Request for Qualifications (RFQ) – Exhibit Designer, Fabricator, and Installation for the new Explorations V Children’s Museum at Bonnet Springs Park

Proposals Due: 5:00 PM EST, June 14, 2019

Project Time Frame: Completed January – March 2021

May 7, 2019

Explorations V Children’s Museum (EVCM) is seeking qualifications for designing and fabricating the hands-on, interactive exhibits in a new 47,000 gross square foot children’s museum in Lakeland, Florida. The primary audience for these exhibits will be children ages birth to 12 and their families and the exhibits are expected to be installed for a period of ten years with very high use. The gross square feet includes indoor and outdoor gallery space. Due to the differences in designing for indoor and outdoor spaces, two separate proposals will need to be submitted if wishing to be considered for the whole project. Firms are also able to submit for only interior galleries or only exterior gallery.

Project Description

Explorations V Children’s Museum was founded in 1991 as the only children’s museum in Central Florida. The ethos of the museum’s mission is sensory learning. The “V” in the name represents the five senses. In 1999, the Museum purchased the Historic Kress Building and converted it into a space four times larger than their rented storefront to create four floors of interactive learning. EVCM has served over 1.5 million visitors and is embarking on its second major expansion in an effort to continue serving the fast growing Florida population.

EVCM will be the anchor institution at Bonnet Springs Park, a private 501(c)3 nonprofit which is revitalizing brownfields land in downtown Lakeland to become a 180-acre park complete with hiking trails, nature center, event center, sensory garden, and nature playground. The children’s museum as the anchor institution is positioned in the center of the park adjacent to the major event lawn. (See attachments for site images).

The 47,000 gross square foot space includes indoor and outdoor gallery space as well as back of house, shipping & receiving, storage, office space, and classrooms. The museum concept includes 5 primary galleries each to contain their own, unique set of hands-on learning in line with the theme of the gallery. Proposals should align with the gallery descriptions (Appendix A).

The firm will work with the Park architect out of Boston, Sasaki. Sasaki is designing the building shell and the exhibit firm will be responsible for all interactive elements. The two firms will need to work together closely to ensure a high-quality, seamless visitor experience.

Ideal Working Relationship

EVCM is an established children’s museum lead by passionate staff and board volunteers. We are seeking a firm with forward-thinking and creative theories around hands-on learning. It isn’t enough to push a lever or a button. Instead, we are concerned with the environment created for
learning. We are seeking an engaged partner who clearly communicates and passionately collaborates with EVCM every step of the way.

**Scope of Work**

**General**

The selected firm shall furnish all expertise, labor, and resources to provide complete services for this project. The work shall be conducted in coordination and collaboration with EVCM staff and other stakeholders.

*The chosen firm may be required to complete any or all of the following:*

1. Informational meetings with EVCM, Sasaki, and Bonnet Springs Park to understand the overall Park design and function such as
   a. Coordination with Sasaki and their team of consultants on building infrastructural requirements for exhibits
   b. Meet with EVCM stakeholders, members, and staff to listen to needs and wants for incorporation in the overall exhibit design and function
2. Analysis of back of house facility, specifically exhibit storage
3. Conceptual comprehensive guest experience plan narrative with illustrative art
   a. Coordination with Sasaki on the overall finish palette and material transitions
   b. Coordination with Sasaki’s environmental graphics team with regards to some signage and graphics
4. Schedule
5. Other services consistent with the intent of this RFP including but not limited to consultation on value engineering opportunities and cost savings strategies for the design.

**Deliverables**

1. Formative evaluation report/summary of initial review and findings
2. Concept narrative and preliminary budget based on concept drawings
3. Conceptual and final design drawings/renderings for all elements including AV, technology, exhibit specialty lighting design, and infrastructural requirements
4. Prepare renderings and/or models illustrating key components of the exhibits and as appropriate for fundraising
5. Keep costs in line with agreed upon budget
6. Proposed project schedule
7. Fabrication
8. Installation & Testing
9. Post installation support and/or warranty of product
Proposal Submittal Requirements – Total Submittal Cannot Exceed 50 Pages

Application Cover Sheet (found at explorationsv.com/exhibitrfp) – This Cover Sheet provides the primary contact information for your company and identifies which gallery or galleries you would like to be considered.

