



**DANE COUNTY**  
**DEPARTMENT OF ADMINISTRATION**  
**PURCHASING DIVISION**

**REQUEST FOR PROPOSAL (RFP)**

Revised 06/2021

**RFP NUMBER:** **121043**

**RFP TITLE:** **Alliant Energy Center  
Advertising Concession**

**RFP DEADLINE:** **November 15, 2021  
2:00 p.m. (CST)**

**PROPOSALS  
MUST BE  
UPLOADED TO:** **Purchasing Bid Dropbox  
[www.danepurchasing.com](http://www.danepurchasing.com)**

**\*Late, faxed, mailed, hand-delivered or unsigned proposals will be rejected\***

**MANDATORY  
VENDOR  
CONFERENCE:** **October 19, 2021, 1:00pm at the  
Alliant Energy Center Administration  
Building, 1919 Alliant Energy Center  
Way, Madison**

**DIRECT  
ALL INQUIRES TO:** **Megan Rogan  
Purchasing Officer  
(608)283-1487  
[rogan.megan@countyofdane.com](mailto:rogan.megan@countyofdane.com)  
[www.danepurchasing.com](http://www.danepurchasing.com)**

**PROPOSAL SUBMISSION CHECKLIST**

Update Vendor  
Registration

Read Entire RFP  
Document

RFP Response  
(Separate from Cost Proposal)

Cost Proposal  
(Separate from RFP Response)

Upload RFP Response  
and Cost Proposal to  
Purchasing Bid  
Dropbox

**DATE ISSUED** | September 22, 2021

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## 1.0 RFP OVERVIEW

### 1.1 Introduction

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal according to the specifications set forth within this document.

The County intends to use the results of this process to award a contract or issue of purchase order for the product(s) and or services(s) stated.

**The Dane County Purchasing Division is the sole point of contact for questions and issues that may arise during the RFP process.**

### 1.2 Clarification of the Specifications

All inquiries concerning this RFP must be **emailed** to the **person indicated on the cover page** of the RFP Document.

Any questions concerning this RFP must be submitted in writing by e-mail on or before the stated date on the **Calendar of Events** (Section 1.4).

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

### 1.3 Vendor Conference

A **mandatory** conference will be held to respond to written questions and to provide any needed additional instruction to vendors on the submission of proposals. All vendors who intend to respond to the RFP **shall** attend the vendor conference. If a vendor fails to attend the conference and submits a proposal, the proposal will be rejected.

**Date: Tuesday, October 19, 2021**

**Time: 1:00 p.m.**

**Location: Alliant Energy Center Administration Building, 1919 Alliant Energy Center Way, Madison**

### 1.4 Calendar of Events

Listed below are specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event that the County finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing an addendum to this RFP and posting such addendum on the Dane County [website](#). There may or may not be a formal notification issued for changes in the estimated dates and times.

<b>DATE</b>	<b>EVENT</b>
September 22, 2021	RFP Issued
October 29, 2021	Last day to submit written inquiries (2:00 p.m. CST)
November 3, 2021	Addendums or supplements to the RFP posted on the Purchasing Division <a href="#">website</a>
November 15, 2021	Proposals due (2:00 p.m. CST)
Late November/ Early December 2021	Interviews (if needed)
December 2021	Vendor Selection/Award

**1.5 Evaluation Criteria**

The proposals will be scored using the following criteria:

<b>Proposal Requirements</b>	<b>Percent</b>
<b>Organizational Capabilities</b> (Section 3.3 & 3.5)	10%
<b>Staff Qualifications</b> (Section 3.4)	10%
<b>Advertising Revenue Development</b> (Section 3.6)	20%
<b>Advertising Technology Implementation</b> (Section 3.7)	15%
<b>Display Coordination / Artistic Management</b> (Section 3.8)	10%
<b>Inventory Management / Inventory Expansion</b> (Section 3.9)	10%
<b>Service, Repair, Replacement, and Maintenance</b> (Section 3.10)	5%
<b>Revenue</b>	<b>Percent</b>
Revenue	20%
<b>Total</b>	<b>100%</b>

**1.6 Submittal Instructions**

Proposals must be received in the Purchasing – Bid Dropbox located on the [www.danepurchasing.com](http://www.danepurchasing.com) website no later than the date and time indicated within the RFP Deadline field on the RFP Cover Page or addenda. Late, faxed, mailed, hand-delivered, or unsigned proposals will be rejected unless otherwise specified. Dane County is not liable for any cost incurred by proposers in replying to this RFP.

All proposals must be saved in PDF format unless otherwise specified within the RFP document and the file name shall include the RFP# and name of business submitting proposal.

Example of how to name the files:

120012 – Vendor Name – RFP Response

120012 – Vendor Name – Revenue Proposal

To Submit a Proposal:

1. Go to [www.danepurchasing.com](http://www.danepurchasing.com) and click on Purchasing – Bid Dropbox or click on the Open RFP's and Bids page link.
2. Click on the Submit a Bid button within the green Purchasing Bid Dropbox.
3. Type in the Email, First Name, Last Name and Company information and click Continue.
4. Drag and drop the RFP files one at a time into the “Drag files here” box.
5. After all files have been placed into the “Drag files here” box, click on the blue Upload button.
  - a. The file upload status can be seen for each document uploaded.
  - b. After each document reaches 100%, it will say “Uploaded”.
6. Confirm all files have been uploaded and then close out of the window.

### 2.0 PROJECT OVERVIEW AND SCOPE OF SERVICES

#### 2.1 Definitions and Links

The following definitions and links are used throughout the RFP.

