

NOTICE
REQUEST FOR PROPOSAL
LOGO, BRANDING, AND WEBSITE DEVELOPMENT

For the
EXPLORATIONS V CHILDREN'S MUSEUM

MARCH 5, 2021

EXPLORATIONS V CHILDREN'S MUSEUM (MUSEUM) IS SEEKING TO OBTAIN QUALIFIED AND EXPERIENCED MARKETING AND BRANDING SERVICES, BOTH TECHNICAL AND FUNCTIONAL, TO ASSIST THE MUSEUM WITH THE DEVELOPMENT OF A LOGO, BRAND GUIDELINE, AND WEBSITE.

THE MUSEUM PREFERS THAT ALL CONSULTING SERVICES BE PROVIDED BY A SINGLE VENDOR, BUT PARTNERSHIPS AND SUBCONTRACTING ARRANGEMENTS WILL ALSO BE CONSIDERED. ALL CONSULTANTS MUST HAVE PREVIOUS EXPERIENCE WITH CREATING A BRAND AND WEBSITE DEVELOPMENT.

THE PROPOSALS SUBMITTED SHALL BE IN COMPLETE ACCORDANCE WITH, WITHOUT LIMITATION, THIS REQUEST FOR PROPOSAL, THE ATTACHED SPECIFICATIONS, ALL CODES AND REQUIREMENTS REFERENCED THEREIN.

Questions regarding this request for proposal should be **in writing**. Submit all questions to **Kerry Falwell**, via e-mail at **kfalwell@explorationsv.com**.

DRUG-FREE WORKPLACE CERTIFICATION

By submitting a proposal in response to this Request for Proposal, you are certifying that your company is a drug-free workplace in accordance with Florida Statute 287.087.

SUSPENSION AND DEBARMENT CERTIFICATION

By submitting a bid in response to this Invitation to Bid, you are certifying that your company, pursuant to 49 CFR Part 29: (1) is not presently suspended or debarred as, and/or listed on the U.S. General Services Administration's System for Award Management (SAM) as such; and (2) will at all times remain eligible to bid for and perform the services subject to the requirements set forth herein and other applicable laws. Bidder agrees that any contract awarded to Bidder will be subject to termination by the City if Contractor or its subcontractors fail to comply or maintain such compliance.

PUBLIC ENTITY CRIMES

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for **CATEGORY TWO** for a period of 36 months from the date of being placed on the convicted vendor list.

CONFLICT OF INTEREST / STATEMENT OF NON-COLLUSION

The award hereunder is subject to Chapter 112, Florida Statutes. All respondents must disclose with their proposal the name of any officer, director, or agent who is also an employee of the Museum. Further, all respondents must disclose the name of any EXPLORATIONS V CHILDREN'S MUSEUM employee who owns, directly or indirectly, an interest of five percent (5%) or more of the respondent's firm or any of its branches.

The respondent shall certify that he/she has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the proposal and that the respondent is not financially interested in, or otherwise affiliated in a business way with any other respondent on the same land or improvements.

RFP SUBMITTAL

A digital copy of the proposal form supplied by the Museum and all required RFP submittal data including any Respondent generated specifications, drawings, etc., shall be emailed to Kerry Falwell at kfalwell@explorationsv.com.

Mailed proposals must be received at the Museum's offices not later than the time set forth for RFP opening. The Museum will not be responsible for any lost or late arriving proposals sent via the U.S. Postal Service or other delivery services.

The Museum at its sole discretion reserves the right to waive technicalities or irregularities, to reject any or all proposals, and/or to accept that proposal which is in the

best interest of the Museum. The award of this proposal, if made, may be based on considerations other than total cost and may be awarded based on various considerations, including without limitation: Respondent's experience and/or qualifications, past experience, administrative cost, standardization, technical evaluation and oral and/or written presentations as required. The Museum reserves the right to accept all or part, or to decline the whole, and to award this RFP to one (1) or more Respondents. There is no obligation to buy. The RFP, if awarded, will be in the judgment of the Museum the most responsive to the Museum's needs. The Museum encourages the use of minority and women-owned businesses as subcontractors or in joint venture arrangements.

PROPOSAL SHEET:

