



Request for Pricing

Polar Frontier Projection Interactive



The Columbus Zoo & Aquarium is seeking proposals from qualified design teams to provide concept design through fabrication and installation for the new Polar Frontier Projection Interactive. We are seeking an interactive turnkey project that further transforms the existing Polar Frontier interior space using projection technology. Polar Frontier Projection Interactive updates would consist of limited renovation to the existing space as needed, new equipment and animation to replace/enhance/update an existing floor projection interactive, and an additional vertical projection on the adjacent wall.

Introduction

The Columbus Zoo and Aquarium Association (CZA) is a 501 (c) (3) not-for-profit organization that manages and operates an acclaimed zoo, golf course, and an LLC waterpark on 612 adjacent acres of land on the northwestern outskirts of Columbus, Ohio.

The Columbus Zoological Park Association, Inc. was organized in 1930 as a not-for-profit corporation. The functions of the Association are to make the public more aware of conservation issues, education programs and recreational opportunities, to encourage civic involvement in the Zoo, to raise funds for the acquisition of animals and to plan Zoo improvements.

Project Overview

Polar Frontier addresses the Zoo's mission by enriching our community's quality of life, inspiring a greater appreciation of wildlife and promoting conservation action.

The Battelle Ice Bear Outpost offers interactive experiences, detailing the wonders of the icy Arctic world – and what we can do today, right here in central Ohio, to help save it. Ideally we have made the emotional/physical connection by creating opportunities for guests to watch the animals separated only by a panel of glass, creating the sense that the guest and the animal are sharing the same space within this simulated region.

The interpretive messages at Polar Frontier hinge on one core belief: *“Polar bears depend on sea ice. The ice is melting.”* Through partnerships with the Byrd Polar Research Center at The Ohio State University and Polar Bears International, as well as funding and content on climate change from Battelle, the interpretive goals are detailed through three interpretive vehicles, inquiry-based activities, imagery and dimensional propping.

The interpretive goal of the update is to make an engaging and fun interactive that enhances guests appreciation for the Arctic region, provides an exploration experience, and encourages exploration of the Arctic area.

Scope of Work

The successful Design Group will present to the CZA the best animation and concept design experience for guests to engage with an interactive floor projection experience and a vertical adjacent experience.

The Design Group will be responsible for all Design, Animation/video procurement, Programming, securing equipment, installation of equipment and modification to the physical floor and adjacent wall as needed. The CZA would like to consider reducing the existing floor area to one large area that would be preferable to convey our message rather than 3 separate existing areas and if so, how does the equipment change based on that new criteria.

Equipment selection/purchase and installation including removal and recycling of existing equipment of the floor projection experience is the responsibility of the Design Group. Once installed, the CZA will then work with the Design Group to have the unit(s) integrated with our network. The projection experience will be controlled via a computer/timer system that does not require on-site servers or services. Vendor will supply all required network connectivity requirements to include preferred minimum network cable type (CAT5, CAT6, CAT6A, Fiber) and network cable termination type. Further, requirements for any specific firewall ports that may need to be opened will be clearly defined. Updates of software/firmware will need to be coordinated via the Zoos Technology Services. Content will be managed by the Zoo's Planning Department.

The Floor Borealis

The Floor Borealis Projection Experience would have images/video content to provide a full body experience for the guests of all ages. The projection flooring would have a wave/gesture activation. The floor projection shows an active borealis that when activated by a wave might change color and shape similar to the real borealis. Additional written content could be provided via Gobo's (Owner provided equipment and content).



Alternate 1: Wall Interactive

On an adjacent wall, the CZA would like a projection of the Arctic with various animals that travel through the scene to include: Polar bears, Arctic Fox, Ptarmigan, seals, Narwal and so forth. This could be a running video that has minimal interaction. The video would be projected on the current walls, removal of props/theming/benches would be necessary.

The Design Group is responsible for all animation and programming, in addition to procurement and installation of all video/equipment (labor and equipment). The Design Group will coordinate all equipment/labor/images for the project.



