



REQUEST FOR PROPOSALS

MAKING COMMUNITY CONNECTIONS: AN INTERPRETIVE PLAN FOR THE MARITIME HISTORY GALLERY

The Calvert Marine Museum is requesting PROPOSALS from qualified firms to provide an interpretive plan for the Maritime History Gallery. Proposals will be received until 5:00pm EST, October 15, 2021. Electronic submissions are preferred, but proposals may also be hand delivered. Please label your proposal "Maritime History Gallery Interpretive Plan Proposal," addressed to the attention of the following:

Calvert Marine Museum
Rachelle M. Green, Deputy Director
14200 Solomons Island Road
P.O. Box 97
Solomons, MD 20688

rachelle.green@calvertcountymd.gov

REQUEST FOR PROPOSALS

MAKING COMMUNITY CONNECTIONS: AN INTERPRETIVE PLAN FOR THE MARITIME HISTORY GALLERY

Date of Release of this request for Proposal: September 20, 2021

Closing Date: All responses to this RFP should be received by: October 15, 2021

I. **SUMMARY OF REQUEST FOR PROPOSAL:**

The Calvert Marine Museum (hereafter referred to as “CMM”) seeks a qualified firm to provide an interpretative plan for the Maritime History Gallery. Under the direction of the museum’s Deputy Director and Curator of Maritime History, the consultant(s) will provide a range of expertise in exhibit planning for this update.

II. **CONTACT INFORMATION:**

Rachelle M. Green

Deputy Director

Mailing: 14200 Solomons Island Rd, P.O. Box 97, Solomons, MD 20688

Phone: 410-326-2042 ext. 8084

Email: rachelle.green@calvertcountymd.gov

This project is funded in part by a grant from the Maryland Heritage Area Authority and is being administered by the Maryland Historical Trust. Compliance with all applicable federal, state, and local laws, rules, and regulations is required.

III. **SUMMARY OF THE CALVERT MARINE MUSEUM**

The Calvert Marine Museum is a public, non-profit, educational, regionally oriented museum dedicated to the collection, preservation, research, and interpretation of the culture and natural history of Southern Maryland. We are dedicated to the presentation of our three themes: regional paleontology, estuarine life of the tidal Patuxent River and adjacent Chesapeake Bay, and maritime history of these waters. The museum is part of Calvert County Government. Our mission to provide educational experiences in three key areas comprised of paleontology, estuarine biology, and maritime history that covers an expansive swath of Southern Maryland history. The museum enables visitors and citizens alike to develop an appreciation for the history of the region. The primary vehicle for sharing our collections is through our permanent exhibits and related interpretation.

As we begin to redesign our exhibits, we will focus on our unique identity in Southern Maryland. While the exhibits will introduce visitors to content and collections, they will also encourage visitors to explore beyond the museum. As part of sustaining a regional identity, it is more than content and collections, we want visitors to engage in the authentic and immersive environments created by Southern Maryland attractions. Enriching exhibits with further opportunities for experiences in the region promotes our uniqueness and helps sustain our community partners.

IV. SUMMARY OF GRANT PROJECT EXCEPTIONS FOR PROPOSALS AND RESPONSES TO THIS RFP:

The museum, in conjunction with CMM staff overseeing the grant project, has agreed to the time frame outlined in the milestones and other aspects of reporting for this project approximate and are sufficiently generous that it should not be necessary to substantially modify the schedule for the project.

The RFP will be scored not only on cost, but the respondent's ability to complete the work within the allotted time. The consultant must also provide information to demonstrate experience completing similar projects.

V. SCOPE OF WORK

The Maritime History Gallery at CMM spans over four centuries of Southern Maryland history from pre-European contact to post-World War II engagement in roughly chronological order. While the content is interesting, it does not accurately reflect all histories that formed the communities of Southern Maryland. Through a series of public sessions led by a professional exhibit consultant, we plan to evaluate the existing displays and speak with stakeholders about their areas of interest within the Maritime History Gallery. The final product will be an interpretive plan detailing the analysis of public input guiding museum curators to focus on areas of interest reported from colleagues and the public. This plan will be the launching point for Phase II of the project which will include design and implementation of physical changes intended to transform this exhibit space into an engaging and authentic visitor experience highlighting multiple perspectives of maritime-related life in southern Maryland.