**County:** Dane County

**County Agency:** Department/Division utilizing the service or product.

**Dane County Purchasing website:** [www.danepurchasing.com](http://www.danepurchasing.com)

**Fair Labor Practices websites:** [www.nlrb.gov](http://www.nlrb.gov) and <http://werc.wi.gov>

**Purchasing**

**Proposer/Vendor/Firm/Contractor:** a company submitting a proposal in response to this RFP.

#### 2.2 Scope of Services/Specification Overview

The project will design, install, develop, manage, increase sales and revenue, and maintain an innovative state of the art Advertising Concession across the Alliant Energy Center event campus and all associated areas at the Alliant Energy Center, including: advertising revenue development, technology implementation, display coordination, artistic management, inventory management/install, repair and replacement, and overall program coordination.

#### 2.3 Advertising Revenue Development

The contractor will be directly responsible for the development and expansion of a robust, campus-wide, advertising display program. It is expected that the contractor will work extensively in south central Wisconsin as well as in the national marketplace to cultivate advertisers. The contractor will develop, grow, and expand advertising program offerings as well as associated sales revenue.

#### 2.4 Technology Implementation

The contractor will provide a technology implementation plan which upgrades all existing signage equipment to digital/hybrid electronic screen technologies. New deployments of static displays should also be considered for digital upgrades. These technologies must be of high resolution and able to display a variety of electronic media formats including static, video, and animation(s) as requested by advertisers. In addition, the contractor should propose upgrades or retrofits of current video display technologies deployed throughout the campus to ensure high-resolution, low-maintenance, maximum viewable size ratios, and reliable video display equipment.

#### 2.5 Display Coordination / Artistic Management

The contractor shall provide ongoing coordination and inventory management of the advertising displays throughout the campus to ensure that all displays and advertising are aesthetically consistent with the Alliant Energy Center design and architecture and compatible with campus operational efficiencies. It is essential that all advertising creatively compliments the character of the campus, and the quality and culture of Madison and Dane County. Alcohol, cigarette, controversial, political, or advertising displays that are not all-age appropriate will not be allowed. The contractor will be directly responsible for content coordination and final approval by the Executive Director. Communications on all installations – including a web-based approval portal or other electronic approval process is required. Displays or advertising locations unsold for longer than a two-week period should be filled with appropriate venue approved filler materials.

## SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

### 2.6 **Inventory Management / Expansion**

The contractor shall provide a plan for the removal and replacement of current electric motion (scrolling signage equipment) locations with hybrid electronic displays as detailed in 3.4.

All proposed locations and advertising display units are subject to approval by the Executive Director or designated representative and only approved locations and display units will be authorized under the AEC Advertising Concession Lease awarded pursuant to this RFP.

This plan should also include suggested retrofits, upgrades, or replacements (if needed) for locations that currently have edge-lit or tension fabric displays as needed to ensure consistency and quality across the entire advertising program.

In addition, the contractor should provide a detailed plan for potential expansion of available advertising areas across the entire campus.

Acceptable inventory delivery methods include: electronic/media monitors, edge-lit displays, tension fabric applications, floor displays, multi-dimensional exhibits, and portable signage units.

### 2.7 **Service, Repair, Replacement, and Maintenance**

The contractor will work closely with the Executive Director to ensure that all displays are in exceptional working order, serviced, and cleaned on a regular basis. In addition, the contractor must provide timely and effective emergency maintenance of all displays and 24-hour on-call accessibility for urgent repairs.

## SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

### 3.0 RFP RESPONSE PREPARATION REQUIREMENTS

Proposals shall be organized to comply with the section numbers and names as shown below. Each section heading should be clearly marked. Graphics may be included. The RFP sections which should be submitted/responded to are:

#### 3.1 Attachment A – Vendor Information

#### 3.2 Table of Contents

Provide a table of contents that, at a minimum, includes all of the sections as identified below. Listings of sub-sections and graphics/tables also may be included. Section dividers are encouraged.

#### 3.3 Organization Capabilities

Describe the firm's experience and capabilities in providing similar services to those required. Be specific and identify projects, dates, and results. Please be sure to include examples that are directly related to the work that will be performed.

#### 3.4 Staff Qualifications

Provide resumes describing the educational and work experiences for each of the key staff who would be assigned to the project. Be sure to include number of years of experience and project specifics.

#### 3.5 Large Event Venue/Convention Center/Public Event Location Experience

Describe the firm's experience and capabilities of working with similar venues in size and scope to the advertising program.

#### 3.6 Advertising Revenue Development

Describe the vendor's facilities, equipment, and expertise for developing a comprehensive advertising revenue development program.

#### 3.7 Advertising Technology Implementation

Provide samples of recently developed, similar advertising programs as well as a suggested initial program offering for the Alliant Energy Center.

#### 3.8 Display Coordination/ Artistic Management

Describe the vendor's ability to provide coordination and artistic management of advertising displays, ensuring strict adherence for artwork to facility design/ architecture guidelines, and process artwork approvals through an electronic or web-based portal system.

#### 3.9 Inventory Management/ Inventory Expansion

Describe the vendor's expertise providing expert guidance and oversight for advertising inventory management to ensure adequate advertising space deployment, maximum revenue development, and creative and appropriate expansion(s) of available inventory.

#### 3.10 Service, Repair, Replacement, and Maintenance

Describe the vendor's facilities and expertise for service, repair, replacement, and maintenance of installed advertising displays and equipment.



## SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

### 3.11 **Proposer References**

Proposers must include in their RFPs a list of organizations, including points of contact (name, address, and telephone number), which can be used as references for work performed in the area of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project.