

City of Dunnellon
Agenda Summary Form

Meeting Date: June 8, 2022

1. Responsible Department: Community Development
2. Presenter: Georgina Cid, Community Development Manager
3. Recommended Action: Authorize Staff to Request Sealed Proposals via RFP2022-03 for Wayfinding Signage and Maintenance Services

Subject: RFP2022-03 for Wayfinding Signage and Maintenance Services Project.

Request for Approval Summary Explanation & Background:

As discussed in previous meetings, one of our economic development strategies is to preserve a sense of place unique to our City. This is why we have been working on putting together a project for wayfinding signs, starting in our Historic District. Our focus is branding, business development, and place making to transform our City with a powerful multi-purpose solution. The primary purpose is to provide safe passage for pedestrians and vehicles through our City and this way make us more accessible. These wayfinding signs will be a great navigating tool which not only will educate and inform visitors of their new surroundings to help familiarize themselves with the features, amenities and function of the space they find themselves in, but will also help our City create our own identity and landmark. It is imperative that we deliver a better experience to our residents, businesses and visitors by aiding navigation and orientation in a flawless and simple but effective manner. A good wayfinding system needs well designed signage that will create well-structured paths with a unique outdoor streetscape for fond memories that will keep everyone wanting to come back.

Community Development has developed a Request for Proposals to begin the selection process for Council approval based on the design previously selected.

Procurement Method: Request for Sealed Proposals

Fiscal Information: Available Funding in FY2021-2022 CRA Budget \$300,000

Attorney Review: YES