



# Request for Proposals

Ambassador Services

June 2025

**RFP Released: June 2, 2025**  
**Proposals Due: June 30, 2025**

**Downtown Boulder Partnership**

## **Overview**

The Downtown Boulder Business Improvement District (DBBID) encompasses a 49-block taxing district approved by downtown property owners to cultivate a cleaner, safer and more vibrant downtown community. The tax revenue is used by the BID to provide maintenance services that supplement those provided by the City of Boulder and to provide a comprehensive consumer marketing and communication program.

Through a partnership with the City of Boulder, DBBID operates a Downtown Ambassador Program providing cleaning, safety and hospitality services within the 49-block Business Improvement District (BID) along with the city's Civic Area and, in partnership with the University of Colorado, the University Hill business district, which is adjacent to the BID. Downtown Ambassadors support and supplement City of Boulder services, keeping sidewalks clean by removing litter and debris, pulling weeds, cleaning graffiti, and supporting other programs of the Downtown Boulder Business Improvement District to beautify downtown and keep it clean, safe, and welcoming.

The Downtown Ambassador program, currently funded primarily through annual “one-time” contributions from the City of Boulder, has been operating as a pilot program since the summer of 2021. Moving forward, contingent on a successful competitive bid process, the City of Boulder seeks to establish an “on-going” budget allocation to make the program permanent beginning in 2026. The efforts of the Downtown Ambassador Program serve the DBBID and City of Boulder’s goals of promoting a positive perception of Downtown Boulder as a clean, safe and inviting place to live, work, and visit. This includes continuous attention to maintenance activities such as litter and graffiti removal, power washing, and helping to promote a safe, pedestrian-friendly atmosphere. Downtown Ambassadors must be dependable, trustworthy, enthusiastic, proactive, and personable. As representatives of DBBID and its funding partners working in public spaces, Ambassadors interact with a wide range of people with diverse personalities and backgrounds, including residents, business owners, tourists, and students. They must be able to communicate and perform their duties in a clear and friendly manner.

## **Proposal Submission**

DBBID seeks Proposals from professional contractors to manage a comprehensive Ambassador Program providing cleaning, safety, and special projects services to commence on January 1, 2026.

## **Pertinent Dates\***

- Release of RFP: June 2, 2025
- Contractor questions due: June 13, 2025
- Proposals due: June 30, 2025
- Contract awarded to service provider: October 31, 2025
- Services commence: January 1, 2026

*\*Each date is subject to change.*

## **Submission Process**

All proposals will be accepted until Monday, June 30, 2025, at 12:00 p.m. (MST). **Late submissions may not be considered.** DBBID will only accept electronic submissions in response to this RFP, preferably in PDF format.

Submissions should be sent via email to the following address, and should include signatures, where applicable.

**Anna Salim, Vice-President, Operations & Programming**  
[anna@downtownboulder.org](mailto:anna@downtownboulder.org)

A confirmation email confirming a timely submission will be sent upon receipt of the proposal.

Proposals received under this RFP failing to address each of the requested items in sufficient and complete detail to substantiate whether the Proposer can meet the District's minimum qualifications will be deemed non-responsive and will not be considered for evaluation.

DBBID reserves the right, at its sole and absolute discretion, to: a) reject any and all responses submitted without negotiation or comment; b) accept any response as submitted without negotiation or comment; c) require revisions to, corrections of or other changes to any response submitted as conditions precedent to further consideration; d) select one or more responses for negotiations; e) seek new response from new or existing Contractors; and/or f) withdraw this Request for Proposals without notice.

## **Proposal Components**

DBBID seeks RFP proposals from qualified contractors who can successfully provide services that meet the three (3) service categories. ***Service providers must respond to all the categories listed in the RFP.*** The categories are as follows:

**Category 1: Cleaning and Maintenance**

**Category 2: Hospitality and Homeless Outreach**

**Category 3: Special Event Support and Special Projects**

## **Scope of Work**

The Contractor will be responsible for administering DBBID's Ambassador Program as described in this RFP. The Contractor's responsibilities will include management, cleaning, general maintenance, hospitality and safety, homeless outreach, and special projects as described in **Exhibit A - Scope of Services**.

## **Service Boundary Area**

The Ambassador Program will cover all areas within the boundaries of the Business Improvement District, the City of Boulder's Civic Area and the area of the University Hill General Improvement District (UHGID). (**See Exhibit B - District Boundaries**).

