



*University of Virginia  
Procurement and Supplier Diversity Services  
P.O. Box 400202  
Charlottesville, Virginia 22904-4202  
(434) 924-4212*

*January 6, 2017*

**ADDENDUM ONE TO ALL FIRMS:**

Reference: Request for Proposal (RFP) #KC1799674

Commodity: Event Management Services for the University of Virginia Bicentennial Launch

Dated: December 16, 2016

Proposal Due: January 13, 2017

Greetings:

Please reference the following for clarifications and changes to RFP #KC1799674 issued on December 16, 2016 for Event Management Services for the University of Virginia Bicentennial Launch:

**Change 1:**

RFP Section A / Preproposal Conference heading - The following is being added to the end of this section:

“The University will be holding an optional pre-proposal teleconference meeting on Monday January 9<sup>th</sup> from 10 AM to 11:30 AM EST.

Phone number: (866)842-5779

Conference Code: 4349240859#

The University selection committee will answers questions during this time that have not already been addressed in the Questions and Answers summary.”

**Change 2:**

Adding new document to RFP: Attachment 3: Question and Answer Summary:

**Attachment 3**  
**Question and Answer Summary**

GENERAL QUESTIONS – PROCUREMENT

**Q:** Can you provide some insight into the number of companies that we would be competing against?

**A:** *We are a public University – so this RFP has been posted on the State’s public posting system (eVA), in some regional newspapers, and then sent to several firms such as yours (at the request of the committee). So it’s being competed / posted to our fullest abilities.*

**Q:** Is there a budget or budget range that has been assigned to this project?

**A:** *500K to 700K – for the portion of services that the University is requesting service*

**Q:** What services are being provided by the University – and should not be part of a firm’s proposal?

**A:** *The University is in-sourcing / handling the services listed below. The Selected Firm(s) will be responsible in assisting with the coordination of these activities into an overall execution plan, but will not be needing to provide solutions / services in their proposal for the following:*

*Security, Food, Ushers, Box office / ticketing, portable toilets, rental cost of JPJ, bus shuttle services, parking, accessibility solutions, emergency / medical services, creative content of micro-performances, chairs, and signage*

*The University is specifically looking for a firm to provide the following services:*

*Staging, Audio-Visual support, Projection Mapping, creative design into the production, lights, transferring content into a show, stage directors, producing content, viewing / projection screening for those further away from stages, securing talent, some scripting services, support in charting the flow of the evening*

**Q:** What should the financial portion of the proposal contain?

**A:** *The University would like to see the financial proposals to show detail at a category level (AV, Projection Mapping, creative design services, etc.) that makes up the overall proposed fee.*

**Q:** Can the University provide more technical (power / dimension) details of the Lawn and JPJ?

**A:** *Yes – see Technical Packet for JPJ and layouts of the lawn are included in this addendum on separate attachment*

**Q:** Who is the stakeholder or the name of office that will manage the project in behalf of the university? Is there an organizational chart that can be shared?

**A:** *We have a cross functional selection committee setup for this RFP, representing different stakeholders. All members will be at the pre-proposal meeting on the 4th. Jody Kielbasa*

(<http://provost.virginia.edu/people/Jkk8j>) will be the main contract administrator. As a reminder all communications in regards to this RFP needs to be routed through me – so do not reach out directly to him or any other committee member about this RFP.

*Kevin Crabtree – Senior Buyer. Role to ensure that procurement process aligns with Virginia’s rules and guidelines of public procurement*

*Les Haughton – Director of Supplier Diversity. Role to assist firms with supplier diversity (SWaM)*

*Ryan Taylor – Central Ground Maintenance Zone Manager for Facilities Management. Role to provide any facility support requirements.*

*Jody Kielbasa – Vice Provost of the Arts & Director of the Virginia Film Festival. This event is his concept and role is to guide it artistically, creatively, and from a vision standpoint.*

*Kari Evans – Executive Director of the Bicentennial. Role is to ensure that this event fits into the larger plans of the Bicentennial celebration and commemoration.*

*Steven Warner – Technical Operations Director for the Drama Department. Role is to assist with the technical needs of the event.*

*Pam Higgins – Executive Director of Major Events. Her office handles graduation, inaugurations, and other major events.*

*Adeline Coe – Buyer. Assisting Kevin in facilitating the RFP.*

**Q:** Will additional Bicentennial events have an RFP or will the winner of this RFP be awarded such opportunities?

**A:** *It’s not 100% certain how future events will be handled at this point. Some may be insourced, others we will look for outside support. The firm that is awarded, most likely will be looked to for future needs as well. The University may elect to make multiple secondary awards from this RFP – giving those firms a term Agreement with UVA and becoming a sourcing solution option for future events (without the need for another RFP).*

**Q:** In regards to delivery of the proposal via email- may we include links to a Dropbox folder or other type of cloud based file transfer for the purposes of including content and/or samples that will be larger than 10MB (typically video files)? We could hyperlink within the attachment or link directly in the email, I just was not sure your accessibility- some organizations limit the use of Dropbox.

