

**Ontario County Four Seasons Local Development Corporation
(d.b.a. Finger Lakes Visitors Connection)
Creative Services, Augmented Reality, Storytelling through technology**

**February 1, 2024 - Responses Due on February 15, 2024
Potential Presentations on 2/22/24**

Purpose/Request

Creative Services, Construction of Augmented Reality (AR Proposals)

Ontario County Four Seasons Local Development Corporation, d.b.a. Finger Lakes Visitors Connection, is seeking proposals from qualified firms to provide Creative Services, Augmented Reality Construction, Development and Oversight for a Market NY Construction grant. The purpose of the solicitation is for Creative Services, Augmented Reality Construction and Oversight is to assist Finger Lakes Visitors Connection in the creative/technical/construction intersections of this project in compliance with all applicable requirements under the Market NY program offered by Empire State Development Corporation (ESD). Minority-owned & women-owned businesses are strongly encouraged to respond.

Grant

Finger Lakes Visitors Connection received a Market NY Capital Grant to create a “virtual museum”. The program interconnects the various historic markers, signs, and statues throughout Ontario County into a “necklace” of interpretive stops. At each stop, Augmented Reality (AR) technology will introduce the story of that location using contemporary technologies through a persona. This program is constructed to virtually connect, thus a virtual museum of history for Ontario County. This is a unique construction project in that it intertwines the elements of technological construction with physical and environmental construction of a virtual museum.

This project is complex in that it requires a variety of service vendors, creative, technologically skilled artists with a reliance on historic resources. This RFP requested a clerk of the works for the construction of the storytelling through technology. Essentially, the agency selected for this project is the equivalent of the “Clerk-of-the-Works” in a traditional construction project.

Details

**Details on the program including the original grant application are available at
[VisitFingerLakes.com/virtual-museum](https://www.visitfingerlakes.com/virtual-museum)**

Contact Information

For questions related to this RFP, please contact:
Valerie Knoblauch, President and CEO, Finger Lakes Visitors Connection
Valerie@VisitFingerLakes.com 585-394-3915

Deadline for Responses

RFP Issued: February 1, 2024 ----- RFP Due: February 15, 2024 (4:00 p.m.)

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation
Virtual Museum – RFP for Creative Services, Construction of Augmented Reality Virtual Museum
2/1/24 – response due by 2/15/24

Email Proposals to: Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

Creative Services, Augmented Reality Construction, Development and Oversight
MARKET NY CFA – VIRTUAL MUSEUM, BLUE SIGN PROJECT

Selections made on February 19, 2024; Potential presentations - February 22, 2024

Responses submitted by email to:

Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

To All Prospective Bidders:

Finger Lakes Visitors Connection (FLVC):

FLVC is the official tourism promotion agency for Ontario County in the Finger Lakes of New York State. We are located at 19 Susan B. Anthony Lane, Canandaigua, NY 14424. Ontario County Four Seasons Local Development Corporation is the official name of the organization which was founded by Ontario County in 1984 for the purposes of improving the economy of Ontario County by promoting and developing the tourism industry of the county.

About Ontario County:

Ontario County is located in the Finger Lakes Region of New York State. The county is known as the Mother of Counties - as it is the original western New York county, founded in 1789. There are two cities in Ontario County - Canandaigua and Geneva. There are 21 supervisors representing these cities and the towns of Ontario County on the Board of Supervisors.

About this RFP and Project Overview

In partnership with Finger Lakes Visitors Connection selected vendors will be responsible for conceptualizing, developing, and implementing engaging and immersive AR experiences that bring to life the history, culture, and attractions associated with the blue signs, markers, and statues throughout Ontario County. The project aims to entertain, educate, and engage residents and visitors while highlighting the unique heritage and historical stories of Ontario County.

FLVC is near completion of an inventory of signs, markers, and plaques in Ontario County to select the top 100 spots for such signs. From this extensive inventory, the threads of the connecting stories will be stitched together. Story creation and interpretation skills are key ingredients to this work. The technical construction of such stories is the essence of the museum, as AR technology or other related technologies take visitors from "sign exhibit" to "museum exhibit". This inventory will be the basis of research for the content.

