



REQUEST FOR PROPOSALS (RFP)

Request for Proposals: 2026 Downtown Planter Program
Issued by: Cheyenne Downtown Development Authority (DDA)
Deadline for Submission: Friday, January 16, 2026
Contact Person: Cass Raffa, *Operations & Projects Coordinator*,
dda-admin@downtowncheyenne.com

The Cheyenne Downtown Development Authority (DDA) is excited to request proposals from qualified landscape and horticultural professionals for the Downtown Cheyenne Planter Program. Each year, this beautification program helps bring color, life, and local pride to the heart of Cheyenne, transforming our streets into a welcoming destination for residents, visitors, and businesses alike.

With a starting annual budget of \$45,000 to \$55,000, the DDA is seeking creative vendors who share our commitment to cultivating a vibrant, beautiful downtown. Preference will be given to a single vendor capable of providing full-service design, installation, and maintenance; however, collaborative proposals from multiple vendors addressing different aspects of the program will also be considered. This contract will begin as a one-year agreement, with the potential to expand into a three-year, year-round program based on performance and mutual agreement.

Through the Planter Program, we aim to create a beautiful, inviting downtown that attracts residents, visitors, and investment in the economic vitality of the central business district.

Project Overview:

Downtown Cheyenne is the heart of Wyoming's capital city, representing Wyoming to the rest of the nation. Comprised of approximately 81 blocks, the Downtown District serves as a hub for local businesses, restaurants, arts, and year-round community events. From the iconic Depot Plaza to the vibrant murals, public art, and unique local shops, downtown Cheyenne reflects a proud blend of history, creativity, and future potential.

The northern portion of the DDA district is bounded on the west by Snyder Avenue, House Avenue to the east, 22nd Street on the north, and the UPRR to the south. Physically separated from the northern portion, the southern gateway includes the blocks between Central Avenue and Capitol Avenue, from W 11th Street to W 4th Street.



Figure 1: Downtown Development Authority District

The Cheyenne Downtown Development Authority (DDA) works to support economic development and revitalization through several initiatives and programs. The Downtown Planter Program is a key part of this effort, adding color, charm, and natural beauty to Cheyenne's downtown streetscape.

The DDA's objectives for the Planter Program over the next few years are:

- Maintain the current Planter Program by creating beautiful, cohesive plant designs that provide year-round visual appeal and incorporate pollinator-friendly, regionally suitable species.
- Expand the Planter Program to the West Edge and Southern Corridor of the Downtown District.
- Ensure planters are well-maintained and free from litter or damage.
- By 2029, replace most existing planters with water-efficient, modern models and redistribute them throughout the District (including the West Edge and Southern Corridor) based on pedestrian activity, development patterns, and efficient use of DDA resources.



Scope of Services:

1. Design & Installation

The DDA will provide a mix of planters throughout the District. An updated map of the location of all planters will be provided for the vendor(s).

The selected vendor(s) will be responsible for providing plants, labor, installation, and any additional soil for approximately 95 planters in the Downtown District.

Selected annuals must be arranged to accommodate varying sun and shade conditions and designed to look full and vibrant by June 1. All initial planting should be completed by mid-May, depending on last frost.

Perennials (such as grasses and evergreens) must also be placed according to sun/shade needs and designed to complement the annual displays. Perennials must be maintained throughout the year, including pruning, seasonal care, and winterization.

2. Planter & Planting Requirements

The DDA envisions a cohesive and colorful streetscape that enhances the downtown environment throughout the growing season. Preferred design elements include:

