



REQUEST FOR PROPOSALS

PENNYROYAL AREA MUSEUM EXHIBITION DESIGN & FABRICATION

**Proposals Due:
Friday, November 10, 2017**

All information contained in this RFP is confidential and may not be shared with other vendors or institutions without the permission of the Museums of Historic Hopkinsville-Christian County.

Project Description

The Museums of Historic Hopkinsville-Christian County (MHHCC) seeks proposals for the exhibit design and fabrication of the main exhibition gallery of the Pennyroyal Area Museum (PAM) (~3000-3500 sf). The exhibit design portion of this project may include planning for future exhibit enhancements and future use of space within the museum. The goal of the project is to generate schematic drawings for a cohesive exhibition redesign and to complete fabrication and installation of exhibition elements aligned with concurrent architectural and facilities upgrades (separate service provider).

Deliver Proposals to:

Museums of Historic Hopkinsville-Christian County
217 E. 9th Street
P.O. Box 1093
Hopkinsville, KY 42241
(270) 887-4270

For More Information:

The Request for Proposal, dated October 1, 2017, is by request only. For additional information or assistance, contact:

Alissa Keller
Executive Director
(270) 887-4270
akeller@museumsofhopkinsville.org

Schedule

RFP issued:	October 13, 2017
RFI due:	October 25, 2017
RFI response:	November 1, 2017
Proposals due:	November 10, 2017
Interviews:	November 27 – December 1, 2017
MHHCC Board Mtg.:	December 13, 2017
Vendor Selection:	December 15, 2017
Project K/O:	Fall/Winter 2018, exact dates TBD

I. Summary Scope of Work

Completion of the design phase of this project is tentatively set for June 2018, with fabrication/installation to be completed Winter/Spring 2019 (exact dates TBD in consultation with MHHCC Architectural team).

A. General Tasks

- i. Attend an on-site kick-off and discovery meeting with MHHCC staff and associated stakeholders; review the scope of work and project schedules; and define the standards to be met.
- ii. Consult with MHHCC staff and other community stakeholders who can provide input on design approaches (MHHCC staff may direct the Contractor to existing resources, records, and research files at PAM or the Christian County Historical Society).
- iii. Prepare and submit draft Museum work plan for MHHCC review and approval.
- iv. Implement work plan in coordination with MHHCC staff and stakeholders.
- v. Prepare and submit preliminary budget for design, development, and installation of the exhibit, including expense.
- vi. Oversee project budget with periodic reviews of scope and expenses with MHHCC (periods TBD during Discovery).
- vii. Provide weekly updates to provide status on the progress of work and to discuss significant problems or issues encountered or anticipated.
- viii. Provide detailed and concrete deliverables at every stage of the process for comment and revision by the MHHCC representatives (deliverables TBD during Discovery).

B. Exhibit Design

- i. Review MHHCC's concept and goals for the PAM permanent exhibition and establish the full scope of the project.
- ii. Evaluate the proposed schedule and budget as they apply to the scope of the project.
- iii. Prepare a design and fabrication schedule detailing the critical path, key milestones and deliverables for the entire project.
- iv. Collaborate with MHHCC staff and key stakeholders on the final selection of objects, documents, photographs, and media (audio & video).
- v. Evaluate the interpretive potential and best practices for design and display of select collection objects, documents, photographs, and media (audio & video).
- vi. Consult with MHHCC Architectural team on requirements and selection process for new lighting system, flooring, and other relevant gallery upgrades as part of facilities renovation.
- vii. Develop the conceptual visual design for review and approval by MHHCC.

- viii. Prepare plans and renderings that illustrate the key components of the exhibit, how these components are integrated with one another, and how the exhibit will be configured.

C. Fabrication & Installation

- i. Create a preliminary budget for development and installation of the exhibit based on approved concept drawings including a line item breakdown of expenses for design, fabrication and installation.
- ii. Finalize a projected fabrication and installation schedule.
- iii. Perform and supervise production and installation of the exhibit according to the project timeline.
- iv. Host a select number of onsite production reviews by MHHCC staff.
- v. Produce detailed documentation and perform training for MHHCC staff on all exhibit maintenance necessary for the successful upkeep of the exhibition.

II. Background & Exhibit Concept

The PAM permanent exhibition will re-envision the main exhibit gallery to create a cohesive and welcoming environment that successfully interprets the rich history of Hopkinsville, Christian County, and the surrounding region. Hopkinsville sits at the intersection of U.S. history in remarkable ways: unique in terms of the people, places, and events that have shaped its past and future, and universal in terms of the deep connections to broader historic themes, narratives, and lessons. The exhibition is projected to be organized chronologically highlighting key stories of a history defined by place (geography & industry), a region defined by race (slavery, segregation, & diversity of experience), and a community defined by people (life in Hopkinsville).

