REQUEST FOR PROPOSAL

RFP: RFP-27-005

COMPREHENSIVE MUSEUM PLANNING AND EXHIBITION CONCEPT SERVICES

RFP ISSUE DATE: October 26, 2026

PROPOSAL DUE: November 24, 2026, 2:00 pm
Please refer to the project timeline in this document for all important deadlines.

PURCHASING DEPARTMENT
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ROSWELL, NM 88201

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1. Introduction

1.1. Summary and Collection Overview

The City of Roswell seeks proposals from qualified museum planning consultants or interdisciplinary teams to provide Comprehensive Museum Planning and Exhibition Concept Services for the future Roswell Museum.

Established in 1937 as a Federal Art Center through the Works Progress Administration, the Roswell Museum has grown into a significant multidisciplinary collecting institution serving Roswell, southeastern New Mexico, and visitors from throughout the region and beyond. The existing facility includes the original historic Federal Art Center and multiple subsequent additions, comprising approximately 50,000 square feet.

In October 2024, the Museum experienced a significant flooding event that affected the facility, collections, and archives. The resulting closure and ongoing recovery efforts have highlighted the need to address long-term facility, collections-care, operational, and resiliency requirements.

The selected Consultant will establish the strategic, institutional, audience, operational, interpretive, exhibition, collections, visitor-experience, and functional requirements necessary to guide the development of a future Museum. The Consultant will work collaboratively with the City, Museum staff, and the City-selected architectural team but will not prepare the final Architectural Program or provide architectural design services.

This project is funded through a current State of New Mexico appropriation.

Collection Overview

The Roswell Museum maintains a multidisciplinary collection of approximately 9,500 objects and additional archival holdings encompassing art, regional history, and the history of science and rocketry.

Major collection areas include:

- **Southwestern and Regional Art:** Paintings, works on paper, sculpture, photography, textiles, historic furnishings, and other media representing significant artists and artistic developments in New Mexico and the Southwest.
- **Peter Hurd and Henriette Wyeth:** Significant works documenting two important figures in twentieth-century American and Southwestern art and their connections to southeastern New Mexico.
- **Modern and Contemporary Art:** Works in a range of materials, media, and scales, including a substantial collection of works on paper and artwork associated with the Roswell Artist-in-Residence Program.
- **Robert H. Goddard Rocketry Collection:** Approximately 1,300 artifacts and documents associated with pioneering rocket scientist Robert H. Goddard and experimental work conducted in Roswell, including scientific equipment, rocket components, prototypes, tools and workshop equipment, photographs, documentation, and a historic outdoor rocket launch tower.

- **History of the American West:** Artifacts and artworks associated with Indigenous Peoples, Spanish colonization, and European American settlement of the American West, dating from approximately 1200 CE through the twentieth century.
- **Archives:** Photographs, slides, film, documents, correspondence, ephemera, and other environmentally and light-sensitive materials requiring appropriate archival storage, care, and access conditions.
- **Outdoor Sculpture:** Sculptures presenting specialized security, access, conservation, and environmental considerations.

The October 2024 flood affected the Museum's collections and archives and initiated a large-scale recovery and conservation effort involving diverse materials and object types. Future planning shall consider lessons learned through the recovery process; ongoing and anticipated conservation needs; environmental requirements; storage and treatment capacity; care of Indigenous collections; collections movement and staging; emergency preparedness; and long-term collections resiliency.

2. General Conditions

2.1. Electronic Submission of Proposals

All proposals must be submitted electronically through the City of Roswell's eProcurement Portal at https://procurement.opengov.com/portal/roswellnm no later than the date and time specified in this RFP. Proposals received after the submission deadline will not be accepted by the system.

Proposals must be submitted using the forms and format prescribed in this solicitation. Electronic receipt of proposals will be recorded through the City's eProcurement Portal.

Pre-proposal meeting information, notices, answers to questions, and amendments related to this solicitation will be posted through the eProcurement Portal. Offerors are responsible for monitoring the solicitation and acknowledging amendments before submitting a proposal.

2.2. Proposal Due Date and Time

Proposals must be received no later than Tuesday, November 24, 2026 at 2:00 pm Mountain Time through the City's eProcurement Portal. Late submissions will not be accepted.

2.3. Non-Discrimination

The successful Offeror shall comply with all applicable federal, state, and local nondiscrimination laws and requirements in the performance of the resulting contract, including applicable employment and subcontracting requirements.

2.4. Modification or Withdrawal of Proposals

An Offeror may modify or withdraw its proposal through the City's eProcurement Portal prior to the proposal submission deadline. After the proposal submission deadline, proposals may not be modified or withdrawn except as permitted by applicable law and the terms of this RFP.

2.5. Inquiries

All questions and communications concerning this RFP shall be submitted through the Question and Answer feature of the City's eProcurement Portal by the deadline stated in the solicitation timeline.