- **Planter Types:** The current DDA planters consist of round concrete and rectangular concrete/brick planters (see attachment: Downtown Planter Types).
 - The DDA is exploring a pilot program to replace up to 12 existing planters with water-efficient, modern designs; however, no commitments have been made at the time this RFP is issued. Any changes or pilot planter installations will be coordinated with the selected vendor and documented in the contract.
- **Placement:** The DDA Planters will be located at key intersections, pedestrian nodes, and near high-traffic storefronts within the Downtown District. Planter maps will be provided for the vendor(s). Redistribution and expansion of planters are anticipated in the coming years to maximize planter effect.
- **Plant Types:** Selections should feature varied textures and heights, color clustering, and wind-resistant characteristics.
 - **Suggested varieties for summer:** petunias, calibrachoa, geraniums, lantana, salvia, marigolds, sweet potato vine, coleus, and ornamental grasses.
 - **Suggested varieties for spring/fall:** pansies, snapdragons, dusty miller, ornamental kale, mums, black-eyed Susans, and asters.
 - **Aromatic and pollinator-friendly options:** mint, lavender, thyme, basil, sage, catmint, and rosemary.
 - **Color Palette:** Vibrant and bright, cohesive colors that complement downtown's brick and historic architecture.
 - **Local Sourcing:** Use of regionally grown plants is encouraged where feasible.



3. Educational Plaques & Public Engagement

To enhance public awareness and appreciation of Cheyenne's downtown beautification efforts, the DDA is exploring the inclusion of educational and interpretive plaques within select planters. The DDA staff will work with the selected vendor to create this educational material on selected plants.

4. Maintenance

- a. Summer months: Thorough watering at least every other day depending on rainfall, with daily watering required during extended periods of heat (80°F+) or excessive wind, and bi-weekly for self-watering planters.
- b. Non-summer months: Winter watering dependent on perennial selections and snowfall.
- c. Regular fertilization, weeding, and pruning to maintain healthy and attractive displays.
- d. Replacement of any dead or damaged plants (including hail or weather damaged) within one week of identification (ensure price proposal reflects a 10% contingency).
- e. Removal of dead plants and preparation of perennials and planters for winter by October 31 each year.

5. Communication & Project Management

- a. Vendor(s) must provide a direct phone number for the DDA to report issues or concerns.
- b. All inquiries must receive a response within 24 hours.
- c. Provide a proposed schedule of maintenance visits.
- d. Submit progress and maintenance reports as requested.
- e. Collaborate with DDA staff to debrief and evaluate the Planter Program and suggest improvements for the future.

Timeline:

- **RFP Issued:** Monday, December 1, 2025
- **Proposals Due:** Friday, January 16, 2026
- **Selection of Contractor:** Friday, February 6, 2026
- **Contract Award:** Friday, February 20, 2026
- **Program Duration:** One-year contract/professional services agreement (with the option to extend to a three-year contract)
 - **Planting Completion Deadline (Annually):** Mid-May (depending on last frost)
 - **Display Target Date (Annually):** June 1
 - **Maintenance End Date (Annually):** Mid-October
 - **Planter Clean-Out/Winter Preparation Deadline (Annually):** October 31

Proposal Requirements:

Interested parties should submit a proposal that includes:

1. **Cover Letter** summarizing interest and understanding of the project.
2. **Company Profile** including years in business, key staff, and relevant experience.
3. **Project Approach** outlining design philosophy, plant selection and maintenance plan.
4. **Portfolio or Photos** of similar projects.
5. **References** from comparable clients.



6. **Cost Proposal** including price of design, installation, and seasonal maintenance for approximately 95 planters. Anticipated budget is \$45,000 to \$55,000; however, the DDA will evaluate cost-effectiveness if a higher budget supports program goals.
- Include a breakdown of cost/planter type and overall plant cost (see attachment: Downtown Planter Types).
 - Include a contingency for replacing damaged plants (including hail or weather-damaged).

Please submit your letter of interest by **Friday, January 16, 2026**, via email or in person:

Subject Line: RFP Submission- Downtown Planter Program

Email: dda-admin@downtowncheyenne.com

Physical Address:

Cheyenne Downtown Development Authority
2101 O'Neil Ave, Room 202
Cheyenne, WY 82001

A professional services agreement will be executed with the selected vendor(s) following proposal evaluation and award.

