



THE AMERICA250 FOUNDATION

RFP number: A250-2022-07-002

National Semiquincentennial Convention Master Planning RFP

Question Responses

RFP Date issued: July 21, 2022

RFP Due date: August 19, 2022 at 4:59pm ET

The RFP was not provided to us by A250 directly. Are we still eligible to submit?

Yes. This is a publically available, open bid. We welcome all qualified submissions.

The RFP is available at:

https://www.america250.org/wp-content/uploads/2022/07/A250-2022-07-002_NSC-Master-Planning-RFP.pdf

Approximately how many groups are participating in the bid process?

This is a publically available, open bid and we welcome all qualified submissions.

Will you share the names of the teams that have submitted intent to apply for teaming purposes?

Intent to apply information will not be shared.

Does submitting this RFP exclude the agency from submitting to execute/operationalize at a later date?

No. Respondents who submit a proposal for this phase of work will not be excluded from any future procurement opportunities released by the Foundation.



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Our agency was founded in 2016. Our principals have experience spanning 20 years at ours and other companies. In addition, our sub-contractors have businesses older than 7 years. Would we qualify for this?

If key personnel listed in your proposal response have relevant experience of at least seven years, your firm will meet the minimum experience requirements of this procurement.

As the Prime, if we were to work with sub-contractors to complete the work, can we include their case studies as examples of past-performance?

Yes.

Can projects with confidential budgets be submitted as exemplary case studies?

Yes.

“1-2 visual illustrations of NSC concept” - could you elaborate on the expectations here for illustrations to be included in the RFP? Are you seeking high-level conceptual renderings, mood boards, or reference images? Should the focus of these illustrations be on a sample in-person event in Philadelphia, a satellite event, or both?

We would like to evaluate each proposal Respondent’s immediate creative inspiration when learning about the project. These visual illustrations could include a sketch, render, graphic, or map illustrating initial ideas about the National Semiquincentennial Convention as described in the solicitation..

Can the deadline be extended an additional two weeks?

The deadline for submission remains August 19, 2022 at 4:59PM.

Will A250 be asking teams to make modifications to their proposals in order to be selected and would that include team members and/or functions?



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After issuing a notice of intent to award to the preferred proposal Respondent, the America250 Foundation will work with the Respondent to execute a mutually agreeable contract and scope of work.

Is the contract available for review in advance of the notice of intent to award?

After issuing a notice of intent to award to the preferred proposal Respondent, the America250 Foundation will work with the Respondent to execute a mutually agreeable contract and scope of work.

If through the master planning process it is determined additional subcontractors are required how will this be handled?

Potential modifications to scope of work after contract award and agreement will be handled in a mutually agreeable manner.

Is there a defined/allocated budget range for this work?

No. The Foundation is interested in seeing Respondent's realistic budget estimates based on their experience providing high-level master concept planning services.

Is there a budget ceiling for this project that we should plan to observe?

No. The Foundation is interested in seeing Respondent's realistic budget estimates based on their experience providing high-level master concept planning services.

Are you able to share any budget parameters or expectations around the initial master-planning phase?

No. The Foundation is interested in seeing Respondent's realistic budget estimates based on their experience providing high-level master concept planning services.

What is the end to end timeframe for this project and the support to be offered - is it from September 2022 to January 16th, 2023? Is there a specific date in September when a final decision about the award is expected?

We anticipate a project start date within the first two weeks of September. . Final deliverables and project wrap-up are expected by mid-January.



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Are there any milestones that need to be incorporated within the schedule?

Each proposal respondent should develop a schedule with identified milestones based on their recommended project approach. Broadly speaking, the America250 Foundation anticipates the following project milestones:

- Conducting interviews with Foundation leadership, Commission representatives, and 3-5 local stakeholders
- Facilitation of two in-person workshops
- Delivery of draft concept brief
- Delivery of final final concept brief

Can you please clarify what is due mid-September, as noted on page 4, "The Foundation will also require 1-2 pitch-level visual illustrations by mid-September?" Are these basic concepts to allow for fundraising and general socializing of the concept?

We anticipate that delivery of this requirement will likely be rooted in a selected respondent's proposal response and informed by initial interviews. These illustrations would primarily be for use in engaging stakeholders as part of project milestones.

Can the predetermined approval process be shared so it can be accounted for in project planning?

The scope of work for this project will primarily be approved by Foundation staff after each agreed upon milestone.

Can you clarify what you mean by "confirming the program objectives, values, and goals"?

The final concept brief developed as part of this contract should concisely outline the high-level program objectives, values, and goals. These should act as a framework and baseline for program development and align with America250's overall mission, vision, objectives, and programming themes.



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The program goals should clearly outline the intentions of the NSC. Why are we doing this program? The program objectives should define the strategies for accomplishing these goals. The values should articulate the program's core principles and ideals.

Will America250 be developing the marketing strategy or will your contractor be providing this service?

Development of a marketing strategy is not part of this scope of work.

Will America250 be responsible for recruiting volunteers?

This will be determined during future phases of work.

Can you share background info on America250's latest vision, themes, objectives, and brand standards?

We will share our most up-to-date vision, themes, objectives, and brand standards with the selected Contractor upon project kick-off. For the purposes of this proposal, information on our website and in publicly available reports can be referenced.

Is there more information you can share around your three programming themes?

Our programming themes include:

- Celebrating the diversity of American life
- Deepening our understanding of American history
- Inspiring a new movement of civic engagement

When you reference “largest and most inclusive anniversary observance in our nation's history”, is there anything you've been discussing internally that you'd love to see happen?

We would like the NSC to have the visibility of a presidential election. Not everyone will choose to participate, but every American will have an opportunity to.

