# Request for Proposal:

## RFP# 27-016 Traffic Control & Related Services

## RFP Released: October 27, 2026

## Deadline for Proposals: November 10, 2026 by 2:00 PM

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The Houston Livestock Show and Rodeo promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage, and provides year-round educational support within the community. Since its beginning in 1932, the Rodeo has committed more than $660 million to the youth of Texas and education. The 2027 Rodeo is scheduled for March 2 – 21. The 2027 World's Championship Bar-B-Que Contest, presented by Cotton Holdings, is scheduled for Feb. 25 – 27. For more information, visit rodeohouston.com and follow @RODEOHOUSTON online via Facebook, X (Twitter), Instagram and YouTube for all the latest news.

### GENERAL REQUIREMENTS FOR REQUEST FOR PROPOSAL

Read this entire document carefully and follow all instructions. You are responsible for fulfilling all requirements and specifications. Be sure you understand them.

General Requirements apply to all proposals. However, these may be superseded, entirely or in part, by the SPECIAL REQUIREMENTS/INSTRUCTIONS or other data contained herein.

**CONTRACT**
A provider's response to HLSR's Request for Proposal does not constitute a binding contract between the parties until it is signed by both the selected provider and HLSR's authorized representative. Once signed, however, the terms and conditions provided herein, and the selected provider's proposal shall serve as a binding contract between the parties. In the event of a conflict between terms included in the proposal and terms contained herein, the terms of this document shall govern. Note: HLSR's department managers and volunteers are not authorized to sign contracts on behalf of HLSR.

**PROPOSAL EVALUATION**
HLSR may require clarification or additional information with respect to a submitted proposal. When evaluating a proposal, HLSR considers the "total value" of the proposal. Total value considerations may include, but not be limited to, price, quality, product design, marketability and durability, as well as the end user's recommendation or experience with the goods/service, the provider's present and past performance, financial stability and support of HLSR. Pricing is not the only consideration. All providers will be notified whether or not they are selected. HLSR will not share a provider's specific proposal with other providers.

**PRICING**
Proposed pricing for all goods/services must be very specific, all-inclusive, and firm for the duration of the contract. All administrative fees, shipping, expedited delivery costs, labor, price escalators for multiple year contracts, etc. must be included in the proposal. All shipping, drayage and other charges are to be prepaid by the provider and included in the proposal prices. Moreover, all design work, product set-up, production, repair work, etc. must be done according to HLSR's schedule, which may include weekends, nights, and early mornings, at no additional cost to HLSR. HLSR will pay only for goods/services stated on the Price Sheet unless otherwise agreed to in writing by both parties before the order is placed or work is started. No price changes, additions, or subsequent qualifications will be honored during the course of the contract.

Vendor shall indicate any exclusion, clarifications, or modifications to the work scope outlined herein with the submittal of their Bid.

In addition, any exclusions, clarifications, or modifications to the work scope and/or pricing must be presented to and accepted by Show prior to the execution of a formal contract.

**TAXES**
HLSR is an I.R.S. Code Section 501(c)(3) organization and claims exemption from all sales and/or use taxes pursuant to Texas Tax Code §151.310, as amended. A tax exemption certificate will be furnished upon written request.

**INVOICES**
Invoices must be itemized and consistent with the provider's proposed pricing.

**TITLE TRANSFER**
Title and risk of loss of goods shall not pass to HLSR until HLSR receives and takes possession of the goods at the point or points of delivery. Receiving times may vary so the provider needs to confirm exact delivery instructions with the department ordering goods/services.

**PERMITS AND CODE REQUIREMENTS**
The provider is responsible for submitting, paying for, maintaining, delivering and posting all applicable professional licenses, certifications or permits required by local, state and federal law.

**PROVIDER'S EMPLOYEES**
The provider's employees may have access to or interact with minors attending the event. The provider agrees to conduct individual searches using state issued photo identification for all current and potential employees/subcontractors and refuse to allow any person who is listed on any federal, state or local sex offender register or database to provide goods or perform services at HLSR event.

**PUBLICATION RIGHTS**
The provider grants permission to HLSR to photograph, video, record, interview or promote the provider and its personnel in conjunction with HLSR activities. The selected provider also understands that any such photographs, videos, recordings, interviews, or promotions may be used by HLSR in television, film, audio, video, visual, graphic, printed, and/or social media.

