

OWNER REP AND VENUE CONSULTING SERVICE



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Background

This document presents a ROM estimate for advisory services related to the network infrastructure upgrade for Venue (or “Customer”).

MightyMaxx Innovations (“MightyMaxx”) is a telecommunications firm specializing in Interop Engineering, RF site surveying, wireless engineering, and network performance modeling for complex, mission-critical environments. This ROM reflects a preliminary estimate of the costs associated with performing the required services and is provided for planning purposes only. It is not intended as a formal proposal or executable offer for award.

Solution Overview

The Delivery Team proposes a focused initiative to provide advisory services to oversee the Venue's infrastructure upgrade. This proposal is designed to ensure that the project is delivered to the customer's satisfaction, on time, and within budget. Leveraging its experience as a client representative on engagements of similar size and scope, the Delivery Team will provide critical guidance and will be provided through the functional goals below:

- **Project Oversight:** a Delivery Manager will be assigned to the overall project to ensure all aspects of the engagement align with the customer objectives, including quality, schedule, and budget. This includes:
 - Kickoff meeting
 - Status reporting
 - Project planning (when required)
 - Risk, Actions, Issues, and Decisions (“RAID”) log maintenance
 - Scheduling of required meetings
 - Run status meetings
 - Provide meeting minutes
 - Identified escalation point of contact
- **Communication and Coordination:** facilitate effective communication and coordination among project stakeholders, including contractors, designers, and regulatory authorities.
- **Risk Management:** identify potential risks and challenges and develop strategies to mitigate them, ensuring the project remains on track.
- **Decision Making:** act as a trusted advisor, providing the information and analysis needed to make informed decisions throughout the project's lifecycle.
- **ROI and Revenue development**

Objective

The objective is for the City of Orlando to entrust the Delivery Team to act on the customers' behalf during the planning, design, and construction phases of the project. The Delivery Team's primary responsibility is to represent customers' interests, make informed decisions, and oversee the project's progress to ensure alignment with customer goals and expectations.

Consultation Support Components

- Discovery and Assessment
- Concept Planning
- Design Oversight
- Procurement Support
- Construction and Install Oversight
- Commissioning
- Closeout and Documentation
- Post-Install Support

Key Activities and Deliverables

Deliverables may not be included if not included in the package option selected by Customer; package options are in the Pricing section.

The following items are deliverable for the tasks outlined in this proposal depending on the selected package; see the Pricing section regarding available package options and corresponding phases delivered:

Phase	Deliverable
1	Discovery and Assessment
2	Concept Planning
3	Design Oversight
4	Procurement Support
5	Construction and Installation Oversight
6	Commissioning
7	Closeout and Documentation
8	ROI Options and Delivery

Phase 1: Discovery and Assessment

- Review of venue layout - document the physical and architectural characteristics of the venue, which can impact signal propagation. Review existing Documentation
- Review of user density and distribution - understand how users are distributed across the venue, as density impacts interference and capacity needs. What is the anticipated user flow through the venue? Certain areas may need coverage depending on how users are expected to flow through the area.
- Review and assess network infrastructure - routing/switching architecture, system services, for example, the venue's internet connection, MAC/ARP limitations, DHCP/DNS performance, etc.
- Review of real-world factors - adjust for real-world factors such as signal quality, interference, and user movement. Typically, real-world throughput is about 50-70% of theoretical maximums. Also consider protocol overheads from operations like MAC layer acknowledgments and beacon transmissions.
- Review of environmental overheads and under-seat: account for additional environmental factors like RF noise and non-Wi-Fi interference that may impact performance.
- Review of High-density areas should never be designed for peak single-client burst rate. VHD areas are designed to provide a low, common throughput like 1 Mbps or 4 Mbps to all clients. While it is occasionally possible to reach the peak when the network is not busy, the baseline assumption for any high-density network is that the channel is highly congested and average device throughput is much lower than the peak rate.
- Review of Channel Usage - Use 20 MHz channel widths as the baseline configuration. 40 MHz channels should only be considered in certain advanced situations which are out of scope for this page. This narrower channel width dramatically reduces the peak data rate (from 780 Mbps to just 86.7 Mbps for a typical 1SS 802.11ac smartphone).
- Review of Power Consumption requirements for Data Center, IDF equipment, RF equipment.
- Review of ROI and Revenue generating options: Parking, tailgating, merchandise sales, event video resale, etc.

Phase 2: Concept Planning

- Infrastructure pathways and cabling methods
- Review of IDF enclosures
- Reviewing WiFi overhead or under seat or both
- Review Revenue creation above and beyond ROI
- Review ROI requirements

- Review support requirements day 2
- Review use case expectations
- Review managed service options

Phase 3: Design Oversight

- Review and approval of all concepts prior to installation.
- Review Ekahau or iBwave required for 99999 signal and service verification
- Review site survey performed prior to design approval
- Review site survey post-installation performed by third party

Phase 4: Procurement Support

- Oversee - selecting OEMs
- Oversee - working with OEMs for Price Protection
- Oversee - evaluating new tech for future-proofing the system
- Oversee - inventory control during construction