## **Term**

DBBID seeks to enter a (1) one-year contract with the selected Contractor with full services to commence January 1, 2026. DBBID reserves the option, upon agreement of the Board of Directors, City of Boulder and other partners and the Contractor, with option to extend the contract for an additional five (5) year term.

## **Budget**

DBBID is seeking proposals with scope and budget for a minimum level of service of seven (7) days a week, staffing for total service hours averaging at least 341 per week, with 72 hours per week dedicated to the University Hill district. Total annual budget amount for all services NOT TO EXCEED \$700,000 annually.

The RFP proposal should deliver specific and sufficient itemized details on the budget, including but not limited to the following:

- Staffing (wages, insurance, and benefits)
- Overhead
- Equipment and vehicles
- Supplies
- Uniforms
- Training
- Data collection and reporting
- Phones, radios, computers, and other communications equipment
- Management fees
- Any other relevant costs or fees

This RFP and **Exhibit A - Scope of Services** identifies the baseline services to be provided by the Contractor. DBBID is very interested in what efficiencies, innovations and suggestions for improvement can be offered to the program. Proposed program additions may include, but are not limited to, specialty cleaning equipment, specialty management and Ambassador-level training and programs, deployment changes, operational best practices, improved reporting methods, coordination of work and higher levels of staffing.

The Contractor shall provide office space to house the Ambassador Program. The facility shall include all areas for management of the program including: Ambassador check-in area, locker area, uniform storage, briefing and training room, break area, storage for vehicles, equipment storage space, general offices, restrooms and any other space needed by the program.

## **Deployment**

The RFP proposal must contain a detailed deployment of all staffing showing schedules and assignments for all services areas.

## **Selection Process**

DBBID, in partnership with the City of Boulder's Community Vitality representative, will select the Contractor which is the most advantageous to the District and which successfully demonstrates the qualities necessary to provide District services. It is the District's intent to select Proposers for contract negotiations that will provide the best overall service package to the District inclusive of fee considerations.

- DBBID and City of Boulder staff will review and evaluate all submitted proposals.
- Contractors submitting proposals that meet the RFP requirements may be invited to present in-person.

## **Response Evaluation Criteria**

### **Firm Qualifications**

- Proposers have a minimum of five years' experience operating a public clean and safe program in a Business Improvement (or other Special Improvement) District.
- Proposers have Clean and Safe experience in at least one United States city with a population of at least 75,000 people.
- Proposer's capacity and resources to provide the services under this RFP.
- Clarity and appropriateness of proposed staffing structure.
- Ability to provide a turnkey operation, including necessary cleaning equipment, pickup truck, uniforms, training program, etc.
- Roles and responsibilities, and qualifications of management and lead staff members proposed to perform services for the District.

### **Approach and Cost**

- Work plan/approach demonstrates understanding this scope of service and the tasks to be performed including but not limited to:
  - Experience and approach dealing appropriately with District stakeholders, City officials and the public.
  - A clear understanding of the employer requirements as mandated by the City and County of Boulder and State of Colorado.
  - Ability to satisfy DBBID and City of Boulder insurance requirements (see Exhibit C).
  - Overall cost of proposal.
  - Comparability of wages and benefits with local industry standards.
  - Responsiveness to this RFP including but not limited to all descriptions and requirements of scope of service.
  - Ability to launch full services and operations beginning January 1, 2026.
  - Demonstrated and proposed method for responding to client concerns and ability to resolve problems quickly and appropriately.
  - Corporate and financial stability, to include documentation of financial resources and financial statements.
  - Possession of all applicable licenses and permits required to meet the needs of the programs.
  - Other criteria, as determined, at the sole discretion of DBBID.

### **Single Contract Award**

- The scope of work for the Downtown Ambassador Program is comprehensive and DBBID's preference is to award one contract for management and oversight of all functions. Contractors must have direct experience with cleaning, maintenance, and hospitality functions. Any recommendation to subcontract will be considered, but the obligation to fulfill all aspects of the scope of work will fall to the primary, selected contractor; however, it is the preference of DBBID to have a single contractor for all services.