Evaluation Criteria:

| | |
|---|---|
| Design Quality & Creativity (25%) | <ul style="list-style-type: none">• The visual appeal, innovation, and cohesiveness of proposed designs and floral combinations.• Preference will be given to designs that reflect downtown Cheyenne's identity, complement its historic downtown architecture, and offer year-round visual interest through seasonal transitions. |
| Maintenance Plan & Reliability (25%) | <ul style="list-style-type: none">• Thoroughness and feasibility of the proposed maintenance schedule, watering strategy, replacement plan, and quality control measures.• Vendors should demonstrate clear systems for communication, responsiveness, and ongoing accountability. |
| Experience & Qualifications (25%) | <ul style="list-style-type: none">• Proven track record with similar municipal, commercial, or community beautification projects. Experience with multi-year service contracts and downtown or streetscape environments is preferred. |
| Understanding of Local Climate & Conditions (10%) | <ul style="list-style-type: none">• Demonstrated knowledge of plant species suitable for Cheyenne's high plains environment, including wind, temperature variation, and water constraints. |
| Cost Proposal & Value (15%) | <ul style="list-style-type: none">• Overall cost-effectiveness of the proposal, including transparency of pricing, realistic budget use, and long-term sustainability of the program. The lowest-cost proposal will not necessarily be selected; value and quality will be prioritized. |



CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY

2101 O'Neil Ave., Room 202
Cheyenne, WY 82001
(307) 433-9730
cheyennecity.org/dda

Additional Information:

The DDA reserves the right to reject any or all proposals, waive minor irregularities, and accept any proposal deemed in the best interest of the community.

The selected vendor will be required to enter a formal professional service agreement/contract and provide a W-9 and proof of all required insurance (including general liability and workers' compensation). The DDA must be listed as an additional insured on vendor's insurance policy.

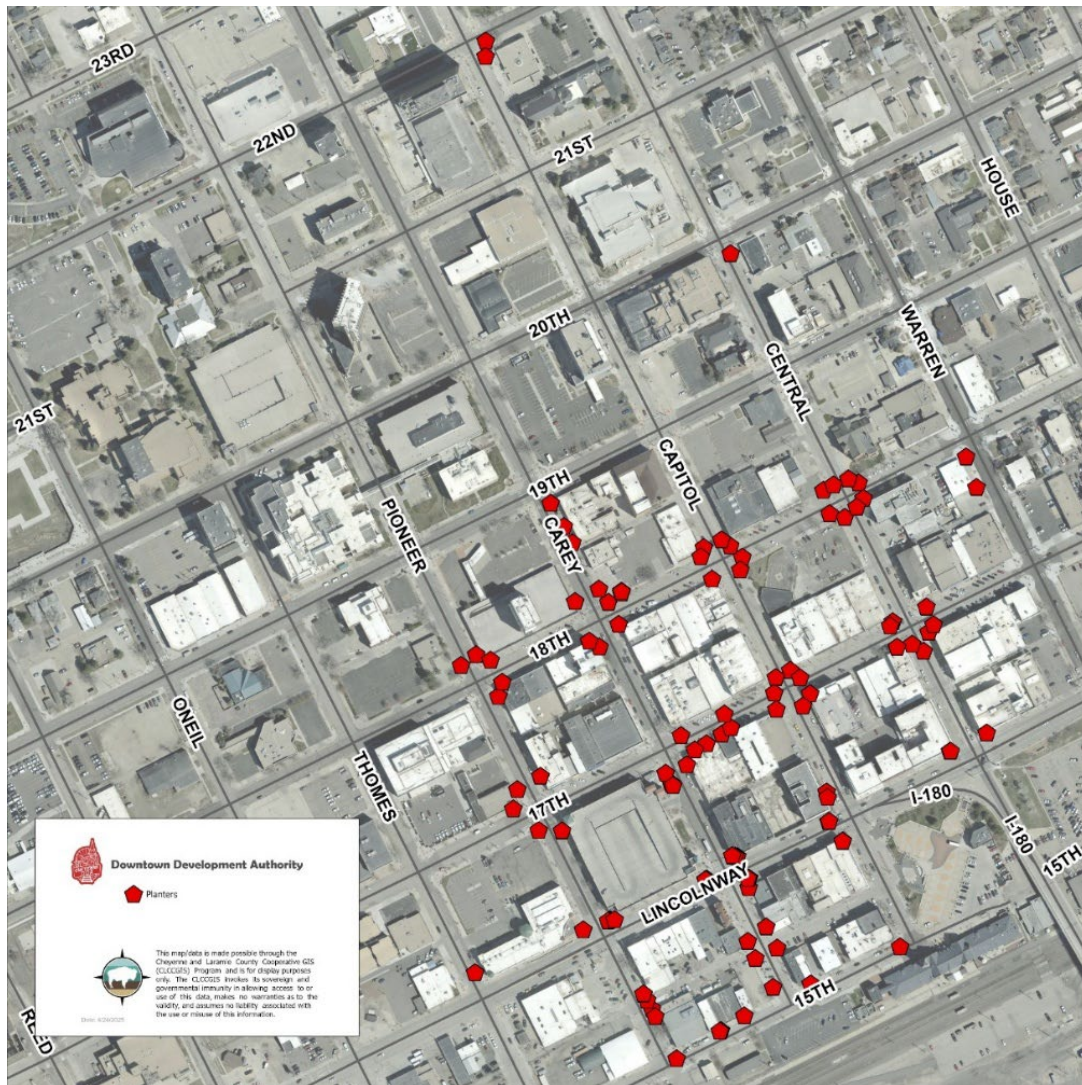
The DDA may request an interview or presentation from finalists prior to award.

