



**COUNTY OF DANE**  
DEPARTMENT OF ADMINISTRATION  
**PURCHASING DIVISION**  
City County Building  
210 Martin Luther King Jr. Blvd. Room 425  
Madison, WI 53703-3345

**GREG BROCKMEYER**  
Director of Administration

**CHARLES HICKLIN**  
Controller

Date: June 30, 2020  
To: All Proposers  
Subject: Addendum #1 to RFP #120050: Zoo Lights

**The deadline for proposal submissions is extended to Friday, July 10, 2020 at 2:00 p.m.**

The following questions were received and responses are provided:

- 1. What key points can you tell me about the zoo to help me get a better feel for it?**  
The zoo is 28 acres with approximately 650 animals. Year round we receive around 750,000 – 800,000 guests. For zoo lights the zoo sees approximately 30,000 guests. Parking is a challenge and outside of the main 3 lots, most parking is done in the neighborhood streets.
- 2. How important is sustainability for the Holiday Décor at Henry Vilas Zoo?**  
Sustainability is a core value and part of the Zoo's mission. To walk the walk, the zoo actively looks for sustainable options in every aspect of the operation.
- 3. Please confirm that this project is a lease or purchase?**  
The Zoo is most interested in a purchase.
- 4. Who makes the decision on these proposals, who has the final say?**  
A team of evaluators, including zoo leadership, will rate the proposals.
- 5. Has there been any thoughts as to what it may take in terms of investment for this holiday proposal? Can you be specific on the breakdown of Supply, Install & Takedown, as well as Freight Charges?**  
A revised cost/revenue proposal is attached.
- 6. Who controls the budget for this kind of purchase?**  
Henry Vilas Zoo is department of Dane County, Wisconsin.
- 7. What do you want to accomplish with the 2020 holiday décor program? What do you want your guests to take away from this experience?**  
The Zoo is looking to provide a memorable family experience that will become an annual tradition for guests in the region. Zoo themed décor to connect them to the zoo and animals.
- 8. Light Colors that can be used? Any colors you want to stay away from?**



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There are no excluded colors. The Zoo will approve the overall design. All colors should be aesthetically pleasing and consistent with the design.

**9. Is animated lighting allowed?**

Animated lighting is allowed and encouraged.

**10. Besides the large tree, what specific elements would you like to see included in this proposal?**

Zoo themed lights, unique and memorable light elements are desired. A visually appealing area for visitors to see Santa is also important.

**11. Anything with the proposed décor you want to stay away from?**

No, however the Zoo will approve the final design.

**12. (HOLIDAY SHOW)- New customizable tree? Interactive elements? What are your expectations for the HOLIDAY SHOW?**

Yes to both. 2020 should be a bigger and better experience and each year should build on the experience and add new elements. The Zoo will require approximately 20% of the exhibit be new each year.

**13. Do you have any existing equipment that can be used to enhance the Holiday Show? For example, speakers, control system, gobo lighting or any other controllable elements?**

Nothing on a large scale, however, if the successful vendor sees elements on premise at the Zoo that can be used, these elements can be proposed for use.

**14. It was mentioned that the zoo would like to see the décor be more about the animals. Should the holiday décor only be about the animals or should it just include the animals in some of the décor?**

The exhibit should be about the zoo animals and the good feeling of visiting the zoo in a whole new way.

**15. Can you share HVZ messaging and branding information?**

Henry Vilas Zoo – A part of you.

**16. Should we include storage costs for new 2020 décor?**

Yes.

**17. Looking at the years past, is there one area that you see as the biggest need for improvement?**

LED lights (sustainable) and support for burnt out bulbs and other maintenance issues.



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**18. Other than bringing exciting and unique ideas to the table, what are some other important factors that would play a role in your decision making? What is your ultimate decision maker?**

Quality is #1 and cost. It needs to be a first class experience.

**19. Is there an expectation to give an on-site formal presentation for RFP?**

There will not need to be an on-site presentation. It is anticipated that there will be some number of calls/web enabled meetings to develop a contract and to finalize the design.

**20. Can we get map that shows existing power and electrical box details?**

Yes.

**21. Can we get images of last year's holiday décor?**

Yes. The photos are available at the following link:

<https://countyofdane.sharefile.com/d-sc0f1779b3574a4ba>

Notes:

12 Days of Xmas: Area between rhino/giraffe exhibits. Lots of space here. Last year was a stationary 2D display but the Zoo would love to see something more interactive here.

