



## SOUTHEAST WISCONSIN PROFESSIONAL BASEBALL PARK DISTRICT

American Family Field

ADDRESS: 1 BREWERS WAY MILWAUKEE, WI 53214 E-MAIL: CONTACT@WIBASEBALLDISTRICT.COM PHONE: (414)902-4040

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### **REQUEST FOR PROPOSALS FOR SOUND SYSTEM CONSULTING SERVICES MARCH 8, 2021**

#### **INTRODUCTION**

The Southeast Wisconsin Professional Baseball Park District (the “District”) is seeking proposals from qualified firms to provide sound system design and consulting services to the District related to the replacement of the sound system at American Family Field.

The Southeast Wisconsin Professional Baseball Park District is a special district that is a local unit of government, a body corporate and politic that is separate, distinct and independent from the state. The District is comprised of Milwaukee, Ozaukee, Racine, Washington and Waukesha Counties and is charged with the oversight and monitoring of planning, financing, designing, constructing, commissioning, operating and maintaining American Family Field, the home of the Milwaukee Brewers, in Milwaukee, Wisconsin. An appointed Board of Directors comprised of thirteen (13) individuals manages the District.

#### **PROJECT OVERVIEW**

The seating bowl sound system at American Family Field consists of a combination of mostly original (2001) and some replaced components. Most of the audio amplifier system and loudspeakers are original to the building, with the exception of some loudspeaker additions to the field level bowl in 2011. A new Digital Signal Processing (DSP) system was installed in 2011 and a new mixing console was installed in 2014. Please see **Appendix A** for drawings and information regarding the current sound system. Additional details on the system are available upon request.

The District is seeking proposals from a sound system consulting firm to provide assistance with development of the design requirements, bid documents and contractor selection for the installation of a design-build sound system, including the following services.

#### **Phase I: Initial Design**

- Perform a high-level assessment of the current sound system and meet with the District and the Milwaukee Brewers Baseball Club (together, the “Owners”) in order to develop design requirements for the replacement of necessary components of the current system. The baseline for the design requirements is an ‘in-kind’ replacement of the necessary seating bowl, concourse, restroom and exterior gate sound system components as they exist today, with a maximum design to budget of \$4 million. Utilizing their experience in similar facilities, the selected firm should discuss alternative system design concepts with the Owners for both cost efficiency as well as optional enhancements to the system.
- Based on review and analysis of current sound system and input from Owners, develop initial design requirements and budget estimates for:
  - the baseline sound system replacement
  - up to two (2) optional enhancements/design alternatives
- Provide an audible computer simulation of the sound system performance for the Owner-selected design.



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### Phase II: Final Design And Bid Document Preparation / Bid Selection

- Once Owners decide on a final design concept, develop bid documents that detail the final design requirements and specifications for the competitive bidding of a design-build GMP sound system replacement.
- Provide technical expertise in response to bidder questions.
- Assist Owners with the review of proposals, including review for completeness, contractor qualifications, adherence to the bid documents, and best overall value.

### Phase III: Construction Administration

- Review submittals and respond to contractor questions and RFI's throughout the construction period. Provide an allowance to visit the site to observe the progress of the systems installation and assist in coordination issues.
- Review contractor's design and provide site inspections to ensure adherence to contract documents.
- Review and approve pay applications.
- Upon completion, make site observations of the installation, attend acceptance testing of the new system, and prepare a punch-list, including recommendations for corrective action, if required.

### PROJECT SCHEDULE

The District will be issuing a separate contract for each of the phases and the following schedule provides milestones and approximate dates through Phase I of the project. It is anticipated that Phase II will begin in the fall of 2021.

| Milestone                                   | Date                   |
|---|------------------------|
| Proposals due                               | April 9, 2021          |
| Interviews                                  | Week of April 26, 2021 |
| Contract awarded to selected firm*          | Week of May 3, 2021    |
| Kick-off meeting to review design goals     | Week of May 10, 2021   |
| Initial design and budget estimate complete | August 16, 2021        |

\* The District's General Terms and Conditions to Professional Services Contract can be found in **Appendix B**.

### PROPOSAL REQUIREMENTS

Please forward an electronic copy of your proposal for services to:

Kristi Kreklow – Associate Director  
 Southeast Wisconsin Professional Baseball Park District  
 American Family Field  
 1 Brewers Way  
 Milwaukee, WI 53214  
[kkreklow@wibaseballdistrict.com](mailto:kkreklow@wibaseballdistrict.com)

Firms will receive an email confirming receipt of their proposal. Proposals must be received by:

**12:00 PM NOON (CDT) APRIL 9, 2021**



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Please limit the proposal to the information and specific requirements described as follows.

- **Cover Letter**

- **Executive Summary**

Provide a brief summary describing and highlighting your firm's experience, qualifications and particular expertise for this assignment. Please specifically address your firm's ability to handle the District's needs outlined above.

- **Similar Experience**

Provide descriptions and profiles of assignments of similar size and/or involving similar program elements. Emphasis should be placed on those assignments involving the personnel to be assigned to this work effort. Include an opinion on the design to budget of \$4 million as it relates to your experience with similar projects.

- **Proposed Team and Approach to Assignment**

Provide a narrative describing your approach to the assignment, specifically addressing the District's needs outlined above, emphasizing those elements that may be unique to your firm.

Specifically address the following questions:

- How do you propose addressing the infrastructure, such as raceways, cabling and amplifiers?
- Have you utilized an ME firm or architect on past projects to assist with integration needs?
- Are there any particular types of evaluations/assessments you have included in your proposal that you feel are necessary to perform the assignment or that may be unique to your firm?
- Do you monitor supply chain disruptions as they related to sound system equipment? If so, how do you use that information to benefit your clients?

The following information shall be provided to highlight the experience and qualifications of your personnel to be assigned to the work effort:

- Resumes of the personnel assigned to the work effort.
- A statement that your organization, specifically this team, will commit to and has the ability to complete this work effort.

- **Fees**

Please complete a summary of Fees as outlined below:

- Provide an actual cost, not to exceed cost proposal for each of the three phases of the work as identified above. The proposal should clearly identify the number of site visits and days included in each site visit for each phase.
- Provide billing rates for personnel assigned to the work effort.
- Provide an all-inclusive per diem that includes items such as hotel, meals, parking and local transportation (excluding airfare) for a per person-day effort that will be used throughout the project, including for any additional site visits request by the District that falls outside the scope of your original proposal.



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### **DIVERSE FIRM PARTICIPATION**

The District has a goal of achieving 10% Diverse Firm participation in professional service contracts as outlined in the 06/09/2020 Diversity Contracting Program. A copy can be found in **Appendix C** and on the Project Participation Committee tab on the Southeast Wisconsin Professional Baseball Park District website ([www.wibaseballdistrict.com](http://www.wibaseballdistrict.com)). Firms must review and complete the form(s) as appropriate and submit with their proposal.

### **QUESTIONS**

Any and all questions related to this RFP must be submitted in writing to Kristi Kreklow at [kkreklow@wibaseballdistrict.com](mailto:kkreklow@wibaseballdistrict.com) no later than **2:00 pm CDT March 31, 2021**. Written responses to questions will be posted on the District's website ([www.wibaseballdistrict.com](http://www.wibaseballdistrict.com)) no later than **5:00 pm CDT on April 5, 2021**. Please check the website periodically since a preliminary response to questions may be posted sooner than April 5, 2021.

### **APPENDICES**

- A. Current sound system drawings and documentation
- B. General Terms and Conditions to Professional Services Contract
- C. Diversity Contracting Program