Tab I - Statement of Interest and Introduction:
The responding firm (or the lead firm if sub-consultants are proposed) will provide a letter, on letterhead, which serves as a statement of interest and introduction to the submittal. If sub-consultants are proposed, each sub-consultant must provide a similar letter.

Tab II - Business / Firm History and Information:
A brief narrative of the corporate history of the firm. This RFQ should clearly identify your organization’s general experience in providing exhibit design, fabrication, and installation. Be specific as to the number of years providing the specific services requested.

A summary of at least three (3), but not more than five (5) similar projects. Please choose projects in which your submittal is based upon. Each project will be listed on a separate page but may not exceed one (1) page and will include the following:

- Project Name
- Location
- Owner’s Name and Address
- Owner’s Current Contact Name, Title, Email and Phone Number
- Description of Service
- Project Value and Total Fees
- Estimated and Actual Construction Cost (if known)
- Describe similarities to the services required in this RFQ

Tab III - Qualifications and Experience of the Project Team:
A description of the proposed project team. This description should provide the names, titles, firm names (if sub-consultants are involved), and clearly identify the proposed role in the project team for each person.

Provide a current organizational chart of the firm and identify each principal of the firm and any other key personnel who will be professionally associated with the engagement.

For each person, a brief description of qualifications which will include at minimum, the professional qualifications for each person, and a summary of experience on projects similar to that described by this RFQ, and summary of experience on projects similar to that described by this RFQ. This summary of experience will describe the services provided and the dates of such experience. Include their experience with children’s museums.

Tab IV - Quality Control, Sanctions and Adverse Litigation:
Include a descriptive statement of the firm’s quality control/quality assurance procedures, including the qualifications of the person(s) responsible for quality assurance. If sub-consultants are involved, this statement will address the lead firm’s procedures relative to the sub-consultants.
Include a statement as to the firm’s or individual’s membership in professional organizations or associations.

List any regulatory or license agency sanctions.

Provide a summary of any litigation, claim(s), or contract dispute(s) filed by, or against, the Proposer in the past ten (10) years that are related to the services that Proposer provides in the regular course of business. The summary will state the nature of the litigation, claim, or contract dispute, a brief description of the case, the outcome or projected outcome, and the monetary amounts involved. For larger firms, the summary can be in the form of percentages instead of specifics.

**Tab V - Workload:**

Provide a listing of recent, current and projected workloads of the firm. The Proposer will include a graph or other informational diagram / format indicating the allocated and available man-hours. Indicate availability of staff to the Museum.

**Tab VI - Approach to the Engagement:**

This section will include a statement of the firm’s approach to the project described herein. If desired, this section may include sketches, drawings or other graphic material if required to explain, clarify or demonstrate the firm’s approach to the project. Firms are encouraged to submit innovative, quality, professional and effective solutions.

The statement of approach should begin with an introductory and overview section that describes the firm’s understanding of the services required.

The body of the statement of approach should describe the firm’s method of addressing the requirements of the project. Describe your understanding of the scope of services and the Museum’s needs, your approach to providing the described services, any specialized skills available, and any special considerations or possible difficulties in providing the described services.

Provide a statement as to your ability to stay within the budget and what methods will be used to assure that the budget is not exceeded.

A statement of the firm’s capacity to perform the work within the required schedule. This should take the form of either narrative or chart which describes the available time for the proposed project team throughout the expected period for the project and which represents a commitment by the responding firms to allocate the necessary resources to the project.

**Tab VII - Existing Relationships:**

Identify any existing relationships that might affect either positively or negatively, your ability to perform the services requested.