**INTELLECTUAL PROPERTY**
The provider acknowledges that the names, logos, copyrighted material and trademarks of HLSR are the sole and exclusive property of HLSR (the “HLSR Marks”) and nothing herein shall provide the provider any right, title or interest in HLSR Marks. All HLSR Marks included in this Request for Quote are for bidding purposes ONLY. They may not be used for any other purpose, now or in the future, without the express written consent of HLSR’s Marketing and Public Relations Department, which may be withheld at its sole discretion.

**PROVIDER ADVERTISING, MARKETING AND PROMOTION**
The provider may not promote itself in conjunction with HLSR, use HLSR as a client reference or display HLSR goods in any advertising, marketing or promotional materials. Exceptions may apply to current licensed providers.

**INDEMNIFICATION**
The provider hereby RELEASES, ACQUITS AND FOREVER DISCHARGES HLSR, its subsidiaries and affiliates and its and their present and former directors, officers, employees, agents, volunteers, and representatives and the respective heirs, administrators, executors, successors and assigns (collectively, the "HLSR Parties" or individually, an "HLSR Party") from any and all claims, causes of action, suits, judgments, settlements, fees (including reasonable attorneys’ fees), expenses and/or demands for personal injury, death and/or property damage, accrued or to accrue in the future, known or unknown, (collectively, "Claims") relating to or arising out of any negligent acts in connection with this Agreement and/or the provider’s services performed hereunder, including, but not limited to, the NEGLIGENT ACTIONS OF THE HLSR PARTIES, REGARDLESS OF WHETHER SUCH NEGLIGENCE WAS THE SOLE, PROXIMATE OR PRODUCING CAUSE OF THE CLAIMS. Without limiting the foregoing, the provider agrees that the HLSR Parties shall not be liable to it, its employees, agents, contractors or heirs, administrators, executors, successors or assigns for Claims arising from or related to the Agreement and/or the provider’s services performed hereunder.

**THE PROVIDER FURTHER AGREES TO DEFEND, INDEMNIFY AND HOLD HARMLESS THE HLSR PARTIES from any and all claims, causes of action, suits, judgments, settlements, fees (including reasonable attorneys’ fees), expenses and/or demands for personal injury, death or property damage, accrued or to accrue in the future, known or unknown, (collectively, "Claims"), including but not limited to Claims resulting from THE HLSR PARTIES' OWN NEGLIGENCE, REGARDLESS OF WHETHER SUCH NEGLIGENCE WAS THE SOLE, PROXIMATE OR PRODUCING CAUSE OF THE CLAIMS; provided, however, that the duty of the provider to defend, indemnify and hold harmless the HLSR Parties shall extend only to Claims arising directly or indirectly from this Agreement and/or Provider’s services performed hereunder. The indemnification shall not be limited in any way based on the amount of or type of damages, compensation or benefits payable by or for any claimant under Workers or Workmen’s Compensation Acts, Disability Benefits or other applicable benefit acts, if any. The provider’s obligations hereunder shall survive the termination of this Agreement. As used herein, “INDEMNIFY” means to agree to assume the HLSR Parties’ liability as to any and all claims, causes of action, suits, judgments, settlements, fees (including reasonable attorneys’ fees), expenses and/or demands made by, through or under the provider against the HLSR Parties related to the provider’s services performed hereunder.**

**INSURANCE**
Insurance requirements are attached as Exhibit “A” and incorporated herein for all purposes.

**TERMINATION**
If the provider defaults or fails to perform any of its obligations and such failure is not cured within fifteen (15) days after receiving written notice from HLSR, HLSR may terminate the contract immediately upon written notice to the provider. Default may be construed as, but not limited to, failure to deliver the proper goods and/or services within the proper amount of time, and/or to properly perform any and all services required to HLSR's satisfaction and/or to meet all other obligations and requirements. In the event of insolvency, assignment for the benefit of creditors, bankruptcy proceedings by or against the provider, civil or criminal charges being made against the provider or the provider’s management or any change in the management of the provider, HLSR may, at its option, immediately terminate the contract upon written notice to the provider. The provider agrees to give HLSR prompt written notice of the occurrence of any of the aforesaid events.

HLSR may terminate this contract immediately, without prior notice, if the provider fails to perform any of its obligations in this contract and the failure (a) creates a potential threat to health or safety or (b) violates a law, ordinance, or regulation designed to protect health or safety.