### **DBBID Rights Regarding Selection, Negotiation, and Contract Award**

DBBID retains the right to orally interview, and to request clarification or additional information in oral or written form, and to check references orally or in writing, at any time in the selection process, for any, all, or none of the respondents submitting Proposals.

DBBID retains the right to select any or none of such respondents for exclusive Contract negotiations, to terminate such negotiations at any time, and to enter into negotiations with another respondent. DBBID retains the right to accept, reject or require the replacement of any subcontractor during the selection and negotiation process. The selection of a respondent for Contract negotiations shall not in any way bind DBBID to approve or execute a contract with the respondent. The final selection of the Contractor and the Contract terms are subject to approval by DBBID's Board of Directors, the City of Boulder and other partners. DBBID reserves the right to reject any Proposals, all Proposals, or any part of a Proposal submitted in response to the RFP.

### **Claims Against the DBBID**

By responding to this RFP, the Proposer waives any claim against DBBID or DBBID property, or against the City of Boulder or City of Boulder property by reason of any or all of the following: the selection process or any part thereof; any informalities or defects in the selection process, award or non-award of the Contract; any statements, representations, acts, or omissions of DBBID, its staff, the City of Boulder or other partners, or boards in the exercise of any discretion set forth in or concerning any of the foregoing; and any other matters arising out of all or any of the foregoing.

### **Personnel**

All personnel used by the Contractor or subcontractor(s) under this program will be employees of the Contractor or subcontractor(s) as appropriate. Contractor and subcontractor(s) shall pay all salaries, insurance and expenses, all federal social security taxes, federal and state unemployment taxes, and all other taxes relating to their respective employees. Contractor and subcontractor(s) must comply with legal requirements including, but not limited to, the Federal Fair Labor Standards Act, Equal Opportunity Employment, and Americans with Disabilities Act.

The Contractor, the Contractor's employees, and its subcontractors, shall be competent and careful workers skilled in their respective trades. Subcontractors shall be subject to prior approval by DBBID. The Contractor shall not knowingly employ or contract with any person who engages in misconduct or is incompetent or negligent in due and proper performance of his or her duties and the Contractor must warrant the fitness of all employees. DBBID shall have the right to require that a background check and 4-panel drug test be administered by the Contractor on all personnel, as well as require the Contractor to remove from Contract services any employee who displays misconduct toward the public or public or private property or is in any way discourteous or inappropriate to the public. DBBID and the City and County of Boulder reserves the right to audit all records including employee payroll records and review testing programs, policies and procedures, the employee handbook, and other written information, and observe training.

## **EXHIBIT A - Scope of Services**

The Downtown Ambassadors will serve primarily as a public information resource to district visitors, workers, shoppers, and residents. Areas of responsibility for the Downtown Ambassadors include, within the service area, all public rights of way, the Pearl Street Mall, the sidewalks from the building line to the curb, and alleys from the building line to the opposing building line. Service activities of the Ambassadors include, without limitation:

