

# **GRAND CANYON STATE LOGO SIGNS (GCSLS)**

## **BID INFORMATON PROCESS**

Grand Canyons State Logo Signs (GCSLS) is a program of the Arizona Department of Transportation (ADOT) and governed by both Federal and State Law and Regulations. We (GCSLS) manage the blue logo signs on highways throughout urbanized areas of Arizona including Phoenix, Tucson, Flagstaff and Yuma.

These signs provide quality travel-related businesses with a leased advertising opportunity for a business logo on a highway exit near their business location.

There are six Service categories that qualify for our logo signs and bid locations. They are: Food, Gas, Lodging, Camping, Attraction and 24-Hour Pharmacy. Each blue sign has space for six logos and there can be from one to three service categories featured on a sign.

GCSLS will conduct a Sealed Second Price Auction (Bid) when the demand for a Logo sign exceeds the available supply of signage space that ADOT can construct based on regulatory highway safety and other limitations.

A qualified business will be sent a bid packet from GCSLS Sales containing information for a specific highway location, including: Number of Logo Signs and Sign Direction\*\*, Bid Start and End Dates, Date and Time Bid is Due, Lease Start Date and Minimum Starting Bid Amount.

\*\* Bid locations may be uni-directional (one-way) or bi-directional (two-way).

This information is found on the Bidder Information Sheet in the bid packet sent out from GCSLS Sales.

### **Bidding Requirements:**

- Your business must be in one of the six Service categories
- GCSLS Sales has reviewed the Business location and sent a copy of the bid packet
- REQUIRED - Completed Bid Submission Form received by GCSLS Sales by due date and time

### **RE-BID:**

- When two or more businesses submit the same bid amount for the last remaining logo space at a location, a Re-bid is required.
- Businesses required to Re-bid will be sent a New Bid Submission Form from GCSLS Sales.
- A due date and time are shown on the Re-bid Submission Form sent from GCSLS Sales.

- REQUIRED - Completed Re-bid Submission Form received by GCSLS Sales by due date and time

### **Bid Results:**

Federal & State Regulations may limit the number of business service types on each sign. GCSLS will allocate service type positions based on the highest bidders and the service type they represent for a sign location.

The highest bidders will be assigned initially to the Bi-directional logo spaces (if applicable, depending on the bid location) and then in descending order to the Uni-directional sign spaces.

Bidders assigned to Uni-directional logo spaces will pay (1/2) half of the bid amount submitted per the Second Price Auction (Bid) or next lowest bidder and so on through the bids for the all of the available Uni-directional logo spaces.

How the Second-Price Auction works:

- Highest bidder pays the rate submitted by the second highest bidder rather than his or her own bid price
- The second highest bidder pays the rate submitted by the third highest bidder and the bids are awarded in this manner until all logo spaces have been filled

All bidders will be contacted within seven days following the Bid Closing Date.

Winning bids are posted on our website:

[www.grandcanyonstatelogosigns.com/urban\\_bid\\_results.aspx](http://www.grandcanyonstatelogosigns.com/urban_bid_results.aspx)

### **Leasing Process & Payment Requirements:**

Winning bidders are responsible for pre-paying the one-time additional fee for Logo Fabrication/Installation. GCSLS Sales will determine the cost based on the number of logo signs needed for the winning bid location.

Winning bidders will receive a copy of the Lease Agreement, Logo for Approval and Invoice for Logo Fabrication/Installation for each winning bid location from GCSLS Sales.

Winning bidders are REQUIRED to return the following to GCSLS Sales within 45 days:

- All pages of the Signed Lease Agreement
- Approval of the logo
- Payment of the invoice for Fabrication/Installation

Bidders who Do Not Complete the Leasing Process & Payment Requirements within 60 calendar days will have their bid invalidated and logo space will be offered to the next qualified bidder.