**A:** *Drop box or the use of links – either if fine.*

**Q:** Are you looking for creative concepts as a part of our proposal?

**A:** *The University would be open to reviewing creative proposals if submitted as part of the response. The proposals will be reviewed per the criteria detailed in the RFP. The vision as follows:*

*The Bicentennial is a celebration and commemoration taking place over the course of 16 months. We are commemorating our past and envisioning our future. We want to reach out and engage faculty, students, staff, alumni, friends of the University, and those who don’t already have a connection to the University but have an affinity to American history or Thomas Jefferson. Many events are being planned over the 16 month period: symposiums, digital outreach, work with UVA clubs globally, publications, and exhibits. October 6, 2817 was the laying of the cornerstone for Pavilion 7, and the October event will commemorate this. Monroe, Madison, and Jefferson were present for the event. We did not become UVA until January 25 of 1819 which is where we get the 16 month period from. This is not a campaign or fundraiser.*

*We have an incredible loyal alumni base that we want to reach out to with this as well. This event is centered on the arts – to fully represent their presence at the University and provide a platform for what they do. Directors and chairs convened late last winter to discuss the event. We want this to be a spectacle – along the lines of the Opening Ceremony of the Olympics. Roughly 2.5-3 hours. That sounds ambitious and we will not have the same budget, but we are looking for something that is stunning, visual, and employs all senses on every level. We envision the event as being ongoing and in different locations as well – not just one stage. We would like the audience to be surrounded by the arts throughout the evening. Focusing on the arts, art departments, programs, organizations, and performances of the UVA groups while tapping into and bringing it outside professionals. Bringing in people of renown adds sizzle to the evenings and we're hoping that these professionals will engage with the students and faculty by adding mini-classes or through the rehearsal process.*

*A lot of the ideas for the event will evolve and continue to grow over time. Departments are proposing their very best idea for entertaining performances to be done on the lawn, but we want to be sure that we have a series of pre-planned anchor performances: The Charlottesville Symphony, USingers, and projection mapping. We have a composer (Jefferson Todd Frazier) that has written an oratorio about Thomas Jefferson writing the Declaration of Independence and sending Lewis & Clark out. We have commissioned him to finish the oratorio by composing a piece about Jefferson founding the University of Virginia. Mind that Jefferson has three things on his tomb: writing the Statute of Virginia, being the Governor of Virginia, and being the Father of UVA. He did not have being the third U.S. President. Renee Flemming has performed to the first parts of this oratorio already so there are some legs on it. The third act (founding of UVA) would be a world premiere. Our hope is to have an opera singer of some renown perform with support from the USingers and symphony. This would be on the steps of the rotunda. We would like to bring in a performer like Moby or Pharrell Williams as well. Rita Dove – laureate and faculty – has agreed to read a poem from the steps of the rotunda. Front and center would be the light projection map show on the rotunda and surrounding pavilions (first one or possible two pavilions on either side of the Rotunda), 22 to 28 minute light projection that celebrates the history of UVA from founding to current day and on into the future. The last 2 to 3 minutes would be focused on the present and future of the University.*

*We arrived at 28 minutes for the light show based on the projection mapping in Ottawa. Canadian history was condensed into 38 minutes so we can accomplish UVA history in less time. If you go longer than 30 minutes you're going to lose audience attention and if you do too little it's a lot of work for not much. It could be 20 minutes or 18 minutes. It is not set in stone.*

*To that end, we have scholars and UVA historians that are serving on a panel and looking into factual history, renderings, portraiture, and photography to help tell that story but it is yet to be written.*

*We are also looking to bring in a group that is relevant to the students to close out the night. Nothing along the lines of Beyoncé, but a smaller group that is still relevant. We could possibly do a redux of the projection or fireworks (still in discussions with Fire Marshal).*