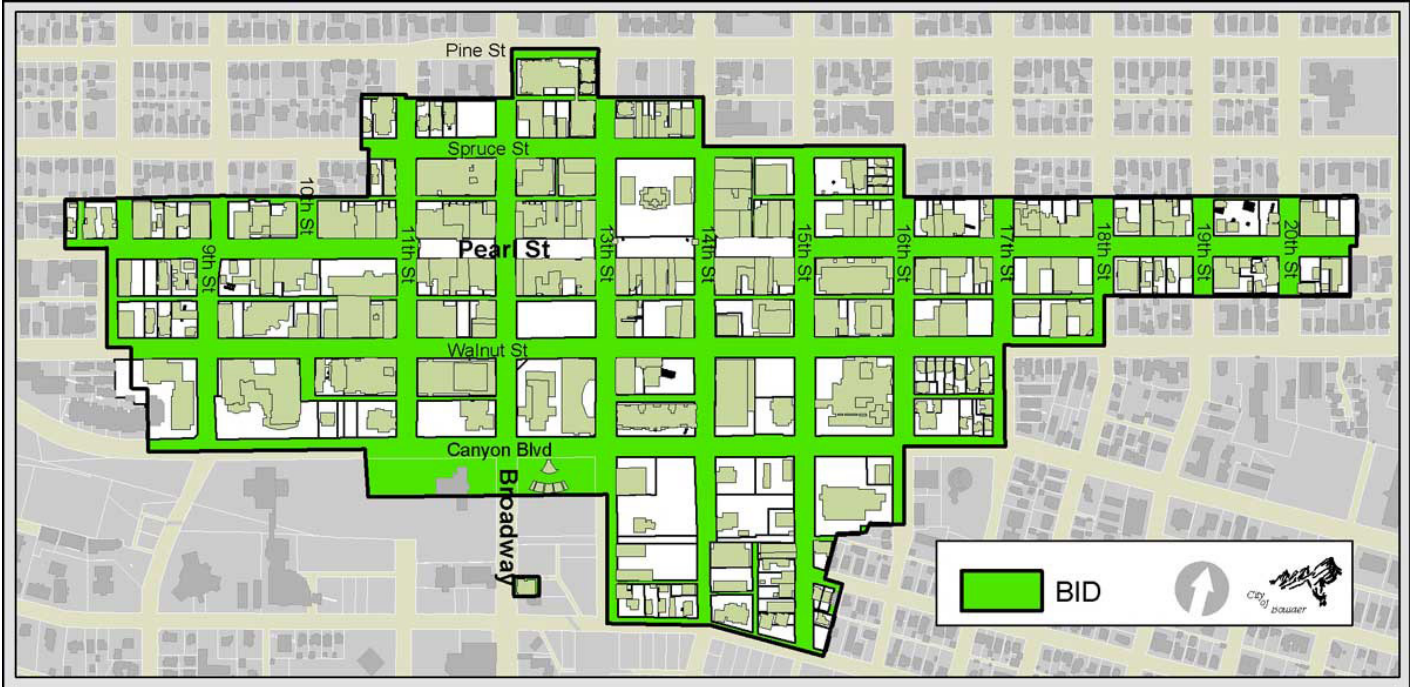
1. **Visible Presence.** Ambassadors will circulate throughout the District daily to create a visible, accessible, outgoing, and welcoming presence, with an attitude of friendly professionalism, superior customer service, and hospitality. Ambassadors will be on foot and will circulate in a manner that ensures resources are strategically directed to address critical issues or needs at key times of day and evening throughout the week, as needed.
2. **Hospitality and Information.** Ambassadors will actively greet pedestrians and provide general assistance; maps and/or directions, information on shops, restaurants, local attractions, public transportation, and general information that may be helpful and welcoming. Ambassadors will provide help and support to the general public to address situations and needs, such as assistance with the use of parking kiosks, opening doors, and by offsetting any potentially negative experience with a positive interaction.
3. **Improved Instances of Quality of Life Issues.** Ambassadors will discourage solicitation, smoking, bicycling, skating, pets in prohibited areas, and educate about other prohibited activities, reporting anything of concern to their supervisor. Ambassadors will provide information and support to the DBBID and to appropriate city agencies as it relates to improper activities in the district. Whenever possible, Ambassadors will address litter, debris, handbill and graffiti removal needs and will otherwise report unmitigated quality of life issues to the City of Boulder via the available CRM system (Inquire Boulder).
4. **Property and Business Contacts.** Ambassadors will interact directly with property and business owners, managers, and security personnel to build a network, provide and receive information relevant to downtown hospitality and management, and to raise public awareness of the program.
5. **Social Service Outreach and Referrals.** Ambassadors will, with discretion, engage with people who appear to be in need of mental or physical health services, substance abuse treatment, emergency shelter, and/or housing to provide resource information, make direct referrals to coordinated entry, or connect service staff to people on the streets as appropriate.
6. **Events & Special Projects Support.** Ambassadors will provide hospitality and operational support for Downtown events, programs and other special projects related to the public spaces within the district.
7. **Data, Metrics and Reporting.** Ambassadors will document all interactions and provide quarterly and annual reports that detail services provided, identify problem areas, identify trends, indicate the type of services or attention needed, and demonstrate the effectiveness of the program.
8. **Secondary Support Services.** Ambassadors will be on-hand to provide additional support as needed to enhance the overall well-being of visitors, residents, businesses, and employees within the service area.



