



UNIVERSITY OF NORTH CAROLINA AT WILMINGTON
PURCHASING SERVICES

IMPORTANT ADDENDUM

Date Addendum Issued: 10/30/24

FAILURE TO RETURN THIS SIGNED ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS MAY SUBJECT YOUR BID/PROPOSAL TO REJECTION.

Bid/RFP No. 72-PRAB25011

Using Agency: UNCW

Addendum No.: 01

Opening Date: 11/12/24 @ 2:30 PM EST, with
proposals submitted prior to 2:00 PM EST

Purchasing Agent: Robert Bisanar

Commodity: Virtual photographic video tour services

I. INSTRUCTIONS:

This Addendum forms a part of the Bidding Documents and modifies the Contract Documents with amendments and additions noted below from questions received during the period for questions, as well as Zoom Bid Opening instructions.

- A. From page 12, do you have a preferred software platform for the virtual tour? **Response: UNCW does not have a preferred software platform for the virtual tour but would want to ensure the proposed solution meets our requirements and preferences (if applicable) as documented in the RFP.**
- B. What is the total size of the University, including the square footage of the interior spaces that need to be captured? **Response: UNCW is approximately 660 acres in size, but UNCW would only capture select destinations and "tour stops", as decided upon by the Office of Admissions. This may ideally include up to 20 academic buildings, up to 15 student services/administrative buildings, and up to 15 on-campus residence halls. However, this will depend on the proposed vendor's pricing package/options. Vendors should provide their not to exceed pricing to include up to 20 academic buildings, then as it may cost additionally to recognize additional buildings, vendors may provide separate costs for what it would be for UNCW to add more buildings, if opted, and if within anticipated costs.**
- C. From page 12, is UNCW looking for both interior and exterior coverage? How large is the exterior campus area in acres? **Response: The hope to capture content, both interior and exterior, on the campus. The exterior campus is approximately 660 acres, but UNCW would not want to capture that in its entirety. Content featured may be from up to 20 academic buildings, up to 15 student services/administrative buildings, and up to 15 on-campus residence halls. However, this will depend on the proposed vendor's pricing package/options. Vendors should provide their not to exceed pricing to include up to 20 academic buildings, then as it may cost additionally to recognize additional buildings, vendors may provide separate costs for what it would be for UNCW to add more buildings, if opted, and if within anticipated costs.**

- D. From page 6, would you like to include drone aerial footage to showcase the campus? **Response: If this is an option as an add-on, or already part of the package from the proposing vendor, UNCW would be interested in this. If this option is available, vendors should propose accordingly as either part of the package, or the relevant costs as an add-on option.**
- E. From page 12, could UNCW expand on the interactive features you're envisioning? Any more detail on the customized tour based on specific interests? **Response: For interactive features, UNCW would like visitors to be able to create a customizable experience, based on their interests. For example, if a student is interested in seeing residential housing or information on a particular academic major, they could use filters or features that allow them to customize their experience or "tour route", showing them the virtual tour content that best fits what they are looking for at that point in time. Being able to utilize digital content or AI to capture audience attention within the platform would also be preferred.**
- F. From page 15, how does UNCW plan to integrate the virtual tour with your CRM? Are you simply looking to connect contact forms and book appointments? Or do you need more advanced CRM integration? **Response: It's preferred for the virtual tour to be able to connect RFI forms/contact forms to our CRM as a source of lead generation. The ability for imports to be automated into our CRM would also be preferred. UNCW would be open to other options for integration, if the vendor provides them, and pending approval from UNCW IT.**
- G. From page 6, will UNCW be providing the panoramic images, videos, and audio guides, or should vendors account for creating these assets in the proposal? **Response: UNCW would prefer for the vendor to capture the initial content (panoramic images, videos, audio guides) to establish uniformity of content. Then, if given the opportunity, UNCW could add additional photos and videos from UNCW's database/archive as needed.**
- H. Has UNCW identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted? **Response: UNCW anticipates proposals to be within the \$15,000 to \$30,000 range. As with any State institution, budgeting is limited, however proposals are still encouraged, and can still be considered, if deemed as advantageous to the university/State, if more than these anticipated costs.**
- I. Is UNCW willing to accept an electronic signature in lieu of a wet ink signature on all forms? **Response: Generally, a recognized electronic signature is acceptable, such as DocuSign or Adobe Sign.**
- J. In terms of numbers of tour groups and types of tours, what would UNCW's vision be for the initial launch experience? (for example, campus highlights, academic colleges, athletics, student life, residence, etc...) **Response: From the initial launch experience, UNCW would want to feature academics/academic colleges, student services provided, on-campus residence opportunities, student life, athletics, and location/campus beauty. UNCW currently offer 2 tour experiences: one "main tour" and one "housing" tour experience. UNCW would be open to having all of these featured in one tour experience, or having multiple, depending on what the vendor offers.**
- K. In terms of scope of the project (tour stops) and rough idea could be helpful (for pricing and recommendations) how many tour stops does the team at UNCW envision? **Response: The option to have 30-40 tour stops would be ideal, but UNCW would be willing to consolidate or expand that number to offer the best experience that the vendor may recommend.**