*The vision is multiple stages and other performances happening with faculty and students. A Capella groups doing 1 or 2 songs, bringing the marching band and singing the Good Old Song are other elements that we are considering.*

*It is also important to recognize the history of UVA and the fact that it was built by slaves. We have to take a look at everything – not just the Jefferson bit and be sure to mark all these circumstances. Perhaps standalone 60-90 second monologues marking those events. This could be a student or a professional actor. We could have a pinpoint spot hit that person to tell their story.*

*The idea is that this is non-stop. Multiple stages – 2 to 4. We can use balconies along the pavilions for short performances to make sure that attention never lags during the course of the evening. We do not see this as a largely seated event. Probably 1000 seats for dignitaries or elderly people, but this is more of a stand up event where people will move from stage to stage. There will be food and drink – it is an open event.*

*While all of this is going on, the historic pavilions and the inhabitants will be holding private parties for alumni, top donors, dignitaries, etc. ... and within that we hope to have micro-performances of musical groups, mini-lectures (5 to 10 minutes) that really need the minimum amount of sound support. Pavilions are outfitted and furniture cannot be moved.*

*There are a lot of gaps to be filled. It is very much a moving, evolving, living, breathing thing. Very high concept.*

**Q:** Should firms with focused expertise within specific needed categories (Event MGMT, AV, etc.), join forces and submit a single proposal? Or would the University prefer proposals from firms responding to categories in which they have expertise?

**A:** *The University is open to receiving proposals in either format / approach. A firm may:*

- 1) Partner with other firms and submit a single proposal responding to this RFP. Either as the lead or as a subcontracting solution.*
- 2) Submit a proposal specifically only addressing the Audio Visual needs of the RFP in which the firm has expertise. Explain how firm would work seamlessly with other awardees of RFP to deliver / meet University needs.*
- 3) Do both of the previously listed options; submitting a proposal as a group and as a direct solution. The University does not have a set criteria as to how proposals from firms should look for this option. As long as a joint proposal clearly communicates in the proposal, which firms' are open, experienced, and able to work with other third party awardees (possibly other than those included in this joint proposal) - if the University chooses to make multiple awards. If from an efficiency standpoint you can accomplish this in a single joint proposal the University would be appreciative and would encourage that approach.*

*Items to consider:*

- Contacting and working with the University SWAM department about assistance with subcontracting opportunities in responding to this RFP. Les Haughton / Director of Supplier Diversity / lh7sn@eservices.virginia.edu / 434-924-7174*

**Q:** Is having SWAM certification process completed and confirmed mandatory for consideration?

**A:** *UVA encourages all firms we do business with and those that meet the SWAM certification criteria to become SWAM registered. With that being said SWAM certification is not a requirement. A proposal should speak to your status, but also very importantly - your SWAM*

*plan. I would strongly encourage you to reach out to Les Haughton and discuss this subject in greater detail with him.*

**Q:** DO you have a preferred event partner that you have worked with for other events like this?

**A:** *No.*

**Q:** Are there contractual relationships/restrictions in place requiring exclusive use of goods or services with existing vendors such as local sound, tent, staging etc. companies? If so, what companies?

**A:** *There are no restrictions. The University does have some contracts in place, but they are not mandatory use. This will be further discussed after the first round.*

### PLANNING, LOGISTICS, AND EVENT EXECUTION

#### **Transcription from in person pre-proposal meeting:**

*There will be a stage in front of the Rotunda and probably 1000 seats focused this way [toward the Rotunda] but the rest would be open. There will be food and drink stations outside that will take up some area and the additional 2 to 3 stages. There is an opportunity during the course of the evening to light up all of the buildings in one phase or another. However, by specific request from the President of the University we should not step on the toes of the annual "Lighting of the Lawn" that is a student event. You can go to [lightingofthelawn.com](http://lightingofthelawn.com) and see this year's event. Ultimately, whoever comes on board to manage this should come with ideas. What is the best way that we can present performances with quick turnaround and keep a large audience of 15-20K people interested and engages for 2.5-3 hours.*

*The Rotunda burned down and was rebuilt, so there is the opportunity to burn the Rotunda down again and watch it come back like a phoenix from the ashes.*

*The Pavilions and rooms between the pavilions are occupied by Deans and students.*

*We will need large flat screens placed throughout. They do this during graduation and that will be broadcasting live as the events occur.*