Attachments:

1. 2025 Downtown District Planter Map
2. Downtown District Planter Example
3. Downtown Planter Types



2025 Downtown District Planter Map



Placements are approximate and are subject to change



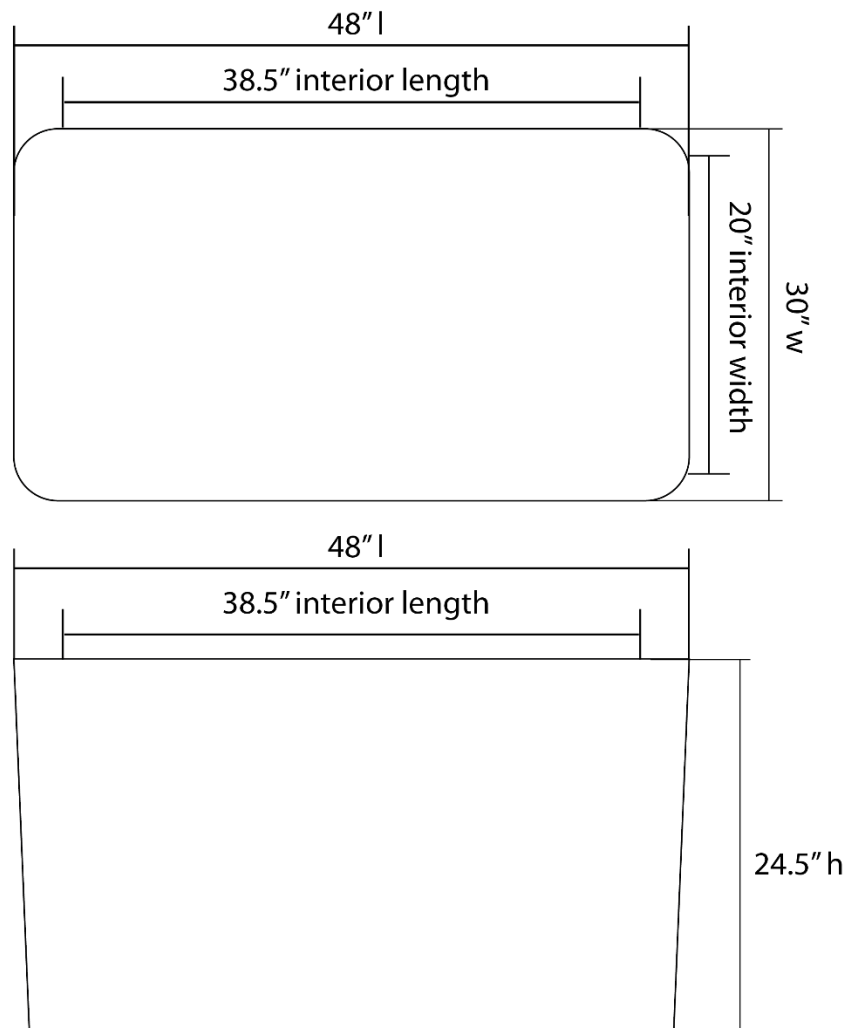
2025 Downtown District Planter Example



Rectangular Downtown Planter Example



