

Request for Proposals
Museum Master Planning

Explore & More Children's Museum at Canalside

Submit Proposals to:

Barbara Park Leggett
Executive Director
Explore & More Children's Museum
300 Gleed Avenue
East Aurora, New York 14052

Overview

Explore & More... a children's museum is seeking professional services related to the development and preparation of a comprehensive Museum Master Plan to relocate the museum at Canalside in Buffalo, New York, with a projected opening date of May 2016.

Proposal Opening Date: June 1, 2012
Pre-submission Meeting (optional): June 13, 2012, 10 a.m. at Explore & More Children's Museum
Deadline for questions: June 22, 2012
Proposal Deadline: July 16, 2012, 5:00 p.m.

Background

Explore & More was founded as a very small, grassroots museum in East Aurora, NY in 1994. The museum has steadily and strategically grown over the past 18 years. The museum now serves nearly 40,000 visitors at its East Aurora site (20 minutes from the City of Buffalo and 40 minutes from the region's major suburban population base) and another 7,000+ people in their own communities through innovative exhibits and programs that inspire creativity, curiosity and imagination.

In March 2012, Explore & More was one of three local organizations to submit a proposal to the Erie Canal Harbor Development Corporation (ECHDC) to operate a children's museum within Buffalo waterfront redevelopment. On May 8, 2012, based on this 100-page proposal, Explore & More was selected as the operator of choice. By June 2013, Explore & More must submit a completed Master Plan and complementary Capital Campaign Feasibility Study (to be completed by a separate contractor). Once these documents are approved, ECHDC will commit between five million and eight million dollars to the core and shell of the museum to provide approximately 25,000 net square feet for exhibit space. Four potential sites within the Canalside development currently can be considered for the museum.

Scope of Work

A. PRELIMINARY EXHIBIT PLAN

1. Review of existing exhibits and exhibit concepts
2. Complete formative evaluation with visitors, members, stakeholders and partners to assess existing exhibits and concepts
3. Work with staff, partners and stakeholders in the development of preliminary exhibit plans, including
 - i. Layouts for each exhibit area
 - ii. List of components and activities within each area
 - iii. Space requirements for each area
 - iv. Budget estimates for each exhibit area
4. Work with staff in the development of space plan for exhibit maintenance, construction and storage

B. EDUCATIONAL PROGRAMS SPACE PLAN

1. Review of onsite and offsite educational programs, materials and interpretive collections
2. Complete formative evaluation with visitors, members, stakeholders and partners to assess existing educational programs and collections needs
3. Work with staff, partners and stakeholders in the development of preliminary educational space plans, including
 - i. Presentation/Program spaces (classrooms and/or activity centers)

- ii. Storage needs for materials, equipment and interpretive collections

C. VISITOR SERVICES /AMENITIES / RETAIL SPACE & FOOD SERVICES

1. Complete formative evaluation with visitors, members, and staff to assess visitor needs (both in terms of space and equipment) for amenities including, but not limited to
 - i. Visitor Services/Admissions
 - ii. Birthday Parties
 - iii. Gift Shop
 - iv. Storage (coat room, temporary storage, stroller parking, etc.)
 - v. Food services (especially for school groups)
 - vi. Transportation Services for schools and general public
2. Work with staff, partners and stakeholders in the development of amenities' space allocations
3. Review space allotment to ensure minimal stories

D. MUSEUM STAFF SPACE & EQUIPMENT

1. Develop a space and equipment plan for museum operations/office space, and provide budget estimates for equipment needs.

E. PRELIMINARY BUDGETS

1. Collate various capital budget estimates into one comprehensive estimate, detailed by section.

F. PRELIMINARY AUDIENCE PROJECTIONS

1. Using national and local statistics, determine audience projections for various net square footage potentials (tbd based on space assessments above), segmented by: general visitors, members, school groups, preschools/daycares, birthday party attendees, free admission fund attendees

G. ORGANIZATIONAL STRUCTURE

1. Based on attendance and space projections, develop a detailed organizational structure, paying particular attention to: optimum customer service, educational programs and exhibit interpretation, operations and management, governance

H. ANNUAL OPERATING BUDGET

1. Develop a projected annual operating budget for Y1 – Y5, detailed in parallel to Explore & More's current operating budget, with payroll detailed by department. Include necessary capital improvements (i.e., exhibits and equipment) in Y3 – Y5.

I. MUSEUM DESIGN, LOCATION AND PROGRAMMING

1. Based on an understanding of Canalside and other improvements being studied/planned, and results of Sections A – H above, recommend a permanent location for the museum within Canalside to optimize traffic, visitor experiences and the likelihood for sustained success. Recommend any features to be placed within the public space of Canalside that would increase awareness of the permanent location, enhance the overall visitor experience and maximize the efficiency of the onsite programming.
2. Evaluate three potential sites for the museum within Canalside.
3. Develop three draft concepts for the overall museum experience, including integration of themes, exhibits and experiences.