The designated purchasing representative is the only authorized point of contact for this procurement. Offerors shall not contact members of the evaluation committee, elected officials, or other City employees to obtain information concerning this solicitation or to influence the evaluation or award process. Improper contact may result in disqualification.

Responses that materially affect the requirements of this RFP will be issued through a formal amendment. Offerors are responsible for reviewing information posted through the eProcurement Portal.

2.6. Amendments

Changes to this RFP will be made only through formal amendments posted through the City's eProcurement Portal. Amendments will become part of the solicitation.

Offerors shall not rely on verbal statements or informal written communications that appear to modify the solicitation. Information that materially affects the requirements of this RFP will be confirmed through a formal amendment.

Offerors are responsible for monitoring the eProcurement Portal and acknowledging all amendments as required before submitting a proposal.

2.7. Confidentiality and Public Records

Offerors may request confidential treatment of specific information contained in their proposals that they believe is protected from public disclosure under applicable law.

Any information for which confidential treatment is requested shall be clearly marked or identified within the proposal and shall include the legal basis supporting the request. Confidential information shall be readily separable from the non-confidential portions of the proposal.

An Offeror shall not designate its entire proposal as confidential, proprietary, or protected. Blanket confidentiality designations are not acceptable. The City may require an Offeror to remove or correct an improper confidentiality designation or may disregard an unsupported confidentiality designation.

Pricing, proposed costs, and other information required by law to be publicly available shall not be designated as confidential.

The City does not guarantee that information identified by an Offeror as confidential will be exempt from disclosure. The City will make the final determination regarding disclosure in accordance with the New Mexico Inspection of Public Records Act, the New Mexico Procurement Code, and other applicable law.

Proposal contents shall not be disclosed to competing Offerors during the evaluation and negotiation process. Following the award of a contract, proposals may be made available for public inspection, except for information determined by the City to be confidential or otherwise exempt from disclosure under applicable law.

2.8. Negotiations

The City may conduct discussions or negotiations with responsible Offerors whose proposals are determined to be reasonably likely to be selected for award. The City may request proposal clarifications, revisions, or best and final offers as permitted by applicable law.

The City is not required to conduct discussions or negotiations and may make an award based on the proposals initially submitted.

Any discussions or negotiations will be conducted in a manner that preserves the integrity and fairness of the procurement process. The resulting contract will be awarded to the responsible Offeror whose proposal is determined to be most advantageous to the City based on the evaluation criteria stated in this RFP.

2.9. Taxes

The proposed lump-sum fee shall exclude applicable New Mexico gross receipts tax. Any applicable New Mexico gross receipts tax shall be identified separately and added to invoices at the legally applicable rate. The successful Offeror is responsible for determining its tax obligations and properly reporting and remitting all applicable taxes.

2.10. Appropriations

The City's obligations under the resulting contract are contingent upon the lawful appropriation and availability of sufficient funds. If sufficient funds are not appropriated or otherwise made available, the City may terminate the contract by providing written notice to the contractor. The City shall be responsible only for authorized services properly performed through the effective date of termination.

2.11. Mandatory Requirements

Failure to satisfy a mandatory requirement may result in a proposal being deemed nonresponsive. The City may waive minor informalities or irregularities that do not affect price, quality, quantity, delivery, contractual obligations, or the fair and impartial evaluation of proposals. The City may request clarification of information submitted in a proposal, provided that the clarification does not permit a material revision of the proposal.

2.12. Procurement Code Violations

Offerors shall comply with the New Mexico Procurement Code, applicable City procurement requirements, and all other applicable laws and regulations. Bribery, gratuities, kickbacks, conflicts of interest, collusion, and other improper conduct are prohibited. Violations may result in rejection of a proposal, termination of a contract, debarment, or other civil or criminal remedies available under applicable law.

2.13. Award

Award, if made, will be made to the responsible Offeror whose responsive proposal is determined to be most advantageous to the City, taking into consideration the evaluation criteria stated in this RFP.

The City reserves the right to reject any or all proposals, cancel this RFP, waive minor informalities, and make no award when determined to be in the City's best interest and permitted by applicable law.

2.14. Preferences

Preferences will be applied in accordance with NMSA 1978, Sections 13-1-21 and 13-1-22, when applicable. An Offeror seeking a preference shall submit with its proposal a copy of a valid certificate issued by the New Mexico Taxation and Revenue Department.

Applicable certifications may include:

- Resident Business Certificate;
- Resident Veteran Business Certificate;
- Native American Resident Business Certificate; or

- Native American Resident Veteran Business Certificate.

Preferences are not cumulative. Only the highest applicable preference will be applied. The preference will be applied to the evaluation score in the manner required by applicable New Mexico law.

