



To: Prospective Supplier

From: Kip Smalligan, Sr Strategic Sourcing Specialist, Procurement Services
Phone: 616/331-3211, Fax: 616/331-3287, smalligk@gvsu.edu

Date: December 14, 2018

Subject: Request for Proposal #219-14
DeVos Display Exhibit

Grand Valley State University is accepting proposals for a turnkey supplier to provide the concept/design, construction, and installation of a display exhibit celebrating the impact of Richard and Helen DeVos on the West Michigan community and GVSU. See the below instructions and specifications.

Submit your proposal by e-mail to smalligk@gvsu.edu no later than 5:00 pm on Friday January 18, 2019. **Include RFP 219-14 in the subject line.** If you wish to additionally submit supplementary materials by US mail, parcel, or drop-off, do so to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Dr., Allendale, MI 49401-9403 also by January 18, 2019 at 5:00 pm. Write **RFP 219-14** clearly on the front of your envelope or package. Your proposal and materials must be received by this date and time. Proposals will not be accepted by telephone, fax, or verbal. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Questions should be directed to Mary Ouellette-Maine, University Development, 616-331-5706, ouellema@gvsu.edu.

GVSU RFP #219-14 DeVos Display Exhibit: Instructions

1. Submit your proposal by e-mail to smalligk@gvsu.edu no later than 5:00 pm on Friday January 18, 2019. **Include RFP 219-14 in the subject line.** If you wish to additionally submit supplementary materials by US mail, parcel, or drop-off, do so to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Dr., Allendale, MI 49401-9403 also by January 18, 2019 at 5:00 pm. Your proposal and materials must be received by this date and time. Proposals will not be accepted by telephone, fax, or verbal. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail. Write **RFP 219-14** clearly on the front of your proposal envelope or package.

Before submitting make sure:

- The proposal is signed
- Any addenda received are acknowledged on the proposal form on page 7.

Questions should be directed to Mary Ouellette-Maine, University Development, 616-331-5706, ouellema@gvsu.edu.

2. Project Schedule:
RFP Proposals Due: Wednesday January 18, 2019 at 5:00 p.m.
Supplier Selection: Thursday January 31, 2019
Implementation: February 1 – December 6, 2019
(see DeVos Display Production Schedule below on page 6)
3. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice also will be posted on the [Bid Opportunities page](#) of the GVSU Procurement Services website [www.gvsu.edu/purchasing/bid-opportunities.htm]. Each supplier should acknowledge receipt of addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
4. GVSU reserves the right to reject any or all proposals.
5. Grand Valley State University is Michigan sales tax exempt. Awarded supplier will be provided GVSU's exemption certificate.
6. GVSU will be closed December 24, 2018 through January 1, 2019 for winter break.
7. Acceptance of awarded proposal will be made by GVSU purchase order.
8. Direct questions regarding the RFP to Mary Ouellette-Maine, University Development, 616-331-5706, ouellema@gvsu.edu.

GVSU RFP #219-14 DeVos Display Exhibit: Specifications

Background

Grand Valley State University seeks a turnkey supplier to provide exhibit concept and design, fabrication, and installation for a permanent exhibit to honor and remember Richard and Helen DeVos in the university's Richard M. DeVos Center on the Robert C. Pew Grand Rapids Campus in downtown Grand Rapids. It is expected that the exhibit will include both static display areas and interactive electronics. The university is seeking one supplier to supply and/or coordinate all aspects of the project except content, which will be provided by the university.

A benchmark for this project can be found in our L. William Seidman Center lobby in the Seidman Timeline honoring founder Bill Seidman (see Appendix A photos). The L. William Seidman Center is located at (50 Front Ave. SW, Grand Rapids, MI). A campus map can be found at www.gvsu.edu/homepage/files/pdf/maps/robertc.pewgrandrapids-campus.pdf
Contact Kip Smalligan smalligk@gvsu.edu for a visitor parking permit. You may park in the Mount Vernon lot or the Watson lot.

Project Objectives

1. Using content provided by the university, design a concept for a permanent display covering the four primary areas of content: Personal story, Grand Valley State University impact, West Michigan impact, Motivational quotes.
2. Design and build out approved concept for physical and interactive display, acting as the general contractor for any external suppliers (anticipated costs for external suppliers should be included in the RFP).
3. Procure and install physical display in coordination with university team.
4. Trouble shoot and provide any needed adjustments for one month following installation.