*For loading on the grass, there is an irrigation system underground. If we have to put up tents, etc... we would work to put something underneath. We have an underground drainage system and we do not usually have a problem. We can add steps to the slopes of the lawn – we have aluminum ramps. There are restriction to placing things on the roof – we would have to put something underneath to not damage the rubber layer. The load in/out schedule will be negotiated with the selected firm(s). There is limited access to the lawn so load in/out will be difficult. We do not know how many days before the event that we'll have access – this will be negotiated with the selected firm.*

*Note that the tress will have leaves on them in early October.*

*It is possible to project lights out of the oculus of the Rotunda.*

*We will have to coordinate set up and tests with the schedule of classes.*

*Spillover can be housed in the amphitheatre, but we are open to suggestions about how to use that space. Keep in mind that seating is limited.*

**Q:** How will the relationships between “the Firm” and UVA be managed during the creative design process after the contract award?

**A:** *There will be a designated Point of Contact to work with the firm creatively and logistically. We could go with the firm’s creative director, our own creative director, or a combination of both depending on the firm’s responses.*

**Q:** How will information about schedules, parking, weather updates, activities, etc. be provided to the campus staff, students, vendors, facilities, and attendees?

**A:** *This will be handled by the University.*

**Q:** For the celebration Friday evening, what is the plan for prioritizing seating? First come, first served? Ticket sales? Lottery? How is crowd control managed?

**A:** *All of this will be handled by the University and we will have further discussions with the selected firm(s).*

**Q:** What is the plan for seating restrictions and audience management for inclement weather?

**A:** *We are expecting firms to submit proposals that will address the changes that would need to occur to the proposed services to be provided and also the financial changes that would occur as a result of this venue change.*

**Q:** What is UVA’s emergency preparedness plan/group structure? Please describe the interface with your Emergency Planning Group during the design phase for public safety.

**A:** *The University has robust procedures in place and this will be discussed with the successful firm(s).*

**Q:** What is the maximum seating capacity for the University’s John Paul Jones Arena?

**A:** *This is dependent on the stage set up, but roughly 14,500.*

**Q:** What is the maximum attendance for the event if held on the Lawn?

**A:** *We are anticipating anywhere from 15,000-20,000 people. 20,000 people (seated) are in attendance on the lawn during commencement ceremonies.*

**Q:** To what extent with UVA staff be involved in event day?

**A:** *This will be discussed in more detail with the successful firm(s), but please anticipate that UVA staff will be heavily involved in many aspects of the event.*

**Q:** Are there volunteer subcommittees that we will be interfacing with? If so, who directs the volunteer labor forces?

**A:** *The Creative Director will coordinate that with the awarded firm. It may or may not be necessary.*

**Q:** What facilities (trades)/security/communications/etc. staff will we be working with for event design, set-up, and day of execution? Is there an existing contact sheet with primary contacts for each area?

**A:** *This will be discussed in further detail with the successful firm(s).*

**Q:** What is the allowable load-in and load-out timing for the October 6, 2017 event?

**A:** *Firms will have access to begin setup 3 to 4 days before the event – if held on the lawn. If the event moves to JPJ, there is a possibility of only 24 hours access prior to the start of the event.*

**Q:** Is there any athletic or other student event scheduled on campus the week of the event that could interfere with load in and set-up?

**A:** *This is still being confirmed. At this point, assume that there is no football game.*

**Q:** Does the University own chairs, stages, bike racks, and tables for seating at the events?

**A:** *We have some equipment, but the usage will need to be negotiated with the successful firm(s). We would like to see full service proposals from the firms.*

**Q:** Are there any specific labor requirements on campus or at any of the venues?

**A:** *JPJ does have union labor and there is a 1:1 ratio / shadowing system.*

**Q:** Which elements of the program will be recorded, webcast, or streamed? Do you envision multiple cameras and live editing for the webcast?

**A:** *The University has an in house team to handle communications. We may ask the successful firm(s) to supplement that team in some cases but that is yet to be determined. There will not be a live webcast at this point.*

**Q:** Is there an overarching communications plan in place for the celebration? Marketing plan?

**A:** *This is not something that we are asking firms to cover. We will coordinate this with an in-house team.*

**Q:** Will there be signage and will we produce and manage it?

**A:** *The University will handle this in house.*

**Q:** Please describe more details about the set design and fabrication needs.

**A:** *We are open to suggestions in this area.*

#### EVENT QUESTIONS – ENTERTAINMENT, MICRO-PERFORMANCES

**Q:** Has UVA held similar events of size and scope?

**A:** *We hold a lot of events annually – but nothing of the size and scope planned for this event.*

**Q:** Is there already a basic ground plan for the various stages and pavilions, or will you be looking to us to draft a ground plan and provide recommendations for the overall event?