Project Schedule and Budget

RPF sent out:	June 12, 2024
RFP due:	July 1, 2024
Notice of Intent sent:	July 8, 2024
Contract Negotiation: 2024	July 8, 2024 through July 19, 2024
Design of Interactive Experience:	July 8, 2024 through December 2024
Installation:	January through February 2025

The total project budget, inclusive of all fees, equipment purchases, installation (must be at Prevailing Wage rates for State of Ohio), animation design, reimbursable, theming, graphics and other miscellaneous items has an allocation of \$200,000.00

Proposal Submission Format and Requirements

The following criteria are applicable and should be considered for the proposal:

- Equal employment opportunity
- Project is prevailing wage for the equipment installation only. Please show applicable rates.
- CZA has a goal of 10% project spend for MBE, including yourself and/or any subcontracted companies.
- Drug Free Safety Policy Requirements
- This project is tax exempt.
- Bid Bond Required: No
- Performance and Payment Bond Required: No

Please include the following information in your submission:

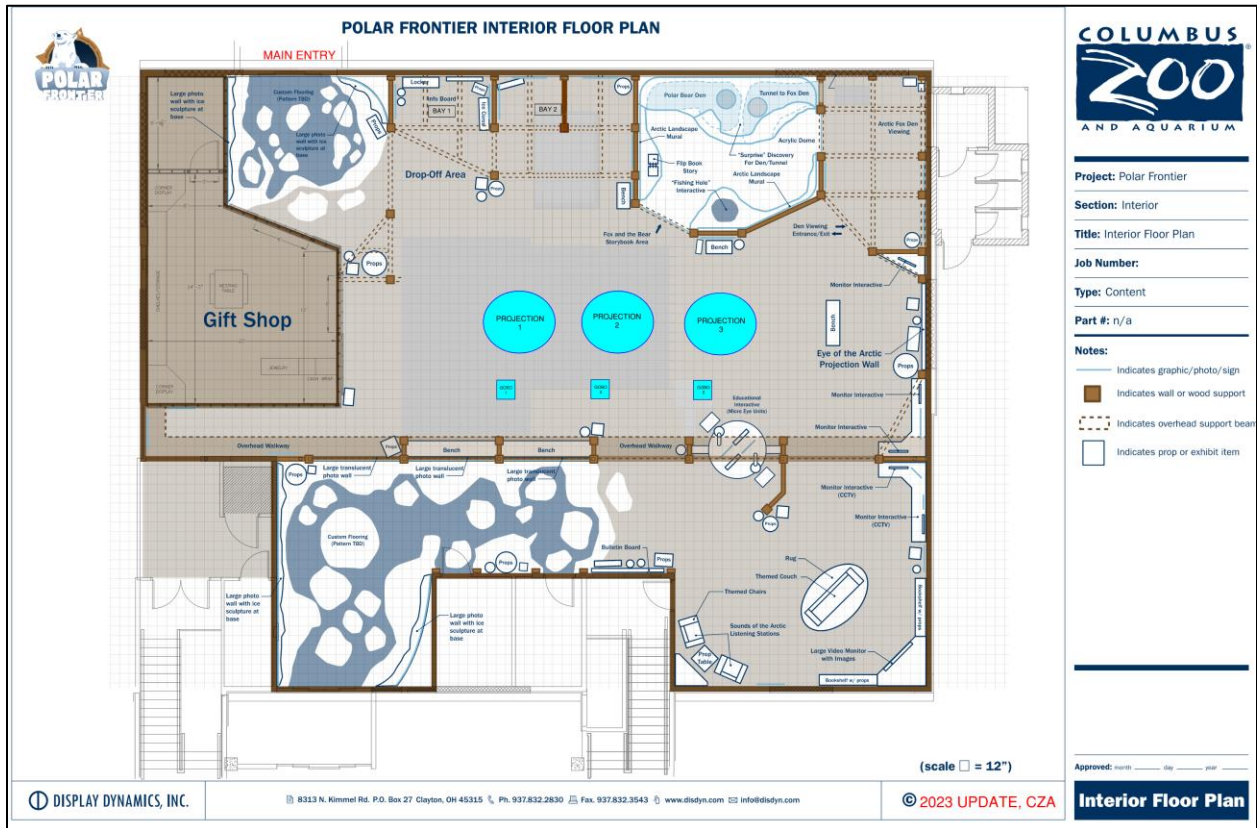
1. Corporate Information
 - a) Provide company name, officers as applicable and their contact information.
 - b) State limits and deductible of professional liability coverage.
2. Relevant Experience
 - a) Summarize general experience in projects of similar scope, budget and complexity.
3. Approach
 - a) Provide a statement of your company's understanding of the proposed Scope of Work and the proposed project schedule.