Additionally, FLVC has separately initiated a brand design to connect the various vendors and producers for this program. The selected vendor will be required to work closely with FLVC brand to perfect it, but will not need to invent the brand, nor the brand guidelines.

FLVC has integrated an educational partnership in this through a connection with the Rochester Institute of Technology MAGIC Spell Studios, and thus are privileged to have access to students and technological resources to "construct" the stories. The students will have faculty oversight but will be working as trade pre-professionals to produce much of the product. This requires working with, and partnership with, the selected agency. The selected vendor must be capable and willing to work with designated RIT contacts in the technological

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation
Virtual Museum – RFP for Creative Services, Construction of Augmented Reality Virtual Museum
2/1/24 – response due by 2/15/24

Email Proposals to: Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

Creative Services, Augmented Reality Construction, Development and Oversight MARKET NY CFA – VIRTUAL MUSEUM, BLUE SIGN PROJECT

construction of the museum, as well as any creative teams designated by FLVC. See more about this in the proposal section.

This phase of the Virtual Museum project has been awarded to FLVC at approximately \$390,000. This proposal is estimated not to exceed \$330,000 of the award and is directly related to Augmented Reality construction and stories definition to produce not less than 75 and potentially up to 100 signs/stories, within up to 10 distinctive themes and to provide the technology to tie them together. Activities will include research, asset acquisition and interface with historians, etc., and technical production, as well as a commitment (financial and oversight) for student work (and creative supervision) at RIT MAGIC Spell Studios.

Brand development is not part of this proposal, but working with FLVC's brand standards and design team will be expected.

An additional note of importance is that FLVC will be supplying the successful bidder with the complete inventory of markers/plaques/signs. This inventory will be complete by February 15. The inventory product is a complex excel workbook which lists all the signs of Ontario County, it categorizes those signs thematically, details their exact location and a base picture of each, and finally contains direct links to historical databases and resources which will allow the creative team a "start" on the storyline. This database has been prepared to save time in basic research for the creative story building. The selected agency will have complete access to this database (and can look at it before hand to help you understand the level of work which has already been completed) and is expected to use it as a first source and assist in updating it during the process.

The new signs, which are part of the program, would require a bit more research, there are at least 10 of these "new ones". FLVC will help bridge conversations and research to the new-sign-businesses but will rely on the successful vendor to gather the materials needed for the story telling.

Additionally, FLVC is building relationships with Ontario County historical societies, the historians across the county, and the private businesses where new signs are expected. FLVC desires to continue to facilitate these relationships to gain the best ultimate product and story for the program. Bottom line, we want to leverage our relationships for both content, creativity, and also efficiency.

Scope of Work/Services to be Provided

The proposed AR projects should align with, but are not limited to, the following objectives:

- Partnership with RIT MAGIC Spell Studios students and personnel to produce a mutually identified percentage of stops and stories of the virtual museum - and a seamless integration of application and experiences which are produced outside of the MAGIC Studios.
- Story development of up to 10 "themes" and application to at minimum 75 signs/stories, but potentially up to 100 signs/stories.

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation
Virtual Museum – RFP for Creative Services, Construction of Augmented Reality Virtual Museum
2/1/24 – response due by 2/15/24

Email Proposals to: Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

Creative Services, Augmented Reality Construction, Development and Oversight MARKET NY CFA – VIRTUAL MUSEUM, BLUE SIGN PROJECT

- Creation of AR applications or experiences that offer interactive storytelling, historical information, and engaging visuals related to the Virtual Museum in Ontario County.
- Engaging experiences that encourage visitors and residents to explore Ontario County's history.
- Development of user-friendly interfaces for seamless AR interactions using mobile devices.
- Integration of AR elements with specific landmarks, public art, historical events and people, community stories, and/or points of interest within Ontario County.
- Collaboration with local stakeholders, historians, and cultural experts to ensure accuracy and authenticity in the AR content.
- Implementation of a scalable and sustainable AR solution that can accommodate a large number of users in the inaugural year and beyond.
- Provision of technical support and maintenance post-implementation to ensure continued functionality and optimal user experience.
- Assistance in ensuring the construction between environmental and technological is working effectively.
- Please note that FLVC does not want a proprietary app for interface and does want ease of use for visitors to occur. Web-based access (open access) is mandatory, as well as the ability of "the average person" to be able to use any interfaces to create simple updates in program elements.
- FLVC desires a plan without future budget commitments (beyond the grant) except for simple maintenance. Thus, a strong, reliable technological program must be developed.