Wingra Gate/Carousel: This area is only visible from the Wingra Lake entrance in to the zoo. The candy canes were not really bright enough to make an impact. There is a lot of potential here, but it has been underutilized in the past.

Center of Zoo: These pieces were a mix of animals and random things like rainbows. Obviously animals are a hit here. Snow is plowed here, so the Zoo does have some space restrictions, but they love to see a lot of lights in this area.

Children's Zoo/Lollipops: Past year lights in this area were very dated. This is where kids meet Santa, so it gets a lot of traffic.

Crab/Flamingo: The crab and the flamingos are both a big hit with guests. Would love to have some signature animal pieces throughout the zoo. Would love to see more 3D or moving pieces.

Visitors Center Tree: Probably the biggest photo op in the whole zoo, gives guests a view of the entire center of the zoo. Old tree was 30 ft tall.



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Hanging Spheres/Orangutan: Having lights up above the ground really helps add depth throughout the zoo. Especially when looking from the Visitor's Center or coming in from the front gate, having things to draw the eye up really enhance the whole experience.

**22. During the vendor conference I noticed rooftop lighting on some of the buildings, such as Glacier Grill, the Carousal and the Chocolate Shoppe. Will these lights be removed for the holidays or will they be powered on? If they will be powered on, what is the current color of bulbs being used?**

On – all are white or clear lights.

**23. Can you also include areas on the zoo map that do not require decorations? I know you mentioned there are a few parts of the zoo that are closed during the light show.**

Yes

**24. For the installation & takedown, does the zoo have equipment available to be used for this? If so, can you provide list of equipment?**

The Zoo may be able to provide some equipment, such as a forklift, ladders. Proposers should list any items they would like to use from the Zoo. A final determination of the items to be used will be made during contract negotiations with the successful vendor.

**25. Is there a local competitor in your area that you would like to see the zoo holiday décor out due for this year?**

There is another light show but the Zoo does not want to consider them competition.

**BRANDING QUESTIONS:**

**1. Story line-**

Come see and love the zoo in a whole new light

**2. Motto-**

Guest experience is the highest priority

**3. Kind of footfall traffic? All ages?**

Families, dates, all ages

**4. Goal/Vision-**

To be the best holiday light show in the midwest



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**5. Experience & Tone for HVZ**

Community/Family feel. Continue to connect the zoo to the guests.

**6. Do you want to incorporate HVZ Logo in any of the décor pieces?**

Yes

Please acknowledge receipt of this addendum by checking the "Addendum #1" box in **Section 6 – Required Forms – Attachment A - Vendor Information** of your proposal response. If you have questions regarding this addendum, please contact me via phone or email as listed below.

Sincerely,

Carolyn A. Clow  
Lead Purchasing Officer  
608-266-4966  
[Clow.carolyn@countyofdane.com](mailto:Clow.carolyn@countyofdane.com)



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<b>COST/REVENUE SHARING PROPOSAL</b>			
<b>**REVISED**</b>			
<b>VENDOR NAME:</b>		<b>DANE COUNTY VENDOR #:</b>	

**Pricing shall be inclusive of all labor, delivery costs and other expenses necessary to provide product in accordance with the specifications and terms and conditions of this bid document and your proposal. The Zoo will select either the cost or the revenue proposal to fund this project.**

2020 Costs – Direct Pay

<u>Supply lights and displays, including delivery</u>	<u>\$</u>
<u>Install, Maintenance &amp; Takedown</u>	<u>\$</u>
<u>Storage Costs</u>	<u>\$</u>
<u>Other Costs</u>	<u>\$</u>
<u>Other Costs</u>	<u>\$</u>
<u>Other Costs</u>	<u>\$</u>
<u>Total 2020 Cost</u>	<u>\$</u>

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Alternate: Revenue Proposal

Year #1

\_\_\_\_\_ % of ticket sales

\_\_\_\_\_ % of corporate sponsorships

Years #2-5

\_\_\_\_\_ % of ticket sales

\_\_\_\_\_ % of corporate sponsorships

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**Date by which the County will need to commit to a 2020 display without penalty**

\_\_\_\_\_.