4. Project Cost (Bid Proposal Form)
 - a) Provide your proposed cost for the materials, description of equipment proposed and work for the construction project.
5. Minority Organizations (Commitment to Minority Business Participation Form)
 - a) Identify any means in which you intend to try to utilize minority organizations in order to help the Zoo achieve the 10 % goal for this project. Document if you are unable to meet this goal.
6. Contract Language Concerns
 - a) The CZA would like a general understanding of any concerns with the proposed contract language. We are utilizing the Design Build agreement (Agreement, Definitions, General Conditions) for this project.
7. Acknowledgement of Addendum (if any) form

Proposal Selection Procedure, Terms, and Conditions

1. Questions concerning the Proposal Submission, or the Scope of Work must be directed electronically to Karen Huebel, Director of Theming & Interpretive Design, karen.huebel@columbuszoo.org. Responses to questions will be sent in the form of an addendum which must be submitted with the bid acknowledging receipt of addendum.
2. An electronic copy of the proposal shall be emailed to:
Karen Huebel, karen.huebel@columbuszoo.org and
Brad Price, brad.price@columbuszoo.org
3. To schedule a site visit please contact Karen Huebel, 614.724.3594 or via email.
4. Questions may not be entertained after **Friday June 28, 2024, 2:00pm Eastern Standard Time**.
5. **Proposals must be received electronically no later than July 1, 2024 at noon, Eastern Standard Time**. Proposals received after this time may not be considered. CZA will provide a confirmation of receipt from one or both listed parties.
6. All responses received by the deadline will be evaluated by an internal selection committee, which may lead directly to the selection of a particular firm for an interview.
7. The chosen firm will receive a "Notice of Intent." Candidates not selected for the project will be informed by the CZA in a timely manner.
8. All costs of developing these proposals and any subsequent expenses relating to an interview process or to contract negotiations are entirely the responsibility of the Proposer and may not be charged to the CZA.
9. It is the policy of the CZA to solicit proposals with a bona fide intention to award a contract. This policy notwithstanding:
 - This Request for Proposal is not subject to the competitive bidding process.
 - Any contract entered as a result of any proposal submittal will not necessarily be based on the concept of lowest apparent bidder.

- The CZA reserves the right to accept or reject any or all RFP's that may be submitted or to procure any service by any other means.
- The CZA reserves the right at any time to modify the selection process or the scope of the project or the required responses.
- Soliciting proposals does not commit the CZA to accept any terms of any proposal. Final terms of any agreements are subject to the approval of the CZA.
- Submission of a response to this RFP constitutes express acceptance by the Proposer of all provisions of this Request for Proposal.



Current interior of Polar Frontier showing existing projections.



Acknowledgement of Addendum

Bidders must submit this acknowledgement form with their response. One acknowledgement form per response, listing all addenda, is appropriate.

Addendum No.: ____

Addendum No.: ____

Addendum No.: ____

Addendum No.: ____

Addendum No.: ____

Company Name: _____

Representative's Name: _____

Signature: _____

Date: _____



Bid Proposal Form

In addition to filling out this bid form, please attach an additional sheet breaking out your bid by labor and materials/equipment/installation.

Bidder will complete all work associated with the project in accordance with the RFP and Attached Exhibits for the following total bid price of

TOTAL PRICE FOR PROPOSED SERVICES:

\$ _____ U.S Dollars

Alternate #1 Wall Interactive: \$ _____ U.S. Dollars

Breakout of Labor:

Breakout of Materials:



Commitment to Minority Business Participation Form

Use "√" or "X" to mark option included in bid.

If marking Option B, please also show percentage of proposed participation.

_____ Option A

Bidder commits to meet or exceed the advertised MBE participation goal of the contract award amount, calculated as a portion of the base bid plus all accepted alternates, by using certified MBE business enterprise(s) or other group as described in the RFP.

Bidder agrees that if selected for consideration of the contract, it shall provide (if not provided with the Bidder's base bid) to the CZA, within 3 business days after receiving notice from CZA, MBE affidavit form for each certified business enterprises proposed for use by the bidder if awarded the contract for this project.

_____ Option B

Bidder does not meet the advertised MBE or other group as described in the RFP Participation Goal percentage, but if awarded the contract for this project, commits to provide _____ **percent** of the contract award amount, calculated as a portion of the base bid plus all accepted alternates, by using certified MBE business enterprises or other group as described in the RFP.

Bidder acknowledges it understands the requirement for it to provide and agrees to provide to the CZA, if selected for consideration of the contract, within 3 business days after notice from CZA, a "Demonstration of Good Faith" form describing its efforts undertaken prior to submitting its bid to meet the advertised MBE participation goal percentage for the contract for this project.

_____ Option C

Bidder declares that the bidder is certified MBE business enterprise or other group as described in the RFP and that if awarded this contract, the MBE participation percentage will be 100 percent of the Contract award amount.