VI. QUALIFICATIONS

The Calvert Marine Museum seeks to hire a consultant that demonstrates professionalism and has a proven track record of high-quality interpretive exhibition development and planning. Consultants should have a minimum of five years of experience working with cultural resources, museums, and educational institutions with specific focus on planning, development, and implementation of interpretive programming for museums and cultural institutions. The consultant should have experience with graphic design with a focus on exhibition development.

VII. PROPOSAL DEADLINE

Please submit either a hard copy or electronic copy of the proposal no later than 5:00 p.m. EST, October 15, 2021. Postmarking by the due date will not substitute for actual proposal receipt.

VIII. PROPOSAL AND PROJECT SCHEDULE

It is expected that the project will be completed as outlined in the following preliminary timetable:

Project Step	Timeline
Grant Awarded	July 15, 2021
Request for Proposals Due	October 15, 2021
RFP Submissions Opened	October 18, 2021
Contractor Selection Process Completed	October 22, 2021
Execution of Contract	October 29, 2021
Start Work	November 1, 2021
Analysis and Interpretative Plan Delivered	September 30, 2022
Public Meeting and Presentation to Stakeholders	October 30, 2022

This project must be completed by November 30, 2022.

IX. BID DETAILS

Proposals must be submitted with an all-inclusive bid price for the completed project. For evaluation purposes, the bid price must be supported by a detailed breakdown of the various components of the total project cost.

X. PROPOSAL REQUIREMENTS/EVALUATION CRITERIA:

The Calvert Marine Museum will evaluate all written submittals. It is incumbent upon the proposers to demonstrate within their proposal how each requirement will be satisfied. All Proposals must meet the specifications outline in the Proposal.

The following criteria, not listed in order of importance, will be used to evaluate proposals.

- a. The Letter of Submittal shall be signed and dated by a person authorized to legally bind the Consultant to a contractual relationship, e.g., the president or executive director of a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship. The Letter of Submittal should include the following information about the Consultant.
 - i. Name, address, principal place of business, telephone number, and e-mail address of legal entity or individual with whom contract would be written.
 - ii. Acknowledgement that the Consultant will comply with all terms and conditions set forth in the Request for Proposals, unless otherwise agreed by CMM.
- b. Methodology Overview and Approach
 - i. Provide a detailed description of the approach and methodology for the project.
 - ii. Overall timeline for each task.
- c. Work Plan
 - i. Detailed description of efforts your firm will undertake to achieve client satisfaction and to accomplish the scope of the project.
 - ii. Detailed description of specific tasks you will require from museum staff.
- d. Project Team Structure
 - i. Identify all team members and their responsibilities for the project.
 - ii. Project Team Member resumes.

- e. Consultant's Prior Experience and Qualifications
 - i. Provide examples of at least three (3) completed projects demonstrating the consultant's experience working with museums or other cultural/educational institutions on interpretive exhibit plans.
- f. References
 - i. Provide three (3) client references applicable to the scope of services. Include contact names, telephone numbers, and e-mail addresses.
- g. Compensation
 - i. Consultant's compensation for all work performed in accordance with this Agreement.

XI. PROPOSAL EVALUATIONS

- a. All proposals submitted will be reviewed and evaluated by the Evaluation Committee composed of the Deputy Director, Curator of Maritime History, and Curator of Exhibits based on the following criteria:
 - i. Consultant's qualifications and experience;
 - ii. Expertise of key personnel assigned;
 - iii. Consultant's experience in complete projects similar in size, scope, and purpose;
 - iv. Consultant's understanding of the Scope of Services;
 - v. Consultant's detailed work plan to complete services;
 - vi. Overall quality of response to RFP; and
 - vii. Consultant's fee proposal.
- b. Upon invitation, interviews of the top candidates may be conducted.