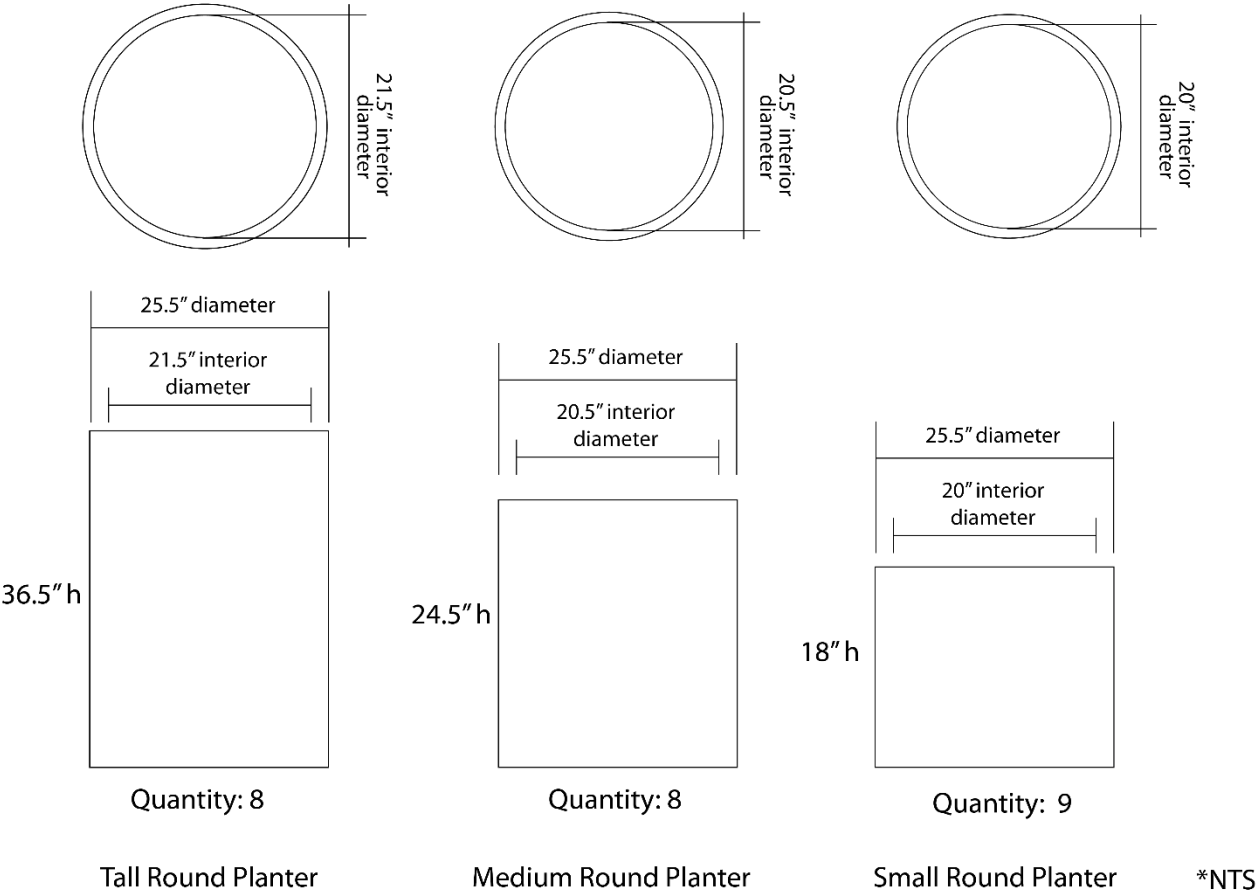
Downtown Planter Types



Rectangular Planter Dimensions (NTS)

Qty: Appx 75

Placed throughout DDA District



Round Planter Dimensions (NTS)

*Placed along Lincolnway, typically all three types in a group.
8 groups of three, 1 single small planter at Central & Lincolnway.*