

# Request for Proposal: Feasibility Study for Green Mountain Children's Museum

## General

Green Mountain Children's Museum (GMCM), Inc., a non-profit corporation, is soliciting proposals from qualified firms interested in entering into an agreement for a children's museum feasibility study and museum development consultation as described herein.

Responses to this solicitation must be received by July 12, 2024 at 5:00 PM.

## Background

GMCM is planning to design, build, and operate a children's museum to serve Vermont, ideally within 15 miles of Montpelier, the state's capital. The children's museum will provide a fun educational opportunity for children and families throughout the state of Vermont and will increase tourism to the area.

The goals of this venture include:

1. **Educational Enrichment:** The museum aims to foster curiosity, creativity, and critical thinking among children aged 0 to 12. Through hands-on exhibits, workshops, and guided activities, we will promote learning across various disciplines, including science, art, and culture. Some possible exhibits include an imaginary play village, water table, art studio, age zero-to-two room, and indoor and outdoor climbing structures.
2. **Community Engagement:** We envision the museum as a hub for families, educators, and local organizations. By hosting events, workshops, and collaborative programs, we will strengthen community bonds and encourage lifelong learning. This space will also be a place for educators, early childhood development professionals, and other community groups to gather for seminars and other child-focused learnings. Spaces may also be available for event rentals.
3. **Inclusivity and Accessibility:** Our commitment is to ensure that all children, regardless of background or ability, can access the museum. We will design exhibits with universal accessibility features and collaborate with schools and community centers to reach underserved populations.

The museum will also operate a gift shop and cafe, which will have educational toys and books available for purchase by guests as well as drinks and food. Museum staff or an outside contractor (TBD) will run the gift shop and cafe, which will be operated in a small portion of the museum.

# Scope of Work

The Contractor or Contractor Team will perform the following tasks:

1. Conduct a Feasibility Study about establishing and building a new Children's Museum within 15 miles of Montpelier, Vermont, that includes:
  - a. Recommendations for community engagement activities to be carried out by GMCM Board with collected data to be incorporated into consultant's findings;
  - b. Discussion of inclusion of visitors from multilingual and diverse cultural, ethnic, racial, and (dis)ability backgrounds;
  - c. Architectural pre-design services
    - i. Define the project vision, preferred partner relationships, and success factors.
    - ii. Utilize input gathered from community members (see 1a) on desired amenities, programming, and preferences to develop a building/architectural program
    - iii. Assessment of size needs
    - iv. Assess potential locations for the museum, including review of a minimum of 3 sites
      1. Site considerations should include an assessment of physical access (e.g., accessible location, parking needs, etc.), site location, size, zoning, local land use law and policy, and traffic conditions;
      2. Analysis should consider early childhood education audience and mission of inclusive access.
    - v. Projected operational costs
    - vi. Projected facility costs
  - d. Funding and capital-raising feasibility with a preference for collaboration with a local consultant
    - i. Identification of potential leaders in the fundraising effort
    - ii. Names of potential major donors/funders and what their interests might be
    - iii. Determination of the amount of money that can be reasonably raised
    - iv. Development of the preliminary Case for Support to identify strengths and weaknesses
    - v. Review of other major fundraising campaigns in the area that might compete for the same donors
    - vi. Possible alternatives to raise funds needed to complete the project
    - vii. Develop campaign plan, including specific goals and action steps, milestones, solicitation strategies, and suggested timeline for conducting campaign.
  - e. Long-term financial sustainability and operations evaluation:
    - i. Assessment of need
    - ii. Review of current market size, trends for growth, and estimated visitation data

- iii. Review of admission structure (e.g., fee-based);
  - iv. Ongoing operations feasibility including development of an annual operating budget ;
2. Present findings and recommendations to the Board through a written recommendation

## Submission Requirements

- Proposals should be submitted as PDF documents via email to [greenmountainchildrensmuseum@gmail.com](mailto:greenmountainchildrensmuseum@gmail.com).
- We will accept bids for this project until July 12, 2024 at 5:00 PM.
- Bidders must clearly represent their subcontracting intentions.
- All documents must be prepared and signed by those authorized to do so.
- All costs must be listed in USD.
- Further terms are subject to development pending the selection of a bid.

## Proposal Content

1. Proposal Content: The Proposal shall include the following items, and in the sequence presented:
  - a. To address Evaluation Criteria No. 1 (Technical approach) below,
    - i. Provide description of the proposed technical approach of all professional, technical and customary services provided,
    - ii. Major tasks to be accomplished,
    - iii. A detailed statement of services to be provided under each task, and
    - iv. A project time schedule
  - b. To address Evaluation Criteria No. 2 (Qualifications/competence) below,
    - i. Name, address, and telephone number of the principal member/officer of the firm responsible for the contract administration.
    - ii. Prior experience with children's museums and/or local area preferred
    - iii. A list of proposed subcontractors, including addresses, qualifications, areas of responsibility, and prior experience (including with children's museums and/or local area).
    - iv. Provide the names of key personnel of contractor and/or proposed subcontractor(s) who will be assigned to provide the services described herein. For each person listed, a description of experience, areas of competence, and percent of time assigned to the project shall be provided.
  - c. To address Evaluation Criteria No. 3 (Performance of the firm) below, provide the following:
    - i. Names of five references for lead contractor.
    - ii. An example of a previously completed feasibility study report, anonymized if necessary.

- d. To address Evaluation Criteria No. 4 (Overall cost) below, please submit a cost proposal which shall include all anticipated costs, broken down to delineate:
  - i. Direct costs
  - ii. Indirect costs
  - iii. Labor (hours) by major tasks
  - iv. Materials
  - v. Equipment
  - vi. Subcontractors
  - vii. Any other proposed costs that may be incurred by GMCM

## Evaluation Criteria

GMCM will evaluate proposals based on the following criteria:

- Technical approach
- Qualifications/Competence
- Performance of the firm
- Overall cost
- Proposal professionalism and quality