PROSPECTUS
City of Norfolk, Office of Special Events
Informal Request for Proposals 4501-0-2015/DH

PARADE FLOAT

Design & Build

PROPOSALS DUE: August 15, 2014
2:00 P.M. Local Time

PURPOSE: 2014 will be the 30th Grand Illumination Parade in Norfolk, Virginia. This annual tradition makes the city sparkle with lights. From parade night until New Year's Eve, the lit skyline provides a magical backdrop for a calendar filled with exciting traditions and unforgettable activities in downtown Norfolk. In honor of this important anniversary, the City of Norfolk seeks to commission an artist or lighting and theater stage designer to devise and construct the City of Norfolk Grand Illumination float. The float is featured in this city-wide event and viewed via televised broadcasts by tens of thousands each year.

The design for the float should be full of lighting components that are brilliant and theatrical. It should also be a creative celebration of the City of Norfolk's present day vibrancy and cultural richness. We are seeking a fresh perspective and hope for innovative lighting, technology, props and exciting stage set design. This will be no ordinary parade float with holiday lighting or petal mat. The float is intended to be used for a minimum of five (5) years, so materials should be weatherproof and durable. The selected artist will provide written instructions to preserve the float with minimal maintenance.

A. SCOPE OF WORK: The City will provide the basic infrastructure and all power for the lights. The selected artist shall furnish all labor, materials, equipment, tools, supplies, transportation, supervision and incidentals as may be required to construct a parade float. The finished float shall incorporate the Existing Structures and Equipment and contain the following components of Design and Construction:

1. Existing Structures and Equipment:
   - 8ft. x 32ft. flatbed trailer
   - Two (2) "whisper" generators with a total electrical load capacity of 6000 watts/50amps
   - Float will be hitched to City of Norfolk tow vehicle and driven in the parade by City of Norfolk

2. Design:

- Emphasize theatrical style lighting for brilliant display at night
- Represent the City of Norfolk and include the colors PMS 2945 (blue), as well as white, black, grays, and/or other complementary colors
- Accommodate a minimum of twenty (20) passengers, combination of both seated and standing
- Incorporate elements that are customizable to accommodate the changing parade themes each year
- Optional: Design can include simple decoration for the extended cab pickup truck (tow vehicle)
- Appropriate for all ages

3. Construction:
    - Sturdy, stable, durable and made from high quality weatherproof materials that meet fire code
    - Able to withstand short distance highway travel
    - The flatbed trailer which will carry the float measures 3ft 8in at its highest point. The total height from ground to the float's highest point may not exceed 12ft 9in.
    - Able to withstand and be displayed in inclement weather conditions
    - Built to last a minimum of 5 years with marginal to no maintenance or material replacement (a 24 month warranty on labor and materials from the date of delivery must be established)

B. BUDGET AND INSURANCE REQUIREMENTS : A detailed project budget not exceeding $15,000.00 is to be submitted with proposal, including all costs of materials, labor and design. Budget should be inclusive of any contingency and materials replacement costs that are foreseen to occur within the first two (2) years of use.

The selected artist must carry a Commercial General Liability Insurance Policy that meets City coverage requirements naming the City of Norfolk as an additional insured and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policy.

If the artist employs anyone in connection with this work, the artist must carry a workers compensation insurance policy; and must carry an automobile liability insurance policy if appropriate. The artist will be responsible for subcontractors, meeting the same insurance requirements. The artist does not need to have this in place in order to apply.

C. TIMELINES (subject to change) :

1. Deadline for Proposal: 2:00pm Friday August 15, 2014
2. Award of contract: 2:00pm Friday August 29, 2014
3. Completion and Delivery: 2:00pm Friday October 30, 2014

D. SELECTION CRITERIA AND AWARD CONSIDERATIONS: The award will be made to the responsible bidder whose proposal is determined to be the most advantageous to the City, taking into consideration the evaluation factors set forth in this Request for Proposals. The City will consider the aesthetic value, lighting components, creativity and relevance of the proposal. The Office of Special Events at its sole discretion retains the right to not to make an award to this RFQ.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (originality, creativity and innovative approaches) as evidenced by submitted materials of previous float designs
- Professional experience and ability to undertake and complete the project by designated date
- Appropriateness of materials, style and concept

Following the initial review of proposals, a group of finalists may be selected to submit float designs to the review committee and may be asked to participate in an interview with the committee via Skype. Finalists will be required to submit City float design sketches no later than seven (7) business days following the City's notification to finalists. The committee reserves the right to select the final artist without a finalist process.

E. REQUIREMENTS FOR SUBMISSION: Six (6) copies of each package must be submitted. One (1) digital copy (DVD) of the proposal and examples of prior work is required with your proposal. Each bid shall also provide the following information:

1. Letter of interest describing your entry not to exceed one page
2. Description of construction plans including a comprehensive list of all materials to be used, methods for adequately lighting the float, and timeline for completion not to exceed one page
3. Optional: Design sketches or schematics, including views from front, back and sides. Color scheme suggestions are welcome
4. Detailed budget including all amounts necessary to achieve the goals of the project not to exceed $15,000.00
5. Examples of past projects for artistic and construction review

Please do not send any additional materials such as catalogs, press articles, etc. They will not be reviewed by the Planning Committee.

QUESTIONS/FOLLOW UP: Questions about this project may be directed to Mr. Danny Hawk, Office of the Purchasing Agent, 757-664-4026, Fax 757-664-4018 or danny.hawk@norfolk.gov.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to familiarize yourself with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at http://www.norfolk.gov/Purchasing.

Before submitting proposal, please review the web site for updates and addendums that may have been added.

Proposals must be received in a sealed envelope or container by 2:00 P.M. local time on August 15, 2014. Any submissions received after the documented time and date, for whatever reason, shall be considered late and will not be accepted . Proposals shall be delivered by mail, courier service or hand delivered to the following address :

Office of the Purchasing Agent
232 E. Main Street, Suite 250
Norfolk, VA 23510
ATTN: Danny Hawk
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