XII. SCOPE OF SERVICES

The Calvert Marine Museum is seeking consultant services to assist with creating an interpretive plan for the Maritime History Gallery.

- a. Background Review and Goals
 - i. Meet with CMM staff to establish project goals and objectives and confirm project schedule. Review previous interpretative plans and relevant museum design standards.
 - ii. Work with a subcommittee made up of staff members.
- b. Community Engagement
 - i. Conduct at least two (2) site visits to meet with staff for exhibit evaluation.
 - ii. Conduct at least five (5) public meetings (in-person sessions ideally, Zoom/virtual platform) with corresponding notes.
 - iii. Conduct at least five (5) stakeholder interviews (in person or virtual) with corresponding transcripts – Jefferson Patterson Park and Museum, Historic Sotterley, Historic St. Mary's City, Patuxent River Naval Air Museum, Point Lookout State Park.
 - iv. Provide written summary and analysis of public consensus on the preferred content and general direction, scope, and type of exhibits that visitors and stakeholders expect from a modern institution.

- c. Interpretive Plan
 - i. Develop a modern and forward-looking interpretive plan that incorporates lessons learned from previous plans and exhibits.
 - ii. Update the format and clarify language to make it easier to evaluate future exhibit proposals.
 - iii. The contractor shall provide all labor and materials to develop and produce a complete and comprehensive interpretive plan for the Calvert Marine Museum.
 - iv. The contractor shall conduct any necessary field investigations and/or site visits to develop a thorough familiarity with the Calvert Marine Museum and Southern Maryland cultural institutions and shall review all existing materials and documentation pertaining to the Maritime History Gallery.
 - v. The contractor shall provide all graphics, drawings, photographs, and written narrative for the draft interpretive plan and exhibit development.

XIII. GENERAL AND GRANT REQUIREMENTS

- a. The contractor is expected to keep the museum's Deputy Director informed of the status of the project on a bi-weekly basis.
- b. All work under the terms of this project must be completed and final products submitted to the museum no later than November 30, 2022.
- c. The contractor will provide a minimum of three (3) printed and bound copies of the completed interpretive plan document. Contractor may submit options for presentation, printing and/or binding that may affect pricing.
- d. The contractor will also provide the interpretive plan document in a computerized and digitized version suitable for inclusion on the museum's website and for printing additional copies. In addition to the master copy, the contractor will provide two (2) copies of the completed document in USB drive format.
- e. The contractor shall provide the museum with an editable version of the final document.

XIV. CONTRACT TERMS

- a. This project is funded in part by the Maryland Heritage Area Authority and is being administered by the Maryland Historical Trust. Compliance with all applicable federal, state, and local laws, rules, and regulations is required.
- b. The Calvert Marine Museum, Maryland Heritage Area Authority, and Maryland Historical Trust, or any of their duly authorized representatives will have access to any books, documents, papers, and records of the contractor that are directly pertinent to that specific contract, for the purpose of making audit, examination, excerpts, and transcription. Such records must be maintained for three (3) years after closeout of the contract.
- c. Payment Schedule
 - i. Invoices are due to the Museum on the second and fourth Tuesday of the month. Checks will be issued following approval by the Museum Director.

d. Termination for Breach of Contract

- i. If the contractor fails to perform the work in an acceptable manner, the owner may give notice in writing to the contractor and their surety of such failure or refusal, specifying the same and directing what action shall be taken. Any one of the following will be considered sufficient justification for such notice:
 1. Failure to begin work under the contract within the time specified.
 2. Failure to perform the work with sufficient supervision, workmen, staffing, equipment, and materials to ensure the prompt completion of said work.
 3. Unsuitable and/or unsatisfactory performance of the work.
 4. Discontinuing the prosecution of the work or any party of it.
 5. Inability to finance the work adequately.
 6. If, for any reason, the contractor fails to carry on the work in an acceptable manner.