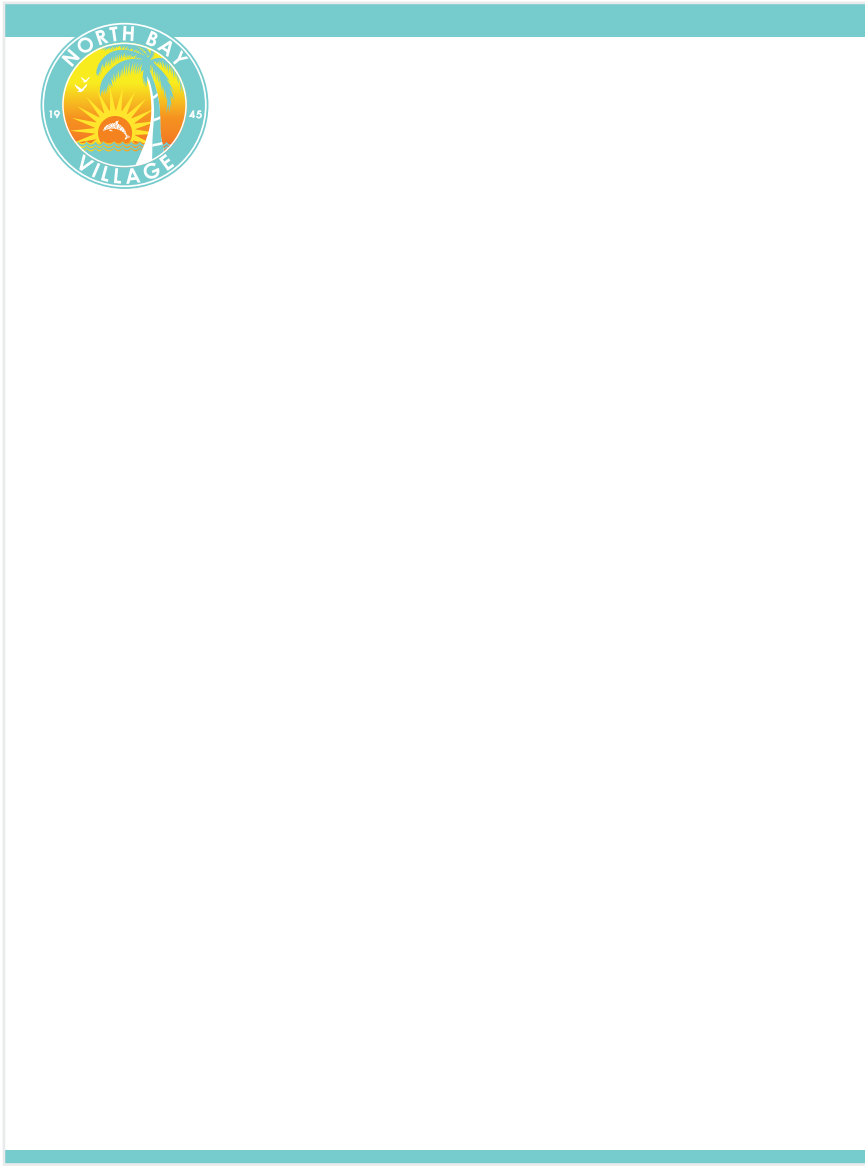


Social Media Image Frames





Letterheads



Business Cards

Police Department Seal/Badge

Police Seal and Badge – Primary Version

Police Badge and Seal – Alternate Version

Police Badge – Vintage Seal Version

Vintage “Drawn” Seal

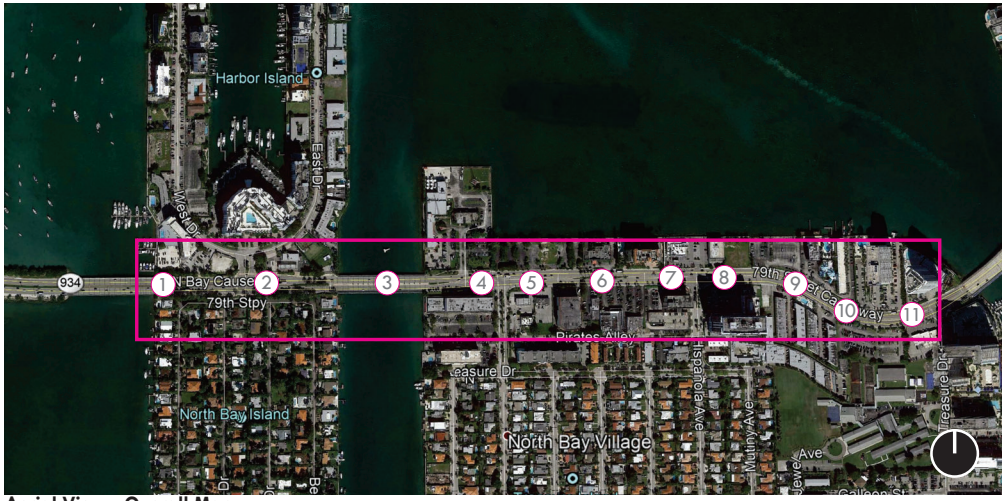
Vintage Seal - "Drawn" Version

MStyle
MARKETING

INFO@MSTYLEMARKETING.COM
914.412.3702
MSTYLEMARKETING.COM

EXHIBIT B

Median Locations

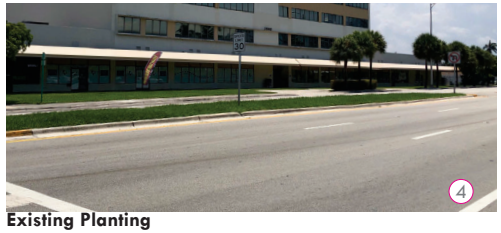


Aerial View - Overall Map

Existing Planting

Existing Planting

Existing Planting



Existing Planting
Sod

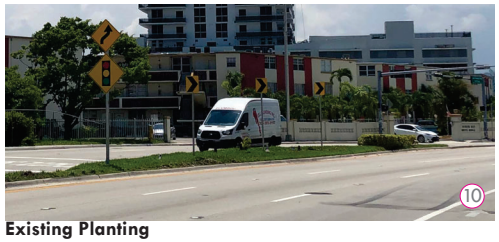
No Existing Planting

Existing Planting

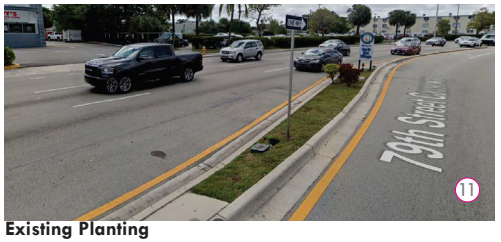