HLSR’s right to terminate is in addition to and not in lieu of any other remedies which HLSR may have in law or equity.

HLSR may terminate multiple year contracts without cause upon written notice within forty-five (45) days following the conclusion of the Show in any year.

**FORCE MAJEURE**
HLSR shall not be liable for any delay or failure to perform its operations, activities, contracts, shows and/or events to the extent such delay or failure results from a force majeure occurrence. A force majeure occurrence is defined as any occurrence which makes performance by HLSR illegal, impossible, inadvisable or commercially impracticable, including but not limited to any (i) breakage or accident to equipment, machinery or facilities; (ii) any strike, lock-out or other labor difficulties; (iii) statute, ordinance, regulation, order, directive or rule issued by governmental authorities, including, but not limited to those concerning public health and safety, animal disease prevention, detection and response and/or protection of the environment; (iv) judicial decree or order; (v) pandemic, epidemic, quarantine, recognized health threat as determined by the World Health Organization, the Centers for Disease Control and Prevention or state or local government authority or health agencies (including, but not limited to the health threats of COVID-19, H1N1 or other infectious diseases); (vi) animal disease and/or quarantine; (vii) war, riot or insurrection; (viii) civil disobedience, public demonstration or sabotage; (ix) act of God , fire, flood, national disaster, explosion or inclement weather; (x) inability to obtain necessary labor, materials, supplies, utilities or transportation; (xi) depression, recessions or other economic downturns; (xii) embargoes or energy shortages; or (xiii) any other cause beyond HLSR’s reasonable control.

**FAMILY EVENT**
The provider acknowledges that HLSR provides a family event and shall perform all services in a manner that is not offensive to any social or ethnic groups and that is suitable for a family audience.

**ALCOHOL/DRUG CONSUMPTION**
HLSR maintains a zero-tolerance policy which prohibits the provider and all its associated personnel from consuming or being under the influence of any alcohol or drug while providing goods or performing services at any HLSR event or function. The provider agrees to abide strictly by this policy, and HLSR shall have the right to immediately terminate the contract if the provider is in breach of it.

**AUDIT RIGHTS**
Upon request by HLSR, the provider shall provide agreements by and between the provider and any subcontractor, including all applicable insurance certificates.

**ASSIGNMENT**
The contract and all obligations assumed, and rights granted hereunder may not be assigned, sold or transferred by the provider by operation of law or otherwise without the prior written consent of HLSR, which may be withheld at its sole discretion.

**GOVERNING LAW AND VENUE**
If this Request for Proposal becomes a binding contract, the provider agrees that the contract is made, entered into and performable in Harris County, Texas and shall in all respects be interpreted, enforced and governed under the laws of the state of Texas, without regard to its rules of conflict of laws. The provider agrees that the proper venue for all disputes and claims that may arise out of or related to the contract shall be in Harris County, Texas and waives all claims that venue is proper in any location other than Harris County, Texas. If any part of this contract is determined to be invalid or unenforceable, it does not affect the validity of the remainder of the contract.

**OPERATION OF GOLF CARTS, ALL-TERRAIN VEHICLES, UTILITY TASK VEHICLES**
Contractors Safety training must be taken by any provider (and representatives) who will operate a golf cart, all-terrain vehicle, or utility task vehicle during the Show. The training course consists of an online multi-slide presentation followed by a quiz. After completing the training, the provider will receive an email stating whether the course was passed. If the provider (or a representative) fails, he/she must re-take the course until it is passed. All golf carts, all-terrain vehicles, or utility task vehicles supplied by HLSR will only be issued to those who have been certified through the online class. This is required for any golf cart, all-terrain vehicle, or utility task vehicle operating on HLSR property even those brought by a contractor/provider.

All golf carts, all-terrain vehicles, and utility task vehicles must be properly permitted by HLSR prior to them being used on any HLSR property. A licensed tag must be attached to all golf carts, all-terrain vehicles, and utility task vehicles. The provider must complete the HLSR Small Motor Agreement and have an approved certificate of insurance on file prior to any golf cart, all-terrain vehicle, or utility task vehicle being operated on any HLSR property.

