

Improving the MyMagic+ feature and developing an immersive Star Wars hotel experience.

Issued by:

Walt Disney Parks and Resorts

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1. Introduction & Background

Walt Disney Parks and Resorts, one of the world's leading providers of family travel and leisure experiences, giving millions of guests each year the chance to spend time with their families and friends, making memories that last a lifetime, is in need of an immersive Star Wars hotel experience and improvements to MyMagic+ and is accepting proposals in response to this Request for Proposal (this "RFP," or this "Request for Proposal") in order to find a qualified source to provide an immersive Star Wars hotel experience and improvements to MyMagic+. Our goal with an immersive Star Wars hotel experience and improvements to MyMagic+ is to:

1. Create a virtual hotel experience which will touch the tourist.
2. Make the Star Wars hotel as realistic and middle class accessible as possible.
3. Resolve privacy issues with MyMagic+, while increasing function of Magic Band.
4. Creating a more affordable MyMagic+ .

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Walt Disney Parks and Resorts. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

2. Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than February 2017.
3. Bidders must list at least 10 projects that are substantially similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A technical proposal must be provided that is not more than 20 pages. This technical proposal must provide an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than 10 pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should Walt Disney Parks and Resorts decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
 - a. Proposals must be received prior to February 2017 to be considered.
 - b. Proposals must remain valid for a period of 30 days.
 - c. Walt Disney Parks and Resorts anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

3. Project Description

The purpose of this project is as follows: create a new hotel and experimental concept, wowing the guest and keeping our Star Wars fans engaged and on their toes throughout the whole process. The MyMagic+ band improvements will alleviate the privacy worries of any guest and expand on the market with new capabilities and options, possibly including a reservation to parades and fireworks option.

The description of the project is as follows: to create a Star Wars hotel story experience for the guest and create new functions for the MyMagic+ band and neutralize the privacy concerns of guests.

4. Project Scope

The scope of the project entails:

Category 1A: People

The consultancy firm will be responsible for creating training procedure for our employees or actors, ensuring the immersive and interactive experience has a lasting and positive impact on guests, finding vendors with customizable options and finding a way to impact the guest who cannot afford the hotel.

Category 1B: People

The consultancy firm will be responsible for creating a new technology team for magic band options and training them, training store employees on the options for the MyMagic+ band and finding people to regulate the parade/ fireworks check in spots.

Category 2A Process: The consultancy firm will analyze our already completed interest survey, by looking into the customer reaction- what does the customer want. The firm will look into where the hotel can go, plan the story or experience for the guest and assist the planning for the architectural build of the hotel to coincide with many story options. Also, helping to find the vendors who will make Star Wars costumes and themed rooming. The firm must develop training for employees on behavior while acting, find a chef to create Star Wars themed recipes for restaurants, determine the final price point, begin the pre booking process and ensure everything runs smoothly.

Category 2B: Process

The firm is responsible for conducting a survey on what people want out of magic band, addressing the possibility of each consumer's wish and discussing with marketing professionals the final decisions on the additional options for magic band. In regards to the crowd trafficking technology, begin training on fireworks trafficking capabilities for employees and research whether to have the system be employee regulated or machine and employee regulated. After deciding, set up magic band stations at spots or magic band scanner with worker for trafficking and ensure process runs smoothly.

Category 3A: Technology:

Firm will be responsible for acquiring or creating technology which will create a virtual experience for hotel guest never before used, continue with function of magic band capabilities, continue use of hotel database and ensure the story related virtual process is free of errors.

Category 3B: Technology

Accenture created the technology for the magic band and scanner and it will remain the same outside of add ons if user would prefer.

5. RFP and Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	[January 2017]
Selection of Top Bidders / Notification to Unsuccessful Bidders	[March 2017]
Start of Negotiation	[April 2017]
Contract Award / Notification to Unsuccessful Bidders	[May 2017]

The need-date for project completion is 2019. Bidders may propose a date earlier or later, and will be evaluated accordingly.

6. Budget

Walt Disney Parks and Resort's budget for the project is 5 billion.

7. Evaluation Factors

Walt Disney Parks and Resorts will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this Request for Proposal
2. Relevant past performance/experience
3. Samples of work
4. Cost, including an assessment of total cost of ownership
5. Technical expertise/experience of bidder and bidder's staff

Walt Disney Parks and Resorts reserves the right to award to the bidder that presents the best value to Walt Disney Parks and Resorts as determined solely by Walt Disney Parks and Resorts in its absolute discretion.