How are you defining “inclusive”?

This program should reach as many Americans as possible throughout the entire United States. It should engage each and every American across demographic groups, with



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accessible activations, messaging, and narratives that allows everyone to participate.

Are you able to provide additional detail on the audience and the type of engagement you are hoping to achieve through this convention?

This program should reach as many Americans as possible throughout the entire United States. Additional details about audience will be provided after the contract award.

Are there any themes, topics, or issues to intentionally stay away from?

For the purposes of this proposal response, we do not have any themes, topics, or issues to intentionally stay away from.

We saw that the selected partner will help develop KPIs/measurable standards for which the program will be judged. Are there any initial benchmarks that have been discussed internally?

For the purposes of this proposal response, we are interested in respondent perspectives on standards utilized for analogous initiatives.

Are there any recent events / conventions that resonate with A250 in terms of their orientation and approach?

This event should have the visibility and awareness of a once-in-a-generation national celebration. We have been evaluating a variety of significant events and cultural commemorations, although we believe this event will be a singular example in this space. Consulted events range from the Olympics and World Cup to Canada 150 and the Queen Elizabeth's Platinum Jubilee to major, to elements in regularly occurring events in American culture like state fairs, political conventions, and national conferences of major organizations.

Are there examples of events you've been inspired by outside of the Olympic Village or World Cup?

This event should have the visibility and awareness of a once-in-a-generation national celebration. We have been evaluating a variety of significant events and cultural commemorations, although we believe this event will be a singular example in this space.



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Consulted events range from the Olympics and World Cup to Canada 150 and the Queen Elizabeth's Platinum Jubilee to major, to elements in regularly occurring events in American culture like state fairs, political conventions, and national conferences of major organizations.

Does the Foundation anticipate the National Semiquincentennial Convention to occur over several consecutive days/ weeks - if yes, how many?

Yes. We envision that the NSC will be a weeks-long event in the period leading up to and following July 4, 2026. We seek further refinement of this timeline as part of this project.

How many events does the Commission envision happening during the summer of 2026 leading up to NSC? What would be the breakdown of in-person vs. virtual?

We envision this occurring during the national commemoration period in 2026, with thousands of events occurring throughout the country in the lead up, during, and after the NSC. Defining elements such as these specific to the NSC will be part of the Master Planning phase scope of work.

Pertaining to the satellite events, is there a targeted list of cities across the US or a goal for the # of events occurring in the summer of 2026? Is the objective to have concurring satellite events in all 50 states happening during this time period?

Satellite events, as presently envisioned, would occur in at least the 56 states and populated territories, although the specific modality definition will be part of the master planning work and subsequent development efforts.

Can you expound on the events across the country: is the firm chosen for the strategic direction responsible for developing concepts in other cities, or is it more about connecting with events already being planned in other cities?

The selected contractor will not be responsible for developing specific concepts in other cities.

We do envision that the selected vendor will provide a concept or framework that allows for a degree of scalability and adaptability by local activations of the NSC concept.



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Is there a general event budget already allocated?

There is not an allocated budget for this event.

Are you able to share any budget parameters around the overall project / event?

We seek a high-level preliminary budget recommendation that will evolve as the program is further developed, and that is commensurate with the aspiration of the concept as part of the master planning definition effort.

Will the budget be fluid and evolved over time with the planning of the programming and footprint?

Yes. We seek a high-level preliminary budget recommendation that will evolve as the program is further developed.

Will a range for services in categorized items be appropriate for budgeting?

Yes.

Is the high-level cost estimate and budget for the build alone or total event cost including staffing and operations?

We are looking for a high-level estimate on total costs for planning purposes.

Do you envision that the convention and its experiences are ticketed? Or will some be open to the public.

We currently envision a variety of public accessibility and revenue models, including ticketing.

Are there any organizations, thought-leaders, artists, cultural institutions, or partners that are already connected to the convention and larger project?

We envision participation in this effort by the wide range of American life, including the list included in this question.



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Is there potential to engage key stakeholders in more than two workshops during the engagement?

The respondent should include engagement recommendations in their proposal response.

Will any local community representatives (not members of the Foundation or its Board) be invited to participate in the selection process for the contract, from Philadelphia or other possible host cities (Boston, NY, Charleston)?

No. The selection will be internal to the Foundation per established procurement policies.

Are you issuing RFPs in other cities, when are they being issued and are they the same or different as this RFP?

This solicitation is limited to the scope of work presented in the RFP.

Once the master concept has been presented/finalized in 2023, what are America250's plans for directly engaging with local leaders and stakeholders in Philadelphia and other host cities to gain local buy-in to the idea(s)?

As with any project of this scale, we envision significant community engagement, communication, and approvals, and would expect the project schedule task to include this type of activity.

How much influence will you place on the amount of local buy-in/support demonstrated in each organization's RFP/concept proposal?

Selection criteria are included in the RFP.

Has the America250 Commission been in touch with the City of Philadelphia regarding the anticipated celebration?

As with any project of this scale, we envision significant community engagement, communication, and approvals, and would expect the project schedule task to include this type of activity.



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There are several events in the City of Philadelphia in the surrounding areas over the same dates: FIFA World Cup (June 1 – July 15), Wawa’s Welcome American (June 19-July 4), Philly250 and PA250. Given these large-scale events, is the Commission interested in working alongside these events or having a conversation regarding alternate dates for this celebration?

The concept brief should consider how to integrate large-scale events into the program concept. The America250 Foundation was established to inspire Americans to participate in the 250th anniversary of the founding of the United States on July 4, 2026.

Is there an overall project lead for other events for America250 (referencing first bid that was due on March 11 to the Commission)

This procurement is distinct from previous procurements.