**A:** *There is no set plan at this point. We are looking for responding firms to provide recommendations.*

**Q:** Will the Charlottesville Symphony performance be after dark and will technical support and stage management be needed?

**A:** *We envision the event starting just before twilight.*

**Q:** What role will the selected firm play for student performances? Will the school arts classes and instructors be scripting & directing these pieces or will we be collaborating with students and writing, choreographing / directing for these performances? Will we need to provide stage direction / management and staging, audio, and technical support?

**A:** *The selected firm will not have responsibility for the content of any of the student or UVA department performances. The firm's role will be to coordinate the overall event and lend suggestions, but will not be responsible for the overall content. A stage manager will be required for the event as a whole, but will likely not be required for the micro-performances.*

**Q:** What role will the selected firm play regarding the costumed actors roaming the lawn? Will we be involved in casting / scripting / rehearsal? Or will this be related to student activities or a reenactment group already selected by the University?

**A:** *The University has relationships with actors, but there is no confirmed agency that is providing this service.*

**Q:** Will the selected firm be sourcing speakers and performances / providing creative, scripting, and casting support or just technical support for the pavilions and micro-performances / lectures?

**A:** *The selected firm(s) may be asked to assist in talent acquisition as well as providing technical support. There will not be any scripting or casting needs regarding student performances, but for the larger event assistance in this area may be requested.*

**Q:** What is the food and beverage experience estimated/planned for the event(s)? Will the selection and supervision of those services be managed by the University?

**A:** *The University will be handling all food and beverage needs – this should not be part of the firm's proposal.*

**Q:** What other activities are planned for the day of the event? For the week of the event?

**A:** *We are planning a re-enactment of the laying of the cornerstone around 3 PM on the lawn. We are trying to engage the local masonic temple for that. This is still a work in progress.*

**Q:** What audio/video and staging equipment does the University own that can be used throughout the celebration?

**A:** *While the University does have some equipment, the usage will need to be coordinated with the selected firm(s).*

**Q:** Are fireworks allowed on University grounds?

**A:** *We are in discussions with the fire marshal to get permission for fireworks.*

### PROJECTION MAPPING – CONTENT & LOGISTICS

**Q:** *Using projection mapping to depict the history and future of the University – projection to be shown on the Rotunda [and surrounding pavilions]. The light show as envisioned will be similar to the light show, Northern Lights depicting Canada's history, which is projected on Parliament Hill in Ottawa each summer. What is the desired length of the mapped show? Is there a desire to have projected content running throughout the entire event, aside from the main show? Examples would be ambient loops, messaging, and event logos.*

**A:** *The desired length of the mapped light show is 22-26 minutes.*

**Q:** Does the University plan / want to use the projection mapping presentations at future events?

**A:** Yes. The University wants firms to propose what future presentations of the projection mapping show would cost.

**Q:** For the live Charlottesville Symphony portion of the event, is there a desire to have coordinated projections at the same time?

**A:** *We are open to having projections during the performance of the symphony and from time to time throughout the evening during any brief performance interludes.*

**Q:** Are vehicles allowed on the lawn?

**A:** No

**Q:** Is there a desire to tie the projected media in with the Micro-performances and lectures that will take place in each of the Academic Village pavilions during the evening?

**A:** *There is no need to tie the projected media to the micro-performances within the pavilion.*

**Q:** Are there University building bicentennial commemoration graphics that should be integrated into the projected media?

**A:** *There will likely be some Bicentennial commemoration graphics that will be included at some point during the projections along with content representing UVA today and the future.*

**Q:** What level of information will be shared from the University of VA to support story and content development to depict the history and future of the University? What will this collaborative process look like?

**A:** *We currently have a committee of UVA historical experts researching content including dates, facts, stories, portraits, renderings, and photos to provide content to create the story and projections for the mapping.*

If you have any questions concerning this Addendum or the RFP, please contact me at [kc5yc@virginia.edu](mailto:kc5yc@virginia.edu). Thank you for your participation in this RFP Process. I look forward to receiving your proposal.

Sincerely,

Kevin Crabtree  
Senior Buyer

Please sign below, acknowledging receipt of this Addendum and return this document with your response to the RFP.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Please Print Name of Person Signing Above

\_\_\_\_\_  
Date