Key Attributes:

- **Authenticity**

The museum is housed in a historic building with unique architectural features. The main exhibition tells the story of a region defined by the land and rich farming traditions. The visual look and feel of the exhibition must capture an authentic sense of color, material, texture, etc. that reflects these influences.

- **Visitor Engagement**

Making visitors feel welcome to the museum and in the space will be critical to increasing overall attendance. The exhibition should reflect back to visitors' echoes of their own Hopkinsville experiences and identity. It should challenge visitors to rethink what they know about the history of Hopkinsville and to engage with one another

around issues that continue to impact the community. To ensure success, we are interested in development approaches that engage visitors to inform the design process.

- **Holistic / Strategic**

The exhibit design solution should consider and address current needs (as outlined here and in ancillary materials) while thinking holistically and strategically about the future of the museum, identifying opportunities for growth and suggestions for phased approaches.

- **Modular / Flexible**

As the main public space within the museum, the main gallery needs to accommodate the exhibition and also have adequate space to support events and educational programming. Construction must facilitate segmenting the exhibit into smaller units and allowing museum staff to maximize available floor space for programs and special events. Furthermore, the museum's collection far exceeds what can be displayed at any given time so most display cases should be designed with flexibility in mind so objects and signage can be easily swapped in and out as needed.

- **Lighting**

A new lighting system will be identified and installed by the MHHCC Architect as part of architectural upgrades to the museum. This will be done in consultation with the Contractor to ensure that the lighting solution will work for re-envisioned exhibition. In addition, there is interest in improving the use of natural light in the space. Large multi-story windows line both sides of the gallery and are currently boarded up. Consideration must be given to determine how best to introduce natural light into the gallery while also protecting the objects on display.

For additional project details see:

- Appendix A – Gallery Images
- Appendix B – Interpretive Strategic Plan

III. **Target Audiences**

As part of the interpretive planning process, MHHCC stakeholders identified the following audience priorities for the museum:

A. **Local**

- i. Residents
- ii. Families
- iii. Students

This audience is recognized as being critical to the future success of MHHCC. Currently served predominantly by museum programming, this audience group does not currently see the museum and its exhibitions as a strong draw for leisure time and dollars. Most critically, the museum's exhibition content does not currently align with curricular standards making it difficult to attract students and school groups. Efforts to align content will increase the museum's value as an educational resource for teachers and could lead to being a local anchor for local and national history stories (e.g. National History Day).

B. Diverse

- i. African American
- ii. Latino
- iii. Native
- iv. Other? Amish?

This audience has been underserved by MHHCC for most of its history. Efforts to rethink exhibition narratives, museum programming, and outreach efforts are focused on the inclusion of a diverse range of local perspectives and lived experiences, increasing the museum's relevance to these communities.

C. Regional

- i. Neighboring towns
- ii. Fort Campbell

As a regional hub with a re-invigorated downtown, Hopkinsville remains a draw for neighboring towns and for soldiers and families stationed at Fort Campbell. The benefits of an overall improved visitor experience for local residents will extend to regional audiences as well.

D. Tourists

- i. Edgar Cayce enthusiasts
- ii. Former residents (childhood; relatives)
- iii. Passing through

Currently Tourists make up a significant share of museum visitors: looking for information about the region, revisiting memories from their own past; or seeking out the childhood home of Edgar Cayce. Although there is potential for growth in these audiences, the focus for increased reach is clearly targeting local and regional audiences.

IV. Project Budget & Size

The estimated size for the exhibit is in the range of 3,000-3,500 square feet. The budget for this project is \$240,000, including design fees and fabrication.

V. Proposal Evaluation & Award

MHHCC executive management and select staff/advisors will review and evaluate all design proposals. Their evaluation will be based on the strength and creativity of the design ideas; the perceived ability of the firm or individual to implement the project on budget and on time; and demonstrated success of designs for museums and/or arts & cultural centers of similar scope. The winning proposal will demonstrate a clear “feel” for the interpretive goals and objectives of the PAM permanent exhibition.

MHHCC will adhere to the provisions of Title VI of the Civil Rights Act of 1964, and Section 3 in the implementation of this project.