4. Finalize one preferred concept and develop an “experience narrative” which tells the overall story for Explore & More, prepare schematic floor plans, artistic renderings (assume 5).
5. Finalize on preferred “On-Site Programming narrative” which fully integrates Explore & More into the Canalside site and provides year-round activities and events.
6. Develop capital budgets based on site selection, build out costs, exhibits, visitor amenities, equipment.

Proposal Guidelines

Proposals are due to Explore & More Children's Museum no later than Monday, July 16 at 5 p.m.

Upon request, Explore & More will provide an electronic copy (on disc) of the museum's proposal submitted to Erie Canal Harbor Development, which includes detailed information on current exhibits, programming, staffing, attendance, finances and structure, along with the museum's concepts and projections for future exhibits, programming, staffing, attendance, finances and structures. This proposal was developed in-house with support from various Board members and volunteers.

The goals of the Master Plan are to build upon the work done to date; expand community involvement and input; provide more detailed plans, projections and budgets.

The proposals should include the following information:

- | | |
|-----------|--|
| SECTION 1 | FIRM BACKGROUND |
| | Similar past projects |
| | Team members and qualifications |
| SECTION 2 | WORK PLAN BASED ON SCOPE OF WORK |
| | Schedule – assume mid September 2012 start date, draft by April 2013 |
| | Structure/Process – detail proposed meetings, community involvement etc. |
| | Responsibilities – define museum and consultant responsibilities |
| SECTION 3 | BUDGET |
| | Detail cost of consultancy to reflect Scope of Work |
| SECTION 4 | PROOF OF COMPLIANCE WITH NEW YORK STATE REQUIREMENTS |
| | Details of requirements listed below |

Please submit seven (7) hard copies of the proposal and one copy on disc to:

Barbara Park Leggett
Executive Director
Explore & More Children's Museum
300 Gleed Avenue
East Aurora, NY 14052

New York State and Explore & More Children's Museum Requirements:

All proposals must comply with ECHDC and Explore & More Children's Museum insurance requirements and must comply with NYS Minority-Owned Business for the portion funded by ECHDC.

ECHDC and Explore & More Children's Museum Insurance Requirements:

- Commercial General Liability insurance - \$1 million per occurrence / \$2 million aggregate
- Auto Liability insurance - \$1 million per occurrence / \$1 million aggregate
- Excess Umbrella Liability insurance - \$5 million per occurrence / \$ 5 million aggregate
- Must show evidence of Worker's Compensation & Employer's Liability insurance at State statutory limits
- Must show evidence of Disability insurance coverage at State statutory limits
- Explore & More Children's Museum, the Erie Canal Harbor Development Corporation and the NYS Urban Development Corporation d/b/a Empire State Development must be named as additional insureds on a primary and non-contributory basis on all of the following policies: Commercial General Liability, Auto Liability, and Excess Liability policies
- All policies listed above should include a waiver of subrogation in favor of Explore & More Children's Museum, ECHDC & NYS UDC d/b/a ESD.
- Professional Liability Insurance of \$1 million

An individual certificate (including hold harmless) must be provided to each of the following organizations: Explore & More Children's Museum, New York State Urban Development Corporation d/b/a as Empire State Development Corporation, Erie Canal Harbor Development Corporation.

ECHDC MWBE Requirements (only applies to the ECHDC \$50,000):

I. Non-Discrimination Policy.

It is the policy of the State of New York, ESD, and ECHDC to comply with all federal, State and local laws, policy, orders, rules and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status, and to take affirmative action in working with contracting parties to ensure that New York State Business Enterprises, Minority and Women-owned Business Enterprises (M/WBEs), Minority Group Members and women share in the economic opportunities generated by ECHDC's participation in projects or initiatives, and/or the use of ESDC and ECHDC's funds. ECHDC's non-discrimination and affirmative action policy will apply to this initiative. Should there be any expenditure of State funds made pursuant to this RFP, the selected organization shall be required to use good faith efforts to achieve M/WBE participation of not less than 25% (20%-MBE, 5%-WBE) of the total dollar value of the any contract executed pursuant to this RFP. The above-mentioned contract goals shall be a percentage of the ECHDC grant amount (i.e., \$50,000) of any contract, including all expenditures made hereunder, including but not limited to, purchase orders, invoices and other payments made in the performance of any contract. **A copy of each respondent's Equal Employment Opportunity Policy Statement and Staffing Plan (Schedule A-I) shall be included as part of the response to this RFP.** The form can be found on the Required Forms for Vendors link at the ESDC website under "RFPs/RFQs" (<http://www.empire.state.ny.us/CorporateInformation/RFPs.html>).

Only the prime consultant completes the forms. In the forms, the firm is required to denote all the sub-consultants it proposes to use in achieving M/WBE participation.

Questions

Questions regarding the RFP can be submitted in writing no later than June 22, 2012 to

Barbara Park Leggett
Executive Director
Explore & More Children's Museum
300 Gleed Avenue
East Aurora, NY 14052
director@exploreandmore.org

Questions and responses will be provided to all interested parties via email no later than June 29, 2012.
To be included on this email list, please send a request to director@exploreandmore.org.