**LOGO, BRANDING, AND WEBSITE DEVELOPMENT
For EXPLORATIONS V CHILDREN'S MUSEUM**

MARCH 5, 2021

**THIS RFP SHALL BE VALID FOR FOURTEEN (14) DAYS FROM DATE OF
OPENING**

Company Name _____

Company Address _____

City _____ **State** _____ **Zip** _____

Telephone (_____) _____ **Fax (_____)** _____

E-Mail Address _____

The following RFP is in strict accordance with the **EXPLORATIONS V CHILDREN'S MUSEUM Request for Proposal dated March 5, 2021 and all attachments as referenced therein. I hereby certify that I understand and am aware that EXPLORATIONS V CHILDREN'S MUSEUM at its sole discretion reserves the right to waive technicalities or irregularities, to reject any or all proposals, and/or to accept that proposal which is in the best interest of the Museum.** The award of this RFP, if made, may be based on considerations other than total cost and may be awarded based on various considerations, including without limitation: Respondent's experience and/or qualifications, past experience, administrative cost, standardization, technical evaluation and oral and/or written presentations as required. The Museum reserves the right to accept all or part, or to decline the whole, and to award this RFP to one (1) or more Respondents. There is no obligation to buy. The RFP, if awarded, will be in the judgement of the Museum the most responsive to the Museum's needs. EXPLORATIONS V CHILDREN'S MUSEUM encourages the use of minority and women-owned businesses as subcontractors or in joint venture arrangements.

Company Name

Authorized Signature

Date Signed

**Name of Contact for Questions
(Please Print or Type)**

Telephone No. of Contact

REQUEST FOR PROPOSAL

LOGO, BRANDING AND WEBSITE DEVELOPMENT

For

EXPLORATIONS V CHILDREN'S MUSEUM

MARCH 2021

Purpose

The purpose of this Proposal is to obtain qualified and experienced consulting services, both technical and functional, to assist Explorations V Children's Museum (Museum) to create a "brand identity", website, and brand guidelines. The branding aesthetic, website, and any related marketing will identify Lakeland as a destination for the arts, encourage citizens to participate, and create a platform for citizens to find information on participating arts organizations, including but not limited to the Museum.

The Museum's goal is to:

- Create a logo for the new facility at Bonnet Springs Park
- Create brand guidelines on how and when to use the logo
- Launch a website that includes information for guests and donors.

Explorations V Children's Museum Introduction

Explorations V Children's Museum curates the world for all children to explore. In 1990, Krista Yurchik placed an ad in the Lakeland Ledger inviting people to meet at the Library who were interested in starting a children's museum. About 20 families showed up and by 1991 they incorporated as a 501(c)3 nonprofit and opened their first storefront on Kentucky Ave in downtown Lakeland. In 1998 the SWANSATION campaign that brought the dozens of beautiful swan statues to the City raised the funds necessary to purchase the Historic Kress building from Polk County and begin renovations for a new facility. A capital campaign ensued and the new Museum debuted in 2000. The Museum partners with schools, colleges, arts & cultural organizations, foundations, government, civic groups, individuals and corporations like Disney, Publix, United Way, Born Learning, Success by 6 and many others to provide engaging programs.

Museum admissions average more than 50,000 annually, with nearly 20,000 education program attendees and 40,000 outreach attendees for an average total impact of 100,000.

In 2022, Explorations V Children's Museum will open a new facility in Bonnet Springs Park called Florida Children's Museum. This state-of-the-art facility will allow the Museum to serve a bigger purpose with an estimated 100,000 annual on-site visitors and a partnership with United Way of Central Florida's Family Fundamentals program in shared spaces.

Scope of Work

- 1) Create a logo to be approved by the Museum's designated representatives in this process
 - a. Logo should be finalized and given in eps, jpeg, png, high resolution and low resolution with both a color and clear background
- 2) Create brand guidelines for institutional consistency
- 3) Build a website with a common user interface (i.e. Wordpress or similar system) that is cloud based and does not require additional software
 - a. Preferred that the agency hosts the domain

- b. Optional features
 - i. Email integration
 - ii. Survey or forms to submit questions or comments

Budget

Submissions should provide a line item budget of their proposed expenses. The Museum requests firms to consider \$25,000 of the project budget as “trade” in the form of capital sponsorship of the firm’s choice of the new Administrative Office Suite or Visitor Services Suite at the new facility at Bonnet Springs Park.

Submissions & Due Date

All proposals should be submitted to EXPLORATIONS V CHILDREN’S MUSEUM by 2:00 pm on March 16, 2021.

Responses to this RFP must include

- 1) The email and phone number of your contact person.
- 2) A summary of your company’s history and recent similar projects. Please describe services/projects your company has provided that are like the services described in this RFP.
- 3) Describe the approach to the project, any tools required, and any additional services proposed.
- 4) Any enhancements or changes to the process you would recommend to the Museum.
- 5) Your recommended plan for training users.
- 6) Your proposed project team members and their experience on projects like this RFP.
- 7) A project plan, including a work breakdown structure, duration estimates per activity, and a statement of work.
- 8) Pricing for each phase of the proposal. Pricing is to be inclusive of all travel, implementation, maintenance, and account set-up. Prices must be detailed by service, not one lump sum amount. Different pricing tiers including offshore resources, onshore resources, or a combination of the two are encouraged.
- 9) A list of at least three (3) references. Describe each engagement and provide contact information for each.

Proposal Evaluation and Selection Process

Proposals will be evaluated internally by staff and presented for review and selection to the Board of Directors. Selection will be finalized by a majority vote of the Museum’s Board of Directors.