No person shall be excluded from participation in, denied benefits of, or subjected to discrimination in the implementation of this program on the grounds of race, religion, color, national origin, sex, sexual orientation, gender identity, age or disability. Attention is particularly called to the requirements as to conditions of employment to be observed under the contract, Section 3, Segregated Facilities, Section 109, Title VI, E.O. 11246, the Anti-Kickback Act and Section 504 requirements.

VI. Expectations

MHHCC expects the reconceived permanent exhibition will:

- Create a cohesive look, feel, and narrative for PAM;
- Generate increased attendance to MHHCC;
- Establish MHHCC as a leading state and regional historical center and a local cultural resource for local Hopkinsville residents; and
- Form the basis for educational collateral in the development of curricula on local history.

VII. Client Responsibilities

MHHCC will be responsible for the following materials and/or services:

- A comprehensive list of expectations based on current interpretive planning, target outcomes, and budgetary needs;
- Direction in selection of artifacts;
- Assistance in photographic research and selection (as needed);
- Providing content with appropriate documentation;
- Selection of video and related AV content;
- Providing meeting space and coordinating meetings with Contractor and museum stakeholders; and
- Timely review and feedback on major design deliverables (~1-1.5 weeks).

VIII. Contractor Responsibilities

The successful Contractor will be responsible for:

- Establishing a work plan and schedule to ensure timely completion of each phase of the project, to be submitted in reproducible form, and discussed with MHHCC staff before a final schedule can be approved;
- Conducting regular meetings, updates, and phone calls and emails with the project team essential for ongoing communications;
- Reviewing existing research and materials related to the history of Hopkinsville and Christian County, including general historic information, images, and past and current reports related to MHHCC and the Christian County Historical Society;
- Evaluating (in collaboration with MHHCC staff) the interpretive potential of collection objects and documents and providing recommendations for engaging and relevant interpretive display; and
- Overseeing and completing the schematic design, fabrication, delivery, and physical installation of the exhibit;
- Procuring all necessary hardware and fabrication materials unless otherwise agreed to by MHHCC; and
- Delivering digital copies of all final source files for exhibit schematics, graphic designs, content documentation, transferable licenses or warranties.

IX. Warranty

The Contractor must provide two (2) years of technical support including telephone, live video communication, and/or onsite inspection (as deemed necessary). Please provide optional pricing for extended warranty options.

The Contractor must provide all license and warranty documentation for any/all exhibit hardware backed by individual warranties (e.g. computers, iPads, projectors, connectors, etc.)

X. Submission Procedures

Interested firms or individuals should submit a proposal including the following elements (in this order):

Content

- 1) One page cover letter including a statement of your interest in this project and relevant qualifications and experience to fulfill the RFP requirements;
- 2) A summary of your proposed approach and process for completing this project;
- 3) A list of key personnel and brief professional overview of those who would be directly involved in this project (please include resumes as appendix);
- 4) A summary of recent design projects and how they relate to this design task;
- 5) A list of at least three client references from recent projects (name, phone, email);
- 6) A breakdown budget estimate covering:
 - a. Research, planning & design

- b. Construction/fabrication & installation
- 7) A draft project timeline;
- 8) Payment terms & conditions
- 9) Warranty terms
- 10) Proof of insurance
 - a. Minimum \$500k workers comp; \$1M general liability; \$1M professional liability

Format

We prefer you send your proposal as an electronic file in pdf format.

Submissions should be addressed to: akeller@museumsofhopkinsville.org

Subject lines should read: Pennyroyal Design RFP Submission.

XI. Contact

If you have any questions concerning this solicitation, please contact:

Alissa Keller
Executive Director
(270) 887-4270
akeller@museumsofhopkinsville.org

XII. Proposal Deadline

Proposals are due no later than Friday, November 10, 2017 by 5:00 PM (Central). All proposals must be valid for 60 days beyond this date. Digital submissions via email are acceptable. Late proposals will not be considered.

APPENDIX A – GALLERY IMAGES

Please note that these are for reference only. Actual exhibit organization and display continue to be updated by MHHCC staff as they prototype new exhibit concepts and narratives.

Image 1:

Museum building and front entrance



Image 2:

Museum lobby – gift shop



Image 3:

Museum lobby – built-in display cabinetry



Image 4:

Main gallery

Please Note: catwalk (foreground), vaulted ceiling, multi-story windows along each side (boarded), recessed alcoves (rear).



Image 5:

Capsule Collection
(Edgar Cayce)

This collection focuses on the life and legacy of one of Hopkinsville's most notorious former residents. His story fits somewhat outside of the main exhibition arc but is a critical exhibit for a key visitor demographic.



APPENDIX B – INTERPRETIVE STRATEGIC PLAN

[sent separately]