Requirements and Considerations

1. See DeVos Display Project Plan below on page 6
2. Proposals will be evaluated on the following assumptions about the display. The university understands that these details will change and may alter the original bid. This RFP will allow us to compare suppliers, knowing that concept details could alter the actual cost.
3. Specifications:
 - Two static display panels within the rotunda area to either side of the exit door in the DeVos Center Building C plaza atrium rotunda round (see Appendix B photo of rotunda area).
 - Two interactive digital screens for primarily video content, one per panel.

4. The university will provide
 - Content strategy
 - Video content
 - Text content
 - Images
 - Artifact content as appropriate

5. The supplier should provide:
 - Graphic design
 - Structure design
 - The physical building of the panels
 - Procurement and programming of the digital screens including any software
 - Installation of the panels
 - Initial trouble shooting and maintenance for one month

6. Cost estimating:
 - Please use the general specifications above to estimate time and material costs, with the understanding that these are very broad specifications and the actual costs could vary widely in the end project. A final budget will be established at the concept phase of the project once all creative ideas are vetted.

 - Base material costs on what was used in the Seidman Timeline exhibit noted as the benchmark for this project.

7. State the specific team members that will be committed to this project with the specific role and level of involvement for each. Include experience.

8. Provide three client references (names, contact information) for projects comparable to GVSU's. Describe the scope of the project.

9. Evaluation criteria:
 - Assessment of creative competency
 - Evidence of like work/projects
 - Assessment of staff team expertise assigned to project
 - References
 - Costs

10. GVSU will provide a single point of contact with the supplier to streamline communications and approvals and reduce costs.

DeVos Display Exhibit Production Schedule

January 2019

- RFP is posted with responses due by the 18th
- Supplier is selected.

February

- Team meetings begin.
- Content determined.

March-May

- Content assembled/written/approved
- Initial concepts drafted and approved

June-September

- Physical components developed
- Digital components and video developed
- Space prepared on campus

October-December

- Physical display built and installed
- Digital display built and installed

DeVos Display Exhibit Project Plan

Objective

Establish a permanent display to celebrate the impact Rich and Helen DeVos have had on this community and on Grand Valley State University so it is available to students in the future, and to share their story as an inspiration to students.

Target Audience

Primary: Students

Secondary: Faculty/Staff/Student families/Community members

Key Themes

- Rich and Helen DeVos were from West Michigan, became successful in West Michigan, and generously shared that success with our community.
- Grand Valley State University would not be the school it is without the vision and leadership of Rich DeVos, and without the financial support of Rich and Helen DeVos.
- Rich led the foundation for 24 years and served on the Board of Trustees.
- He led the charge for the downtown campus and formed the Land Barons.
- Helen cared deeply about education and served on the foundation advisory board. She was a true partner in their support for Grand Valley.
- Their story is inspiring to young people and they were great role models for the qualities and values that lead to successful and fulfilling lives.

Possible Components of the Display

- Artifacts and images
 - From their early years in West Michigan
 - From Amway
 - From the family
 - From GVSU involvement/foundation archives
 - From the community, representing different projects
- Quotes and messages (video and in images)
 - Rich on education/community/GVSU
 - Helen on education/values/family/balance
 - Rich's list of 10 phrases

Physical Considerations

- Approximately the size/scope of the Bill Seidman display, possibly in parts or rounded to fit the space
- Digital screen for video/audio (must be maintained)
- Museum-like display around the digital screen

Location preference is the DeVos Center Building C atrium plaza in the center rotunda round (see Appendix C photo).

Suppliers may view this location on their own or upon request GVSU staff can show them the space. Contact Mary Ouellette-Maine, University Development, 616-331-5706, ouellema@gvsu.edu.

PROPOSAL FORM

DeVos Display Exhibit • GVSU RFP #219-14

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) _____

The undersigned further certifies that their company ____ IS or ____ IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of _____
- An individual doing business as (DBA) _____

Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply):

- African-American
- Native American
- Woman/Women
- Asian American
- Multi-Racial
- ADA Disabled Person(s)
- Hispanic American

Supplier acknowledges receipt of the following addenda:

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

I. BASE PROPOSAL _____ ATTACH YOUR PROPOSAL _____ dollars
(\$ _____)

II. The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

Company Name

Address City/State/Zip Code

Office Phone No. Cellular Phone No. Fax No.

Authorized Agent Signature Name & Title

Witness Signature Name

Tax Identification No. Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

Authorized Agent Signature Name & Title

Witness Signature Name

Office Phone No. Cellular Phone No. Fax No.

38 1684280
GVSU Tax Identification No. Date