Proposal Requirements:

- Project approach – describe any elements in the proposed approach or the firm's project team that provide added value or uniquely qualify the firm for the project.
 - Detailed project plan outlining the approach, project goals, key milestones, and timeline for AR development and implementation and integration with MAGIC Studios and FLVC brand.
- Description of proposed AR technology, platforms, and tools to be recommended.
- Statement of qualifications – including examples or portfolio of past AR projects demonstrating expertise and relevance to this initiative.
- Breakdown of costs, including partner/student oversight, (we see this like a clerk of the works in a construction project), development, implementation, maintenance, and any additional services that may require.
- A future statement: A statement defining at a high level how your projected AR solution will not require additional resources past the grant (except for potential maintenance costs) and the sustainability for an ever-developing technology. In other words, how will you recommend your solution sustains this program in the near future.
- Team qualifications, including relevant experience and expertise in AR development, storytelling, cultural heritage, and project management.

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation
Virtual Museum – RFP for Creative Services, Construction of Augmented Reality Virtual Museum
2/1/24 – response due by 2/15/24

Email Proposals to: Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

For the proposal regarding budget and the relationship with RIT.

Please note in the VisitFingerLakes.com/virtual-museum section that the initial grant promised a minimum number of signs/stories. While some signs/stories are completely new content and constructions, others are stories with existing assets/words to build AR around. Content curation has a role in the construction AR phase. While there is flexibility to build different levels and complexities of stories (i.e. some being simple slide shows, others being more complex and possibly involving historic building recreation or the need for actors and theatre effects), the budget, including oversight, must ultimately produce the minimum number of signs. Your budget proposal should clearly indicate that you can meet those numbers – and given the tight budget, how you would achieve the number through simple to more complex story presentation and use of our relationships with RIT and Magic Studios.

- For budget and process, FLVC would like to see a line item for RIT production. How much of “their services” you plan to incorporate into your production scheme should be clearly articulated in your proposal. A mutual understanding of resources and expenses related to the production studios will be critical to achieving the aggressive production goals of the grant.
- RIT’s schedule of fees is very similar to a regular agency, with the recognition that they are charging “pre-professional” rates, and that this is a learning experience. In order to create a fair estimate across proposals, and for you not to have to understand RIT’s fee structure, FLVC is requesting all vendors treat the use of RIT students vs. your in-house production at a rate of 50% of the professional fees you are proposing for production. Note that we are not suggesting that they do 50% of the production. That is up to you to decide how much you will rely upon them. We are suggesting that for budgeting purposes that all vendors treat that at 50% of their rate – for the number of hours that they anticipate it will take for a student to do this work. This same approach levels it across vendors – and allows you to upfront state your proposal for integration of RIT.
- Since our relationship (budget and scope) is still undefined at RIT, to evaluate proposals, we are suggesting this common approach to budgeting proposals. RIT student work is at a lower rate than a professional studio and creative services team. Admittedly, student workers require more oversight because they are “in-learning”. FLVC has made the decision that this is a win-win and while it may complicate the program, the results will be scaled up by the finish. How FLVC pays RIT’s Magic Studios still needs clarity. However, for the purposes of the proposal, we need to include some sort of standard approach for us to evaluate. That is why we are suggesting that your proposal articulate how much of the AR construction budget will be dedicated to RIT students (what percentage of the work) and therefore, we suggest a separate line item for RIT. FLVC expects that it will contract directly with RIT based on the proposal with the selected agency, and therefore, this budget line needs to be accounted for in the total budget.

Evaluation Factors:

- The proposals will be evaluated based on criteria such as creativity, technical expertise, experience, understanding of the project, cost effectiveness, and alignment with project objectives.

