

Feiro Marine Life Center Fundraising Market Survey

Request for Proposal

**Facility Expansion
August 26, 2015**

Please address all questions and correspondence to:

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I. Introduction

Feiro Marine Life Center seeks a contractor to perform market survey to determine to what degree there is sufficient commitment in the region to support costs associated with building a new facility and support of ongoing operating costs. The purpose of this market survey is to assist with determining the feasibility of constructing a new marine life center (aquarium) facility on City Pier in Port Angeles, WA. To assist with feasibility analysis, we are seeking proposals for an affordable (less than \$10,000) market survey regarding fundraising potential for different scales of design and operation. This project is not yet at the stage of a capital campaign feasibility study.

Feiro Marine Life Center is a 501c3 non-profit providing marine and watershed focused education, citizen science research and tourism services for residents and visitors to the North Olympic Peninsula of Washington state.

The project is a partnership between Feiro Marine Life Center, the Olympic Coast National Marine Sanctuary and the City of Port Angeles, and is the second attempt at selecting and evaluating a site for construction of a new facility.

II. Project Description

Feiro Marine Life Center desires to ascertain the regional support of a proposed new facility. Specifically, we are interested in determining the feasibility of different scales of projects proposed for a location in downtown Port Angeles. We anticipate shifting our business model to align more closely with other not-for-profit aquariums, including increasing admission-based visitation to exhibits holding live animal collections, providing fee-for-service learning experiences to local and drive-market schools and other community organizations, contracting with local, state and national government entities to provide learning experiences expected to meet particular outcomes, and soliciting funds from corporate, foundation and individual donors to support education and citizen science programs, along with other operating costs.

Feiro's current services include a public exhibit experience, education and citizen science programs in a 3,500 ft² building constructed in 1981. Programs also make extensive use of local outdoor spaces, including City Pier, Hollywood Beach, and Peabody Creek watershed, as well as the Olympic Coast National Marine Sanctuary office, Olympic Coast Discovery Center and Landing Mall community room, located in the adjacent Landing Mall. We also provide outreach education programs in Clallam County, as well as the outer coast of the Olympic Peninsula (Jefferson and Grays Harbor County).

The Board and project partners are interested in assessing the interest in two different scales of construction, one approximately 13,000ft² and the other approximately 16,000ft². The project will include a public exhibit experience, retail shop, classrooms, offices, operations and maintenance spaces and small conference room. Site sketches drawn by The Miller Hull Partnership and draft operating budgets for two models are

available to support the survey. Those materials can be produced on request as part of your proposal submission.

Concurrently, we are also producing detailed construction cost, geotechnical analysis and permit analysis reports. These studies, plus other assessments, will be used to inform Board and partner decision making as to the feasibility of constructing a new Feiro Marine Life Center building at the City Pier location. Because those studies are occurring simultaneously, it is unlikely any results will be available for inclusion in the survey. Market survey questions that can also be used to assess interest in and support for investments in expansion at alternate preferred locations or at alternate scales are desirable.

III. Proposal Request and Time Line

If you are interested in providing market survey services for this project, please submit a proposal for a market survey report by **September 18, 2015** based on the requirements and information contained in Sections IV - V.

1. Lump sum price for the market study
2. Hourly fee [good for 12 months] for follow-up activities or market study up-dates
3. Earliest start date for the research and report
4. Time required for the research and report
5. A description of the research and analysis methods that will be used for the study (e.g., as appropriate - census analysis, on-site competition analysis, surveys or focus-groups, key informants, etc.)
6. Qualification and references for key staff that will actually carry out the work
7. Sample market survey completed by staff that will conduct market survey

IV. Scope for Aquarium Construction & Operations Market Survey

The Feiro Marine Life Center, a not-for-profit aquarium and marine laboratory with a 35 year history in downtown Port Angeles, has a mission to contribute to a strong community by providing local marine and watershed learning experiences, inspiring us all to act on behalf of our environment. The Feiro has outgrown its current 3,500 ft² building and is actively searching for a new location. Site assessments have demonstrated the attractiveness of building a new facility at the existing location – City Pier in downtown Port Angeles, WA. The staff and Board of the Feiro would like to understand the following as part of the site selection process:

1. Impressions of community members, government officials and others regarding the City Pier site
2. Attractiveness and willingness to financially support different scales of construction
3. Investor assessment of the business model(s) presented
4. Likelihood of giving to the organization for ongoing operating support

The market survey should include a small number of key informants from the following sectors:

1. Existing major donors to the organization (5);
2. Major donors in the region who have given to similar projects (5);
3. A selection of regional government officials and business owners (5-7);
4. Program officers for foundations who have supported similar projects (3-5).

A description of how the questions may vary between these categories of informants should be a part of the proposal.

Participation of Feiro Marine Life Center

Feiro Marine Life Center and its project partners desire an active role in establishing the market survey parameters and evolving assumptions. As such, the proposal should include a discussion of expected interaction between the survey team and the Feiro and its partners. At a minimum, this interaction will include:

1. Initial meeting (face-to-face or via video) to review scope, mission, and approach
2. Mid-term meeting (face-to-face or via video) to discuss preliminary results and project modifications necessary
3. Review and comment on 1st draft of report
4. Edits to final draft

V. Qualifications

Market survey consultants must provide information on the following:

1. Name and qualification of market survey individual/team, including what work will be performed by each team member (e.g., question development, interview/focus group implementation, report authoring, etc.)
2. Experience with fundraising analysis and community surveying
3. Sample market survey, including written report

VI. Submission Instructions

Please submit all items listed in section II electronically to [Melissa Williams](#), Feiro Executive Director before **September 18, 2015**. You will receive a confirmation that it has been received.

Proposal review will take approximately two weeks. If your proposal is considered, you will receive a request for a phone interview with members of the Board of Directors. We anticipate contract with an individual or firm on or before **October 23, 2015**. Optimally the study would be completed on or before **December 11, 2015**.