**INDEPENDENT CONTRACTOR**

The provider is and shall remain an independent contractor in performing the services under this contract and shall determine the manner and means by which results are to be obtained. The provider shall maintain complete control of its workers and operations incident to the proper performance and completion of this contract, including that of its subcontractors, agents and affiliates. Neither the provider nor anyone employed or engaged by it shall be, represent, act, purport to act or be deemed to be an agent, representative, employee or servant of HLSR, nor shall the provider or anyone employed or engaged by it be treated as an employee of HLSR for any purpose, including tax and social security coverage and withholding or any benefit provided by HLSR. Nothing in this contract shall be deemed to create any form of partnership, principal-agent relationship, employer-employee relationship, or joint venture between the parties.

## SPECIAL REQUIREMENTS / INSTRUCTIONS

The following requirements and instructions supersede GENERAL REQUIREMENTS where applicable.

### SCOPE

The Show will receive quotes from vendors to supply Traffic Control and Related Services including, but not limited to; Dynamic Messaging Signs (DMS), Static Message Boards, road closures and supporting labor.

This contract will be for the 2027, 2028, and 2029 shows. If agreed to by both parties, the original agreement, as amended from time to time, at the same terms, conditions, and pricing can be renewed in (1) year increments for the 2030 and 2031 shows respectively.

### GENERAL DESCRIPTION

Provide full traffic control support for the Houston Livestock Show & Rodeo, including deployment, maintenance, daily operations, and removal of all traffic control devices and message boards. All equipment will be installed prior to the opening day of the event and removed after the final day of the show.

### VENDOR RESPONSIBILITIES

### MESSAGE BOARD DEPLOYMENT

A total of **91 message boards** will be deployed in the following locations:

- **Reliant Park:** 12 units
- **Brown Lot:** 12 units
- **Reed Road Parking Lot:** 2 units
- **Reliant Stadium Perimeter & Major Access Highways:** 65 units

**Responsibilities include:**

- Pre-event placement of all message boards
- Daily inspection, servicing, and programming updates
- On-site response for repairs or reprogramming
- Full removal after the event concludes

## PRE-SHOW TRAFFIC CONTROL SETUP

## TRAFFIC CONTROL SETUP

Prior to the event, traffic control provider will deploy signs, barricades, drums, and cones along:

- South Main
- South Loop 610 Frontage Roads (NB & SB)
- McNee Rd
- Murworth Dr
- Lantern Point Dr
- Kirby Dr
- Fannin St
- W Bellfort Ave
- N Braeswood Blvd

These devices will support traffic switches and pre-planned routing changes before and during the rodeo
W Bellfort Ave and N Braeswood Blvd will also be fully signed to direct event traffic back to nearby major highways.

## PRE-EVENT & ONGOING MATERIAL STAGING

- Prior to and throughout the event, **materials will be staged and delivered to Yellow Lot**.
- Yellow Lot will serve as the central distribution point for equipment used during daily closures, adjustments, and emergency replacements.
- Traffic control provider crews will manage inventory, restock as needed, and coordinate deployment from this staging area.

## TRAFFIC OPERATIONS

## PRE-SHOW EVENTS (PARADE AND RODEO RUN)

**The Parade and Rodeo Run will take place annually on the dates below:**

Feb 27, 2027
Feb 26, 2028
Feb 24, 2029

- Provide road closures and ramp closures for both Parade and Rodeo Run downtown beginning at 3:00 AM
- All closures and equipment removed immediately after events conclude
- McKinney exit ramp from the North Freeway (I-45)
- Allen Parkway north and southbound exit ramps from the Gulf and North Freeways (I-45)
- See Exhibit B for Parade, Rodeo Run 5k, and 10k maps.

## DAILY TRAFFIC OPERATIONS

### Morning Closure – Tram Lane (8:00 AM)

- McNee Rd tram lane closure begins at 8:00 AM.
- Two employees will place **36-inch cones** and Type III barricades for tram-only transport between Murworth and McNee.

### Midday Closures (11:00 AM – 3:00 PM variable)

Initiated upon call from the Reliant representative:

- Murworth Dr closed from Lantern Point to McNee
- Contraflow lane established for inbound traffic
- Deployment of **250 cones**, in addition to pre-staged barricades, drums, signs, and Type III devices

During this period, teams will also inspect, maintain, and service all traffic control equipment already deployed.

## EVENING/NIGHTTIME EGRESS OPERATIONS

Closures begin upon notification from Reliant representatives, typically **7:00 PM to 9:00 PM**.