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation
Virtual Museum – RFP for Creative Services, Construction of Augmented Reality Virtual Museum
2/1/24 – response due by 2/15/24

Email Proposals to: Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com

Creative Services, Augmented Reality Construction, Development and Oversight
MARKET NY CFA – VIRTUAL MUSEUM, BLUE SIGN PROJECT`

- Familiarity and experience with similar projects
- Explanation of the technology and how it will be used in this project - and how it will be sustained.
- Willingness and demonstrated ability to interface with other creative vendors including but not limited to students of the trade and technologies (and their college professors and mentors) at Rochester Institute of Technology MAGIC Spell Studios.
- Team qualifications, including relevant experience and expertise in AR development, storytelling, cultural heritage, and project management.

This RFP and the selected response to the RFP may become a part of the final agreement between FLVC and the firm selected to provide services because of the solicitation. FLVC shall own all materials submitted in response to the RFP.

FLVC reserves the right to refuse any and all bids without explanation.



RFP Response Sheet. Use this sheet as your cover page for the bid.

Bidder Company Name:

Bidder Company Address:

Bidder Contact Information – lead for project

Name:

Email:

Phone Number:

Please Attach all other proposal requirements.

Please note your availability to be in Rochester, NY or Canandaigua, NY on February 22, 2024 for a presentation if required.

_____ Yes, I understand and will make this meeting/presentation if invited.

Bidder Business Status

___ is the bidder a certified WMBE in NYS (yes or no)

___ is the bidder a not-for-profit organization (yes or no)

Quote: Not to exceed \$330,000 including RIT Magic Studios estimate.

Note – all payments from FLVC will need to come at the completion of certain dates/milestones as established. No payment will be made in advance.

Contact Information of Person submitting bid:

Signature:

Email:

Date:

P.S. if you decline to bid, FLVC would be interested in knowing why. Is it timing, capacity, abilities? Other _____ I decline to bid and want to share with you the reasons: (capacity; cost value; expertise; other?)

**Creative Services, Augmented Reality Construction, Development and Oversight
MARKET NY CFA – VIRTUAL MUSEUM, BLUE SIGN PROJECT**

Please refer to this website for our initial vision of this program.

VisitFingerLakes.com/virtual-museum

Please address any questions or suggestions that you have to improve this timeline (within the general parameters of the grant) in your proposal.

Submitting Your Response & RFP Timeline

Bidders response to the RFP should address all points noted above and within this timeline:

- February 1, 2024 RFP sent out.
- February 6. Intent to bid may be sent to us. This is an option to you, but if you let us know you're considering it we will make sure you get any questions.
- February 12. All questions submitted by 10:00 a.m. and answers published by 8:00 p.m. Any and all questions submitted for clarification.
- February 15, 2024 by 4:00 p.m. Materials submitted, including RFP cover sheet (Emailed to Valerie@VisitFingerLakes.com and Projects@VisitFingerLakes.com)
- February 19, 2024 Selection made – However, if presentations are required, please hold February 22' 2024 between 9:00 a.m. and 12:00 Noon, in the event that this presentation step needs to be scheduled. The presentation will be scheduled to be held in either Canandaigua or Rochester, NY.
- February 24, 2024 Engagement to being upon successful execution of contract.

Submit to: Valerie@VisitFingerLakes.com and projects@VisitFingerLakes.com

Questions, clarifications, and inquiries regarding this call for proposals please direct to 585-394-3915; Valerie Knoblauch.

Terms and Conditions:

This RFP does not represent an offer or any kind of a commitment by Finger Lakes Visitors Connection to any respondent nor does it represent an agreement to pay for costs incurred in the preparation of a response to this RFP. Respondents are responsible for all costs of any kind, including any travel involved in the preparation of their respective proposals.

Finger Lakes Visitors Connection reserves the right to accept or reject any or all proposals received. The issuance of the call for Proposals does not constitute a commitment to award a contract.

Thank you for your interest in contributing to this significant development and construction of the Virtual Museum in Ontario County. We look forward to receiving your proposals.