

Request for Proposals (RFP)

Historical Tour Scripting for the Soulard Neighborhood

Issued by: Soulard Community Improvement District (SCID)

Issue Date: November 10, 2025

Proposal Due Date: 5:00 pm CST January 2, 2026

1. Introduction and Purpose

The Soulard Community Improvement District (SCID) is soliciting proposals from qualified individuals, agencies and/or consulting firms to create a comprehensive library of historical content that is based on the deep, rich and diverse history of the Soulard neighborhood.

This content library will support and facilitate the design, fabrication and implementation of a variety of self-guided historic tour executions that will be targeted to the visitors, residents and businesses of Soulard.

Submitted proposals will include the creation of the content library and specific examples of how this content can be converted into various tour executions.

Tour executions will include (but not be limited to):

- Self-guided tours via physical maps and street signage
 - Self-guided tours via mobile phone apps and other web-based content
 - Additional content available via printed maps and other hard copy
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2. Background of Soulard Neighborhood

Soulard, established in the early 19th century, stands as one of St. Louis's oldest neighborhoods. Named after Antoine Soulard, a French surveyor who settled in the area, the neighborhood showcases a rich architectural heritage with numerous 19th-century brick row houses and historic churches. The iconic Soulard Farmers Market, founded in 1779, is the oldest operating public market west of the Mississippi River and remains a central hub for residents and visitors alike.

Throughout its history, Soulard has experienced periods of decline and revitalization. After World War II, suburbanization led to population loss and property neglect. However, in the 1970s, dedicated homeowners and developers initiated a grassroots revitalization, restoring historic structures and fostering a renewed sense of community. This effort culminated in Soulard's designation as a federal and local historic district in 1972, ensuring the preservation of its unique character.

Today, Soulard is still acknowledged for its historical significance and architectural preservation but also celebrated for its vibrant nightlife, diverse dining options and annual events. The neighborhood hosts one of the largest Mardi Gras celebrations in the United States, attracting thousands of visitors each year. Additionally, events like Oktoberfest, Bastille Day and other festivals, as well as various parlour and garden tours, contribute to its lively atmosphere. The area's walkability and historic charm, as well as its close proximity to downtown and other parts of St. Louis, make it a desirable location for both residents and businesses and a key destination for visitors.

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3. Current Dynamics and Challenges

One of the SCID priorities is to elevate Soulard's image by publicizing and enhancing the historic and architectural significance of the neighborhood. By leveraging its tax revenue base, the SCID is capable of creating and executing marketing and capital improvement projects that emphasize the historic and architectural character of the neighborhood.

Currently, there is no coordinated effort to educate, publicize or market the unique historic character, history and architecture significance of Soulard. Visitors to Soulard are likely aware of its presence as an entertainment district or its annual celebrations (including Mardi Gras, Oktoberfest and Bastille Day) but very few (including Soulard residents) may fully understand how history has shaped Soulard into being what it is today, the economic struggles that Soulard faced or the transition from urban neglect to the upscale neighborhood destination it is today.

Soulard is also a neighborhood rich in architectural diversity, design and styles, all with a history of their own. Most property owners in Soulard would be hard-pressed to fully understand the architectural style of their home (and visitors even less-so). So it is anticipated that this content library will also serve as a resource to educate residents (and visitors alike) about the uniqueness of architectural styles that Soulard has to offer.

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4A. Project Deliverables - Content

The proposed historical library should include (but not be limited to) the following data elements:

- Content and background about the initial founding and establishment of the Soulard neighborhood (within the broader context of the founding and establishment of the City of St. Louis)
- Biographic profiles of the founding leaders of Soulard and their early intentions
- Demographic, economic and sociological factors of the early inhabitants of Soulard
- Background and overview of the prevailing architectural styles in Soulard and how to identify them
- Historical photographs of Soulard ... before and after
- Broad descriptions of the developmental timeline of Soulard
 - Early years
 - The Depression years
 - The War years
 - The Post-War years up to and including the 1970's
 - Creation of the Soulard Historic District and other neighborhood groups (SRG, SNIA, etc.)
 - Evolution to today
 - demographic, economic and sociological composition
 - active neighborhood organizations and groups
 - efforts to maintain history and architectural standards
 - Creation of Soulard political subdivisions and other groups (SSBD, SCID, MGI, MGF)
- Comparison of Soulard to other historical districts in St. Louis
- "Significant Building" biographies, histories and photographs ... target 50
- Descriptions of significant restorations or renovations in Soulard (past and present)
- Famous (or infamous) residents who have lived (or live) in Soulard
- Famous (or infamous) incidents that have occurred in Soulard

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4B. Project Deliverables - Execution

Submitted proposals should also provide specific examples and recommendations of how this content can be converted into various tour executions.

- Self-guided tours via printed and hard-copy maps
- Self-guided tours via signage
 - Neighborhood map signage
 - Interpretive signage
 - Point of interest and placemaker signage
 - House signage



- Self-guided tours via mobile phone apps
- Self-guided tours via other web-based content
- Other self-guided tour examples or ideas not listed here (e.g., thematic tours, etc.)

Additional expectations:

- Close coordination and touch-base meetings with select representative(s) from the SCID board to ensure project understanding, project deliverables and timeline coordination.

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5. Evaluation Criteria for Selection

Proposals will be evaluated based on the criteria outlined below. Each proposal may receive a maximum of 100 points. Firms should ensure their submissions clearly address each of the categories and provide evidence, references, or examples where applicable.

Evaluation Criteria	Max. Points	Description
Project Understanding and Approach	15	Demonstrates a strong understanding of the project's objectives and deliverables. Presents a clear, realistic, and innovative approach to meeting project goals.
Quality of Deliverables and Methodology	15	Clarity and thoughtfulness of proposed scope of work, timeline, and deliverables.
Experience	15	Relevant experience with projects of a similar nature as the one stated in this RFP.
Local Knowledge and Collaboration Potential	35	Demonstrated familiarity with St. Louis and, specifically, Soulard. Willingness and understanding of need to collaborate with relevant neighborhood groups and other organizations, if necessary.
Budget and Cost-Effectiveness	10	Appropriateness of the proposed budget and value offered for the cost. Includes transparency of cost breakdowns.
References and Past Performance	10	Quality of work and client satisfaction on comparable projects, as demonstrated through at least 3 references or case studies.

Total Possible Points: 100

The SCID may request additional information or interviews as part of the evaluation process. Final selection will consider both the score and the overall fit with the SCID's goals and working culture.

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6. Project Timeline

The proposed timeline for completion is 6 months, with flexibility for exceptional proposals that demonstrate value over a longer term. Proposals should include a detailed timeline for completion.

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7. Budget

Proposals should include a detailed budget, including any optional or scalable components. Final funding may include contributions from additional partners.

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8. Proposal Requirements

Firms must submit proposals that include:

- Letter of interest
- Company or Personal Background
- Project understanding and approach
- Detailed scope of work and methodology
- Proposed engagement strategy
- Project timeline with milestones
- Qualifications and relevant experience
- Examples of comparable projects
- Fee proposal with detailed cost breakdown
- References

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9. Submission Instructions

Please submit proposals electronically in PDF format by no later than 5:00 pm CST January 2, 2026 to:

Mr. Terry Hoffman

Chairman

Soulard Community Improvement District

chair@soulardcid.org

314-315-3443

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10. Questions and Clarifications

All questions must be submitted in writing to Mr. Terry Hoffman at chair@soulardcid.org no later than 5:00 pm CST December 12, 2025. Responses will be compiled and shared with all interested parties.

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11. Reservation of Rights

The Soulard CID reserves the right to:

- Reject any or all proposals
 - Negotiate with any proposer
 - Cancel or modify this RFP at any time
 - Select the firm that best meets the needs and interests of the neighborhoods.
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