- L. In 1.0, does the university desire to have two tours (for the main campus and housing) as it currently does? **Response: See additional response in J., above. Ideally, there could be one main tour that features academics, academic colleges, student services, on-campus residence opportunities, student life, athletics, and location/campus beauty. UNCW would also be open to having multiple tour experiences, depending on what the vendor may offer and recommend, and of course if doing so fits within UNCW's anticipated costs.**
- M. In 1.0, is the scope of the RFP limited to the virtual tour functions of the main campus tour, or is it expected to also include housing as a separate or combined tour? **Response: See same response in L., above.**
- N. In 1.0, what is the total number of stops/locations to be covered under the tour? **Response: The option to have 30-40 tour stops would be ideal, but UNCW would be willing to consolidate or expand that number to offer the best experience that the vendor may recommend.**
- O. In 4.0, is the desired audio guide a narration of how to use the platform, or is it an audio narration of each individual stop? **Response: The audio guide as referred to in Section 4.0, Page 12 refers to an audio narration of each individual stop.**
- P. In 4.0, in addition to English, how many languages are desired in the audio guide functionality? **Response: No set number; as many languages as the vendor is able to offer, but at a minimum English and Spanish.**
- Q. In 4.0, beyond the audio guide and basic UI, is there a desire to make the tour fully multilingual, or just the basic user guide? **Response: Yes, UNCW would like to make the tour fully multilingual for virtual tour visitors.**
- R. In 4.0, is filming being requested as a required service? Should this be included in Attachment A cost maxima, or listed as an optional service? **Response: UNCW is not providing the video content, as those are services expected of the awarded vendor to provide.**
- S. In 4.0, for the interactive map, is the request for a Google Maps-based map, or is a customized rendered map required? Should this be included in Attachment A or listed as optional? **Response: A Google Maps-based map would be sufficient, as long as the names of the buildings and tour stops are identifiable for virtual tour visitors. If a vendor is able to produce customizable map renderings for an interactive map, UNCW would be interested in learning more about what that entails.**

Zoom bid opening information and login instructions:

Topic: 72-PRAB25011 Virtual photographic tour services bid opening
Time: Nov 12, 2024 02:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://uncw.zoom.us/j/88566691729?pwd=L2ySNaNiZ5jPgEw3GpJ9Qm43dwJ1zz.1>

Meeting ID: 885 6669 1729

Passcode: 064189

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- +1 301 715 8592 US (Washington DC)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 646 876 9923 US (New York)
- +1 719 359 4580 US
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
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Passcode: 064189

Find your local number: <https://uncw.zoom.us/j/kZWdF2eMh>

Join by SIP

- 88566691729@zoomcrc.com

Execute Addendum:

VENDOR: _____

AUTHORIZED SIGNATURE: _____ DATE: _____

NAME and TITLE (Typed): _____

ADDRESS (CITY, STATE & ZIP): _____