No state preference will be applied when prohibited by applicable federal funding requirements.

2.15. Protests

Any Offeror who is aggrieved in connection with this solicitation or the award of a contract may submit a written protest to the City of Roswell's central purchasing office in accordance with the New Mexico Procurement Code and applicable City procedures.

A protest shall be submitted in writing within **fifteen (15) calendar days after the protester knew or reasonably should have known of the facts or occurrences giving rise to the protest**.

Protests shall be processed in accordance with NMSA 1978, §§13-1-172 through 13-1-183, as applicable.

3. Additional Terms and Conditions

3.1. Suspension, Debarment, and Eligibility

By submitting a proposal, the Offeror certifies that the Offeror and its proposed subcontractors are not currently suspended, debarred, or otherwise prohibited from receiving an award under applicable federal, state, or local law. The Offeror shall immediately notify the City in writing if the Offeror or any proposed subcontractor becomes suspended, debarred, or otherwise ineligible for award during the procurement process or term of the resulting contract.

3.2. Proposal Preparation Costs

All costs incurred by an Offeror in preparing, submitting, or presenting a proposal, participating in interviews or discussions, providing requested information, or negotiating with the City shall be borne solely by the Offeror. The City shall not be liable for any costs incurred by an Offeror in connection with this procurement.

3.3. Default and Remedies

The successful Offeror shall be considered in default if it fails to perform the services or comply with the requirements of the resulting contract.

Except when immediate action is necessary to protect the City's interests, the City will provide written notice describing the default and allow the successful Offeror a reasonable opportunity to cure the default. If the default is not cured within the time stated in the notice, the City may terminate all or part of the contract, obtain substitute services, recover damages or additional costs resulting from the default, or exercise any other remedy available under the contract or applicable law.

The City's rights and remedies are cumulative and are in addition to any other rights and remedies available under the resulting contract or applicable law.

3.4. Non-Collusion

By submitting a proposal, the Offeror certifies that the proposal was prepared and submitted independently and without collusion, agreement, consultation, communication, or arrangement with any other Offeror or prospective Offeror for the purpose of restricting competition. The Offeror further certifies that no attempt has been made to induce another person or entity to submit or refrain from submitting a proposal.

3.5. Insurance Requirements

Prior to contract execution, the successful Offeror shall provide certificates of insurance evidencing coverage with insurers authorized to conduct business in the State of New Mexico. Required coverage shall remain in effect for the duration of the contract.

At a minimum, the successful Offeror shall maintain:

- Commercial General Liability Insurance;
- Automobile Liability Insurance covering owned, hired, and non-owned vehicles;

- Workers' Compensation Insurance as required by New Mexico law;
- Employer's Liability Insurance; and
- Professional Liability (Errors and Omissions) Insurance applicable to the professional services performed under the contract.

The City reserves the right to establish minimum coverage limits and require additional insured endorsements in the final contract.

3.6. Right to Discontinue Procurement

The City reserves the right to cancel this RFP, reject any or all proposals, or make no award when determined to be in the City's best interest and permitted by applicable law.

Issuance of this RFP does not obligate the City to contract for any services or reimburse any Offeror for costs incurred in connection with this procurement. No obligation shall arise until a contract has been fully approved and executed by authorized representatives of the City and the successful Offeror.

4. Special Terms and Conditions

4.1. Compliance with Laws and Professional Standards

The successful Offeror shall comply with all applicable federal, state, and local laws, ordinances, codes, regulations, licensing requirements, and generally accepted professional standards in performing the services required under the resulting contract.

The successful Offeror shall obtain and maintain all licenses, registrations, certifications, permits, and other authorizations required to perform the services. All costs associated with compliance shall be included in the proposed lump-sum fee, excluding applicable New Mexico gross receipts tax.

The successful Offeror shall perform the services with the degree of skill, care, and diligence ordinarily exercised by qualified professionals performing services of a similar nature under similar circumstances.

4.2. Independent Contractor

The successful Offeror shall perform all services under the resulting contract as an independent contractor. Nothing contained in the contract shall be construed as creating an employer-employee, partnership, joint venture, or agency relationship between the successful Offeror and the City of Roswell.

The successful Offeror and its officers, employees, agents, subcontractors, and specialty consultants shall not be considered employees of the City and shall not be entitled to compensation, leave, retirement, insurance, workers' compensation benefits, use of City vehicles, or any other benefits provided to City employees.

The successful Offeror shall be solely responsible for the supervision, direction, compensation, and control of its employees, agents, subcontractors, and specialty consultants.

The successful Offeror shall disclose any actual or potential conflict of interest and shall not acquire any interest that would conflict with the proper performance of services under the resulting contract.