Phase 5: Construction and Install Oversight

- Oversee - data center - approved design will have exemplar drawings, redlined for installation, pre- and post-installation images, real-time reporting for review by customer
- Oversee - Cable systems - approved design will have exemplar drawings, redlined for installation, pre- and post-installation images, real-time reporting for review by the customer
- Oversee - MDF and IDF Enclosures - approved design will have exemplar drawings, redlined for installation, pre- and post-installation images, real-time reporting for review by the customer
- Oversee - WiFi under seat and overhead - approved design will have exemplar drawings, redlined for installation, pre- and post-installation images, real-time reporting for review by the customer

Phase 6: Commissioning

- Review post-site survey by third party
- Review Event support for soft launch; additional tuning may be required
- Review Event support for full launch; should have minimal tuning required

Phase 7: Closeout and Documentation

- Review Reports from the 2 events showing level of service 5(9s)

- Review CAD representing new network
- Review and validate inventory
- Review As-Built drawings
- Review Test Plans and results

Phase 8: ROI Options and Delivery Concepts Oversight

- Review and make recommendations for Marchant ROI solutions
- Review and make recommendations for Parking solutions
- Review and make recommendations for Guest video solutions
- Review and make recommendations for Wait Time solutions
- Review and make recommendations for Customer client APP solutions

Assumptions and Conditions

Project Specific Assumptions and Conditions

1. Customers will provide a decision-making resource to guide assumptions for deliverables 1 through 8.
2. Work will be performed in a reasonable sequence, based upon the owner's provided items being completed.
3. Latest CADs and network drawings will be provided by customers. PDFs are acceptable if first generation
4. Delivery Team will have reasonable access to facilities where technology is installed.
5. Site visits as necessary. Most work will be done remotely.
6. Regular working hours will be used.
7. Required badges, keys, and escorts will be provided by others when on property.
8. Servers or appliances to support deliverables will be provided.
9. Customers will provide an on-site project manager who will participate in meetings and discussions.
10. Any additional work requested is subject to additional charges and/or authorized change orders.
11. If at the Customer's discretion, unscheduled work stoppage occurs costs associated with the delays will be incurred.

Exclusions - All Not owners provided items include:

12. Current Networks Drawings for DAS, WIFI, and Electrical for equipment locations and pathways
13. Third party applications and systems for mobile access, mapping, advanced internet filtering and more
14. Physical security for all technology (if required)
15. Permits and City and State licensing (if required)

Pricing

Validity

This ROM is purely for budgetary and market research purposes.

Proposed Invoicing Schedule

Services will be invoiced as follows:

- 50% 30 days after the date of award
- 40% upon completion and acceptance of Phase 2 if Basic Package purchased, Phase 6 if Standard Package or Premium Package purchased
- 10% on the completion of the project close-out meeting.

The Delivery Team will invoice for actual travel expenses incurred plus the applicable General and Administrative fee. Payment Terms are Net 30. Invoices can be prepared early if requested by the Customer.

If there is an alternate invoicing schedule that would like to be discussed, the Delivery Team will discuss and review the proposed alternative to the above-mentioned invoice schedule.

Package Options

	Basic Package	Standard Package	Premium Package
Phases	\$407,143	\$742,857	\$1,314,286
1. Discovery and Assessment	Included	Included	Included
2. Concept Planning	Included	Included	Included
3. Design Oversight		Included	Included
4. Procurement Support		Review of OEMs Only	Included
5. Construction and Install Oversight		Included	Included
6. Commissioning		Included	Included
7. Closeout and Documentation		Included	Included
8. ROI Options and Delivery Concepts Oversight			Included

Change Management

Change management is vital to maintain project alignment with customer objectives. The Delivery Team understands that requirements, priorities, and constraints are always evolving. This structured change management approach is designed to effectively evaluate, approve, and implement changes to ensure that impacts to scope, schedule, cost, and quality are clearly understood and effectively managed. By fostering clear communication, stakeholder engagement, and thorough documentation, this change management process reduces disruption, mitigates risk and ensures that any change requests strengthen, rather than compromise project outcomes.

It may become necessary to amend this project for reasons including, but not limited to the following:

1. Customer changes to the scope of the work or specifications
2. Customer changes to the project schedule
3. Unavailability of resources which are out of either party's control
4. Environmental conditions that were not previously identified

In the event either party desires to change the scope of work, the following procedures will apply:

5. Delivery Team will provide a change request document to the customer outlining the proposed modification.
6. The change order will describe the nature of the requested change, the rationale, the expected impact on scope, schedule, resources, cost, and quality, along with any associated risks or dependencies.
7. A change order may be initiated by either party through written request, submitted to the designated project manager for review.
8. The Delivery or Project Manager of the requesting party will ensure the change request is complete, accurate, and supported with sufficient detail for proper evaluation.
9. Both parties will evaluate the change request and determine whether changes to services will result in any addition charges, schedule adjustments, or modifications to deliverables.
10. If both parties agree to implement the change, a modification incorporating the change will be prepared, reviewed, and executed by authorized representatives of both parties.
11. The Delivery Team is under no obligation to perform the change until the change request has been agreed to, documented, and signed by both parties.
12. Whenever there is a conflict between the terms and conditions set forth in a fully executed change order request and those set forth in the original scope, or in any previous fully executed change order request, the terms, and conditions of the most recent fully executed change order request will prevail.