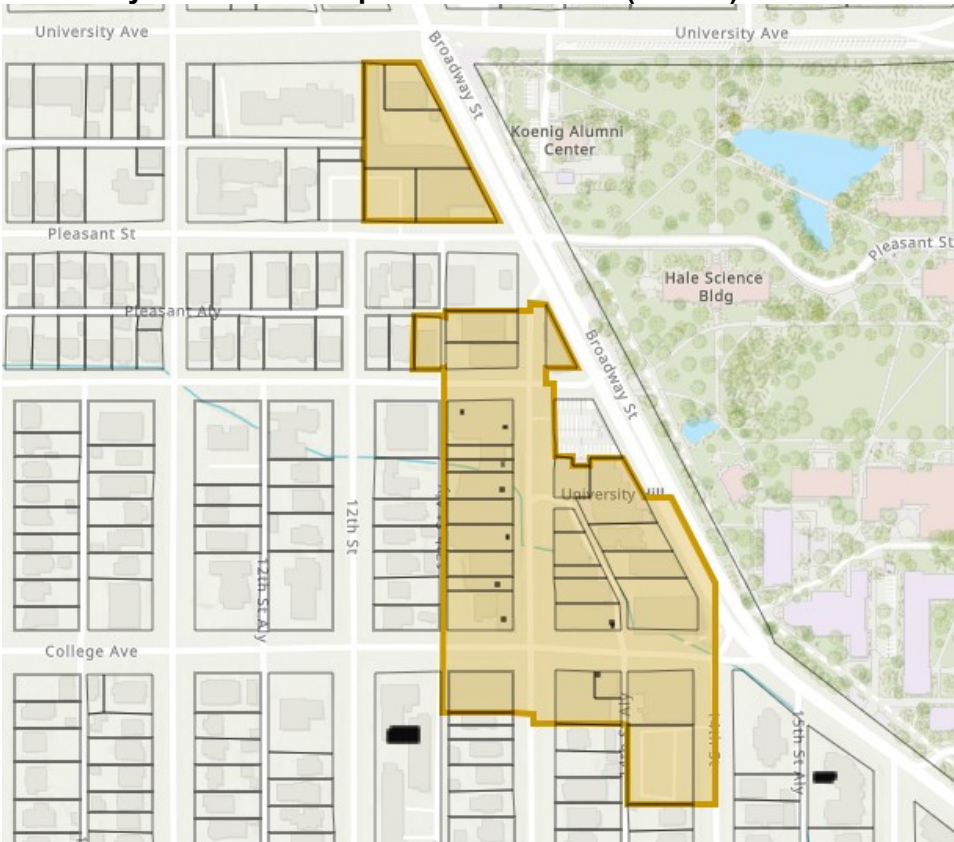
## **EXHIBIT B - District Boundaries**

The Downtown Ambassador program covers three distinct areas: The Downtown Boulder Business Improvement District, The University Hill General Improvement District and the Boulder Civic Area. Maps of each area with boundaries are provided here.

### **Downtown Boulder Business Improvement District (DBBID):**



### **University Hill General Improvement District (UHGD):**





**Boulder Civic Area:**



## **EXHIBIT C - Insurance Requirements**

**Minimum Coverages.** Contractor agrees to procure and maintain in force during the term of this Agreement and for the statute of repose, at its own cost, the following minimum coverages:

1. Workers' Compensation and Employers' Liability
  - a. State of Colorado: Statutory
2. Employer's Liability:
  - a. \$1,000,000 bodily injury for each accident
  - b. \$1,000,000 each employee for disease
  - c. \$1,000,000 disease aggregate
3. General Liability
  - a. General Aggregate Limit: \$2,000,000
  - b. Per Occurrence: \$1,000,000

Coverage provided should be at least as broad as found in Insurance Services Office (ISO) Form CG0001 to include all premises and operations. The policy shall include coverage for bodily injury, broad form property damage (including completed operations), personal injury (including coverage for contractual and employee acts), blanket contractual, independent contractors, products, and completed operations.

4. Automobile Liability Limits - ISO form CA0001 (BAP) or equivalent including coverage for owned, non-owned and hired autos.
  - a. Bodily Injury & Property Damage - Combined Single Limit: \$1,000,000
5. Professional Liability (errors and omissions)
  - a. Each Claim/Loss: \$1,000,000
  - b. Aggregate: \$2,000,000

This paragraph is applicable to Contractor and any Subcontractors of any tier that is providing any professional services, including but not limited to: design, architecture, engineering, testing, surveying, or design/build services, temporary engineering, engineered excavations and shoring systems, post-tension supply, structured steel, specialized millwork that is performance specified, roofing or waterproofing systems, curtainwall, mechanical, fire protection systems, electrical, fire alarm systems.

