

Town of Vail Welcome Centers - Creative, Interpretive Display Installation - RFQ

QUESTIONS & ANSWERS

1. **QUESTION:** The scope of work, third item, states that project includes establishing a scope of work for planning, design, construction, installation. Can you confirm if the RFQ response should be anticipated just design/planning or is this a turnkey project in which this RFQ will result in the award of a design/build contract (the awarded team should have fabrication/installation as part of the expected contract of up to \$200,000)?
 - a. **ANSWER: Yes, is this a turnkey project in which this RFQ will result in the award of a design/build contract (the awarded team should have fabrication/installation as part of the expected contract of up to \$200,000.**

2. **QUESTION:** The budget specifically states inclusion of two digital displays/monitors. Is the content for those displays already in existence or is some kind of media production expected of the awarded team? No, the Town of Vail will be responsible for the content. If yes, can more detail be provided so that the response to the RFQ can present qualifications specific to the media needs (original film production, interactive design, etc.)? Will the digital displays be independent systems or will this require integration into a network or IT architecture?
 - a. **ANSWER: Yes, it will require integration into a network or IT architecture, the Town of Vail IT department will do the integration.**

3. **QUESTION:** Are the exhibits (content, design) of the two Welcome Centers to be roughly similar or does the Town of Vail expect these to have different information, displays, design, exhibits at each location?
 - a. **ANSWER: Good question, the two Welcome Centers will have similar topics/overarching themes (local history, environmental sustainability just for example), but different information will be displayed at each location. Additionally, each Welcome Center will have 1 digital display each.**

4. **QUESTION:** In the Submittal Requirements section, Approach to Scope of Work, it is expected for proposers to include the “style or approach intended to develop the message strategy”. Can the Town of Vail clarify what that means? Style/approach is typically a deliverable of a exhibit design contract, not a bid requirement, and it would not be possible to develop without the planning process with the Town of Vail and key community stakeholders identified in the Scope of Work.

- a. **ANSWER:** Thank you for pointing this out, we are removing this sentence from our requirements as you are correct this a RFQ and not a RFP. So now that section should be as follows:

SUBMITTAL REQUIREMENTS & QUALIFICATIONS

- **Statement of Qualifications:** statement covering resources, expertise, client list, and references. If a team, partnering firm, or organization is proposed, include background information on all participating members. Include standard billing rate(s) range.
 - **Relevant Work Experience:** examples of previous work relevant to creative, interpretive displays, and environmental sustainability. Detail specific case studies that demonstrate abilities in these areas and approximate cost range.
5. **QUESTION:** Do you have a design committee or equivalent? If so, what is the general make-up of that group?
- a. **ANSWER:** Yes, we have a committee/stakeholder group that we will convene to help identify the topics/subjects and content of the displays. We would like the firm to help guide/suggest the design and creation of the displays.
6. **QUESTION:** What is the source of the project funding?
- a. **ANSWER:** The Town of Vail, monies have already been allocated.
7. **QUESTION:** Please provide some information that will assist us to understand the total size of the exhibition to be designed; for example, the square footage of the exhibition spaces, linear feet of displays, the number of current/existing displays, or any other appropriate measure. Are the included photos comprehensive?
- a. **ANSWER:** Great question, we are working on procuring the blueprints/square footage of the exhibition spaces. We'll post this here as soon as we have it.
8. **QUESTION:** Will any of the existing displays remain in the Welcome Centers?
- a. **ANSWER:** No, all the current displays will be removed and replaced with new ones.
9. **QUESTION:** Are all new displays to be wall-mounted, as are the current displays, or will this project include additional free-standing exhibits?
- a. **ANSWER:** This is up in the air, we are open to both, however, safety and the ability to keep clean are necessary.

10. **QUESTION:** What is the nature of the content of the two proposed digital displays? To what extent will the contracted firm be responsible for the production of media?
- a. **ANSWER: This content we will be responsible for. The Town of Vail will provide this, so that is not something you'd need to be responsible for. It will be rotating/carousel-type content listing events etc.**
11. **QUESTION:** To what extent, if any, do you anticipate the new displays to include interactive elements?
- a. **ANSWER: Interactive we are open to, but nothing that requires touching (i.e. no touch screen TVs). We have many guests who are kids and people with luggage, so want to be sure to be aware of anything that might be dangerous to kids or people bumping into them with luggage.**
12. **QUESTION:** To what extent will the contracted firm be responsible for photo procurement, if applicable?
- a. **ANSWER: Yes, we have access to lots of Vail photography.**
13. **QUESTION:** Will the Town of Vail provide expertise in Vail's outdoor recreation, environmental sustainability practices, culture, and history in addition to the Mountain IDEAL standard?
- a. **ANSWER: Yes, we have and will provide all the information.**
14. **QUESTION:** Are you looking for monitors only or a mix of exhibit displays (interpretive panels) and monitors?
- a. **ANSWER: We are interested in 1 digital display for each Welcome Center (so 2 total), however, the rest of the exhibit would not be digital.**
15. **QUESTION:** Is the contractor programming the monitors or just designing the screens?
- a. **ANSWER: Just designing the screens. The content of the digital displays the Town of Vail will create/provide, so that is not something you'd need to be responsible for. It will be rotating/carousel-type content, listing events, activities in town, etc.**
16. **QUESTION:** Since Vail is committed to maintaining the Mountain IDEAL Certified Sustainable Destination designation and Top 100 Sustainable Destination designation, are you required to use sustainable materials or meet a percentage?
- a. **ANSWER: We are not "required" to meet any percentage; however, we do look to uphold those principles and incorporate as many sustainable and environmentally responsible materials as possible.**
17. **QUESTION:** How old are the existing structures that are shown in the RFP?

- a. **ANSWER: The existing display structures in the RFQ were installed around 2014, so we are due for an update!**
18. **QUESTION:** Will the Town be providing all of the final content or is content development in the contractor's scope of work?
- a. **ANSWER: Once the contractor is selected, we have a committee/stakeholder group that will convene to help identify the topics/subjects and content of the displays. We would like the contractor to help guide/suggest the design and creation of the displays alongside this group coming up with the content.**
19. **QUESTION:** Is all existing content/resources digitized?
- a. **ANSWER: We believe so yes. We have a wealth of Vail photography, historical and environmental content that is digital.**
20. **QUESTION:** We are a bit confused by the answer posted in the last Q & A document (#2) - Are you looking for the chosen contractor to provide media production, design, and/or programming for the monitors or will the Town of Vail be handling all of that? We do understand the Town will be providing media integration.
- a. **ANSWER: Yes, the Town of Vail will handle all the digital/media programming (i.e. what runs on the digital displays). We would like the contractor to help us identify what types of digital displays are out there, what they might look like stand-alone or incorporated into a greater display. We basically plan on coming to the table with all the content we want to be displayed but need help figuring out how to display that creatively.**