**Tab VIII - Additional Data:**

Any additional information, which the proposer considers pertinent for consideration, should be included in this section (this includes exceptions and clarifications)
Qualification Evaluation Committee and Evaluation Factors

All Qualifications will be subject to a review and evaluation process by the Exhibit Committee. It is the intent of the Museum that all proposers responding to this RFQ, who meet the requirements, will be ranked in accordance with the criteria established in these documents. The Museum will consider all responsive and responsible Qualifications received in its evaluation and award process. For evaluation purposes, the term “Responsible” means: A business entity or individual who is fully capable to meet all of the requirements of the solicitation and subsequent contract. Must possess the full capability, including financial and technical, to perform as contractually required and be able to fully document the ability to provide good faith performance.

Qualifications shall include all of the information solicited in this RFQ, and any additional data that the offeror deems pertinent to the understanding and evaluating of the Qualification. Proposers should not withhold any information from the written response in anticipation of presenting the information orally or in a demonstration, since oral presentations or demonstrations may not be solicited. Each proposer will be ranked based on the criteria herein addressed.

Proposers submitting the required criteria will have their Qualifications evaluated by a committee and scored for factors to include technical response, qualifications and experience.

During the evaluation process and at the sole discretion of the Museum, requests for clarification of one or more proposer submittals may be conducted. This request for clarification may be performed by the Museum in a written format, or through scheduled oral interviews. Such clarification request will provide proposers with an opportunity to answer any questions the Museum may have on a proposer’s submittal.

Submissions will be evaluated on a total score basis, with a maximum score of one hundred (100) points. The following criteria will be used in the evaluation process to determine the successful respondent(s): **Maximum Points**

| **Proposer’s Qualifications (Firm & Project Team)** | 25 |
| Experience with Children’s Museums | 25 |
| Experience with a project of this scope and size | 10 |
| Approach to the Engagement | 25 |
| Current Workload | 15 |
| **Total Points** | **100** |

**Submitting Instructions**

Response should be sent to: kfalwell@explorationsv.com If an accompanying hard copy is sent, please mail to: Explorations V Children’s Museum Attn: Exhibit RFP, 109 N Kentucky Avenue, Lakeland, Florida 33801

**Deadline:** Response must be received by June 14, 2019
The request for proposal does not commit EVCM to award a contract or to pay any costs incurred in the preparation of the proposal. EVCM reserves the right to extend the due date for the proposal, to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified consultant, or to cancel the RFQ in part or in its entirety.

Possible interview of top selected applicants: July 15-19, 2019.

**Final selection of applicants no later than July 22, 2019.**

**General Requirements for Selected Firm (not necessary for proposal)**

Provide Certificate of Insurance for the insurance that, if selected, will need to be in force at all times during the contract period. Insurance company coverage must be with a current AM Best’s rating of no less than A and include the following coverages: Commercial General Liability $1,000,000 each occurrence

Excess/Umbrella Liability $5,000,000 Workers Compensation Statutory Limits

a) Indemnification endorsement covering the additional insured's and owner.
b) Insurance to be primary and non-contributory.
c) Contain no exclusions for means, methods, techniques, sequences or procedures.
d) General Aggregate to apply on a per project basis.
e) Contain a deductible of no more the $25,000.

All proposal packages received by EVCM will become EVCM’s property for use as deemed appropriate. Explorations V Children’s Museum is an equal opportunity Employer. Every effort will be made to ensure that all persons, regardless of race, religion, gender, color and national origin have equal access to contracts and other business opportunities with EVCM.

**Appendix A**

There are five gallery areas included in the RFP:

1. **Watermelon Seeds**

A space for ages five and under to be watered, fed sunlight, and opportunity to grow into the strong roots they need to bloom their brightest colors. Fruit crops make up a lot of Central Florida’s landscape. By playing off of their sweetness, bright colors, and need for a healthy ecosystem, this gallery should be designed with developmentally appropriate practices for children under the age of five, in a way that gives opportunity to strengthen caregiver attachment and create rich new language for little learners. This gallery will include a model classroom and an infant room, both to be designed by United Way of Central Florida and not necessarily included in the gallery plan.