Existing Planting

No Existing Planting

Existing Planting



Existing Planting



Existing Planting

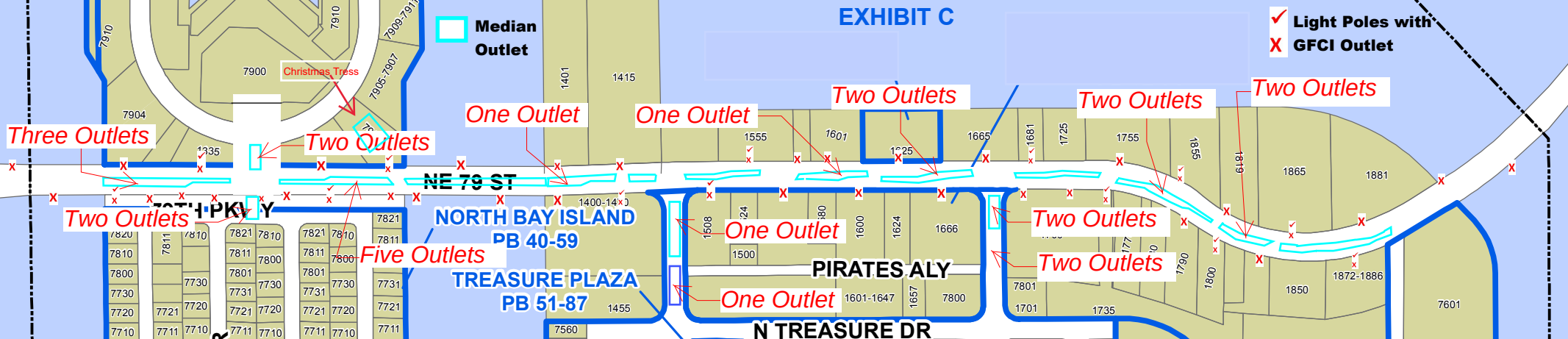


EXHIBIT C
Median Outlet
Light Poles with GFCI Outlet
Christmas Tress
Three Outlets
Two Outlets
One Outlet
One Outlet
Two Outlets
Two Outlets
Two Outlets
Two Outlets
Five Outlets
One Outlet
One Outlet
Two Outlets
Two Outlets
NE 79 ST
NORTH BAY ISLAND
PB 40-59
TREASURE PLAZA
PB 51-87
PIRATES ALY
N TREASURE DR
7900
7904
7910
7909-7911
7905-7907
1335
1401
1415
1555
1601
1625
1665
1681
1725
1755
1855
1819
1865
1881
1400-1400
1508
1500
1600
1624
1666
1601-1647
1657
7800
7801
1701
1735
1790
1800
1850
1872-1886
7601
1455
7560
7820
7810
7800
7730
7720
7710
7811
7821
7801
7731
7721
7711