### Nighttime Closure Details

- 610 EB turn lane at Kirby closed
- Full closure of 610 underpass at Kirby
- 610 WB turn lane at Kirby closed
- Holly Hall contraflow setup using **100 cones**
- S Main at 610 Service Road right lane closure (drums, signs, arrow board)
- S Main median crossovers closed from S Main to McNee
- McNee at S Main fully closed westbound (drums, arrow board, signs)
- 610 frontage roads EB & WB – right lane closures for egress from Brown Lot and Burgundy Lot
- Kirby Dr left lane closed to Red Lot

### Reopening

All closures removed immediately after notification from Reliant.
All equipment will be off the road by **2:00 AM** nightly.

## POST-COOKOFF SPECIAL CLOSURE

After the final night of Cook-Off:

- **610 WB Kirby exit ramp** will remain closed until **6:00 AM**, monitored using barricades, drums, and signage.

**END-OF-EVENT DEMOBILIZATION**

After the final day of the Rodeo:

- Removal of all message boards, signs, barricades, drums, and cones
- Clearing all closures and verifying roadways are fully open
- Transporting equipment back to traffic control provider facilities

**PRICING**

Pricing should include the necessary labor to support the Parade, WCBBQ and Show road closures. Pricing should also include any technical support that may be required for supporting the MDS messaging system program.

## SUBMITTAL REQUIREMENTS

**RETURN THIS PAGE ALONG WITH PRICING PROPOSAL**
**HARD COPY OR EMAIL ONLY**

**Houston Livestock Show and Rodeo™**
**Attn: John Dickey**
**Reliant Center**
**3 Reliant Park**
**Houston, Texas 77054**

dickey@rodeohouston.com

**YOUR SIGNATURE ATTESTS TO YOUR OFFER TO PROVIDE THE GOODS AND/OR SERVICES DESCRIBED IN THIS PROPOSAL.**

**ONCE SIGNED BY BOTH PARTIES, THIS DOCUMENT IS CONSIDERED YOUR PURCHASE ORDER AND A BINDING CONTRACT.**

**OFFERED BY**:

_____ _____
**Signature** **Title**

_____
**Printed Name**

_____ _____
**Phone** **Email**

_____ _____
**Company Name** **Date**

**ACCEPTED BY**:

_____ _____
**Signature** **Title**

_____
**Printed Name**

_____ _____
**Phone** **Email**

_____ _____
**Company Name** **Date**

## EXHIBIT "A"

## INSURANCE REQUIREMENTS

Commercial General Liability

| | |
|---|---|
| Each Occurrence | $1 million |
| Products/Completed Operations Aggregate | $1 million |
| General Aggregate/all other Claims | $2 million |

Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, "HLSR") equivalent to CG2037 & CG2010
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Coverage shall include:

- Personal injury and advertising injury
- Broad form property damage coverage
- Products Completed Operations
- Medical Payments
- Fire Legal Liability

These limits may be provided by a combination of the CGL policy and umbrella/excess insurance.

Automobile Liability

| | |
|---|---|
| Combined Single Limit | $1 million |

Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, "HLSR")
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Coverage shall include:

- Bodily injury, death and property
- All owned, non-owned and hired vehicles

Workers Compensation/Employers Liability

| | |
|---|---|
| Workers Compensation | Statutory |
| Employers Liability (each accident) | $1 million |
| Disease – policy limit | $1 million |
| Disease – each employee | $1 million |

- Employers Liability policy - Waiver of subrogation in favor of Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”)

- Workers Compensation policy - Alternate Employer endorsement in favor of HLSR

These limits may be provided by a combination of the EL policy and umbrella/excess insurance.

Umbrella/Excess

| | |
|---|---|
| Each Occurrence | $5 million |
| General Aggregate/all other claims | $5 million |

Policy shall provide coverage in excess of underlying policies listed above.

Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”)
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Policies shall be issued by insurers that are reasonably acceptable to HLSR with a minimum financial strength of A-VI by the A.M. Best Key Rating Guide. Each required policy shall provide that such policy shall not be canceled, non-renewed or coverage thereunder materially reduced unless HLSR shall have received written notice of such event not less than thirty (30) days prior to the effective date thereof, provided that the notice period in the event of non-payment of premium shall be ten (10) days.

**EXHIBIT "B"**

**PARADE and RODEO RUN ROUTE**