*Total Watermelon Seeds Design Footprint = 3,175 gross square feet*

2. **Design Park**

High and low-tech scenarios give kids the space necessary to practice design thinking, critical thinking, and give exposure to new and emerging solutions. This space should emphasize failing forward and mistakes as a next step in learning the process. Design Park should be a
playful indoor area that mimics an outdoor park with turf, boulders, etc. Kids should be able to use loose parts (i.e. Legos, Kinnex, etc.) to prototype robots, vehicles, or inventions and have ramps, fans, and other sites built into the faux landscape to test their build.

*Design Park Gross Square Feet = 1,485*

3. **The Front Yard (Exterior Space)**

Crawl through the belly of a 100 ft alligator (concept drawing of alligator done already) to make your way to everyone’s favorite front yard. Climb, swing, and play your way through epic challenges while connecting with nature. The climbable alligator is the centerpiece of the entire park and enclosed in the Museum’s outdoor exhibit. This space should contain areas to grow food and play/dig in dirt. The idea layout will also contain an outdoor cooking space with electricity but not necessarily a full kitchen setup. Simply somewhere children can wash and chop the food they will help to harvest.

The Front Yard will also explore Florida under our feet. The alligator was chosen because of its significant presence in the area and its ties to prehistoric times. Florida was under water when dinosaurs roamed the earth. While outside, kids can explore how prehistoric fossils found here are of sea creatures.

*The Front Yard Gross Square Feet = 7,000*

4. **City Play**

Social-dramatic play with forward thinking concepts on social situations and problem solving. Kids will enter a city their size and explore the world around them. The City must include a grocery store (Publix), Project Weather, First Responders Station, and 4-5 other storefronts. Finish materials should allow for easy revitalization like vinyl wraps or paint. The idea is that the “city” elements will be re-designed every 3-5 years to keep the experience fresh. The City should feel whimsical, almost comic book like. A place a child will truly want to live, work, and play. Costuming should be in grownup sizes as well as kid sizes. The intent is to give clear opportunities for grownups to engage in play with their child.

There are a few elements from the current Museum that should be incorporated here for nostalgia and connection from site to site. These include a firetruck and sheriff car (dimensions given to candidate after selection).

*City Play Total Gross Square Feet = 4,575*

5. **TBD**

There is a gallery space left unassigned. We are seeking innovative ways to use this space in a way that pushes the field of children’s museums and can make real impact for hands-on learning.

*TBD Total Gross Square Feet = 1,790*
Each gallery should be an immersive, environmental learning experience with creative hands-on elements.

**Rubber band Theory**

EVCM tests exhibit concepts with the “rubber band theory”, which requires each interactive element be evaluated by the question “how many ways can a child stretch this element?” An interactive element that can stretch and expand based on the skills of the child using it, has more value than an exhibit element built to do one singular thing. Without question, children will think of a better way to use something than a grownup can imagine.

**Technology Theory**

Technology advances are coming quicker than can be addressed or evaluated. Use of technology across galleries should be thoughtful and for a purpose. Technology should be easily upgraded or replaced as advances are made. Technology can have incredible impact on environments and in ways that do not require a child to look at a screen. Projection mapping, auditory reactions, interesting use of purposeful scents are all examples of using technology in ways that add to a learning experience rather than direct a single, screen-based experience.
Appendix B
Bonnet Springs Park Site Plan

Event Center
Nature Playground
Lagoon & Nature Center
Explorations V Children’s Museum
Nature Playground
George Jenkins Blvd
Hiking Oak Grove
Welcome Center & Restaurant
Kathleen Rd
Lake Bonnet
Kathleen Rd
Appendix C