Contractor and all Subcontractors providing professional services shall provide and maintain Professional Liability Insurance coverage. The policy coverage shall be effective (retroactively, if applicable) from the date of commencement of all professional activities in connection with the Scope of Work. Coverage shall include coverage for contractual liability. The Contractors and Subcontractors shall maintain for the statute of repose, following completion of the project. Any erosion of insurance limits required will be reinstated to the required amounts prior to commencing the contracted work and if during the contracted period claims are made against the professional's policy the necessary reduction of available limits will be repurchased to the contractually required amounts.

6. Cyber Liability Insurance, which shall include:
  - a. Security and privacy breach liability coverage that applies to losses arising from a computer security failure, including a compromise of personal information, with a minimum limit of coverage of One Million Dollars (\$1,000,000.00) per claim and annual aggregate, and
  - b. Public relations expense, privacy breach expense and cyber extortion expense coverage that applies to the costs incurred for responding to a privacy breach, including both mandatory and

voluntary notification expenses, attorney's fees, investigation costs and credit monitoring subscriptions with a minimum limit of coverage of Five Hundred Thousand Dollars (\$500,000.00) per claim and annual aggregate. Such policies of insurance shall be obtained and maintained for one (1) year following completion of all Services under this Agreement.

#### **Additional Insurance Requirements.**

1. All insurers must be licensed or approved to do business within the State of Colorado, and unless otherwise specified, all policies must be written on a per occurrence basis (excepting Professional Liability).
2. Higher limits or lower limits may be required or accepted by the District. The District reserves the right to require an Excess/Umbrella Liability policy. If an Excess/Umbrella Liability policy is required, all coverages and terms required under the Commercial General Liability, Automobile Liability and Employer's Liability must be included. Contractor's Excess/Umbrella Liability Policy shall provide liability coverage, subject to the terms and conditions of the policy, in excess of all available underlying coverage before any primary or excess coverage held by an additional insured.
3. Where commercially available, **Contractor shall name "the Downtown Boulder Business Improvement District, the City of Boulder Central Area General Improvement District and the City of Boulder, their elected and appointed officials, directors, officers, employees, agents and volunteers" as additional insureds as their interest may appear** (except for Workers' Compensation and Professional Liability). Additional insured endorsement should be at least as broad as ISO form CG2010 for General Liability coverage and similar forms for auto liability.
4. Certificate of Insurance evidencing the coverages described here, shall be submitted prior to commencing services on ACORD Form 25-S. **The Certificate Holders shall be identified as:**
  - a. **City of Boulder Central Area General Improvement District, c/o City of Boulder, P.O. Box 791, Boulder, CO 80306.**
  - b. **Downtown Boulder Business Improvement District, 1320 Pearl Street, Suite 232, Boulder, CO 80302.**
5. All policies of insurance shall be written on a primary basis, non- contributory with any other insurance coverages and/or self-insurance carried by the District or the City.
6. A Separation of Insureds Clause must be included in general liability policies.
7. Contractor shall advise the District in the event any general aggregate or other aggregate limits are reduced below the required per occurrence limit. At its own expense, Contractor will reinstate the aggregate limits to comply with the minimum requirements and shall furnish to the District a new certificate of insurance showing such coverage is in force.
8. Contractor's insurance carrier shall possess a minimum A.M. Best's Insurance Guide rating of A-VI.
9. Contractor, or Contractor's insurance broker, shall notify the District of any cancellation or reduction in coverage or limits of any insurance within seven (7) days of receipt of insurer's notification to that effect. Contractor shall forthwith obtain and submit proof of substitute insurance in the event of expiration or cancellation of coverage.
10. Contractor is responsible for any damage or loss to its own vehicles or equipment.
11. The District and Contractor shall cooperate with each other in the collection of any insurance proceeds that may be payable in the event of any loss, including the execution and delivery of any proof of loss or other actions required to effect recovery.
12. **Contractor and its insurers shall waive subrogation in favor of Additional Insured parties** (except for Workers' Compensation and Professional Liability).

13. Contractor shall not be relieved of any liability, claims, demands, or other obligations assumed pursuant to this Agreement by reason of its failure to procure or maintain insurance in sufficient amounts, durations or types.