4.3. Indemnity

To the fullest extent permitted by applicable law, the successful Offeror shall indemnify and hold harmless the City of Roswell and its elected officials, officers, employees, and agents from claims, damages, losses, liabilities, and expenses, including reasonable attorney fees, but only to the extent caused by the negligent acts, errors, omissions, or willful misconduct of the successful Offeror or its officers, employees, agents, subcontractors, or specialty consultants in the performance of services under the resulting contract.

The successful Offeror shall not be required to indemnify or hold harmless the City for claims, damages, losses, liabilities, or expenses caused by the negligence or willful misconduct of the City or its elected officials, officers, employees, or agents.

Nothing in the resulting contract shall be construed as a waiver of any immunity, limitation of liability, or other protection available to the City under the New Mexico Tort Claims Act or other applicable law.

4.4. Termination of Contract

The City may terminate the resulting contract, in whole or in part, for cause if the successful Offeror fails to perform the required services, fails to comply with a material contract requirement, or otherwise breaches the contract.

Except when immediate termination is necessary to protect the City's interests, the City will provide written notice describing the default and allow the successful Offeror a reasonable opportunity to cure the default. If the default is not cured within the time stated in the notice, the City may terminate the contract and exercise any other remedy available under the contract or applicable law.

The City may also terminate the resulting contract, in whole or in part, for convenience by providing written notice to the successful Offeror.

Upon termination, the successful Offeror shall discontinue the affected services, protect and preserve work in progress, and provide the City with all completed and partially completed deliverables, records, and materials for which the City has paid or is obligated to pay.

The City shall compensate the successful Offeror for authorized services satisfactorily performed through the effective date of termination. The City shall not be liable for anticipated profits, unperformed services, or consequential damages resulting from termination.

4.5. Governing Law

The resulting contract shall be governed by and interpreted in accordance with the laws of the State of New Mexico and the applicable ordinances of the City of Roswell.

Any legal action arising from the resulting contract shall be brought in a court of competent jurisdiction in Chaves County, New Mexico, unless otherwise required by applicable law.

4.6. Employment Practices and Workplace Safety

The successful Offeror shall comply with all applicable federal, state, and local employment, nondiscrimination, workplace safety, and occupational health laws in performing services under the resulting contract.

The successful Offeror shall be responsible for the safety, supervision, and conduct of its employees, agents, subcontractors, and specialty consultants while performing services under the contract.

When services are performed on City property, the successful Offeror shall comply with applicable City security, access, safety, and operational requirements communicated by the City.

5. Background Information & Scope of Work

5.1. Scope of Services

The City of Roswell seeks proposals from qualified museum planning consultants or interdisciplinary teams to provide comprehensive planning services for development of a future Roswell Museum.

The planning process shall provide the City with both the technical framework necessary to inform architectural programming and a compelling, visually supported project narrative suitable for early fundraising, grant development, stakeholder communication, and public engagement.

The selected Consultant shall establish the strategic, institutional, audience, operational, interpretive, exhibition, collections, visitor-experience, and functional requirements that will guide development of the future Museum.

The City intends to separately retain or assign architects responsible for development of the Architectural Program, architectural test fits, and subsequent architectural design. The Museum Planning Consultant shall work collaboratively with the City, Museum staff, and City-selected architect so that museum-specific findings progressively inform development of the Architectural Program. The Consultant will not prepare the final Architectural Program or architectural design but will establish, document, and communicate the museum-specific requirements and planning assumptions necessary to inform and validate that work.

The Consultant shall perform all services necessary to complete the tasks and deliverables described below.

5.1.1 Public and Stakeholder Engagement

Public and stakeholder engagement shall be an integral thread throughout the planning process rather than a discrete activity. The Consultant shall develop an engagement strategy in coordination with Museum staff, review and incorporate relevant findings from prior Museum engagement, identify where additional engagement is warranted, and demonstrate how public input influences project recommendations.

Engagement shall reach a representative range of participants, including residents and visitors; Museum staff, volunteers, and Trustees; City leadership and officials; the Roswell Museum and Art Center Foundation; educators and students; artists, historians, cultural and community organizations; tourism and economic-development stakeholders; donors and supporters; underserved and historically underrepresented audiences; and other constituencies identified through the process.

Methods may include interviews, focus groups, facilitated workshops, community meetings, surveys, targeted conversations, presentations, or other appropriate approaches.

Deliverables:

- Public and Stakeholder Engagement Plan and facilitation of agreed-upon activities;
- analysis of prior and new engagement findings, including milestone summaries and documentation of how input influenced recommendations; and
- public-facing materials communicating major findings and recommendations.

5.1.2 Strategic Visioning, Audience, and Institutional Positioning

The Consultant shall establish a strategic framework defining what the future Museum seeks to become, whom it seeks to serve, and the role the facility should play in achieving that vision. Work shall build upon existing institutional planning and stakeholder visioning and consider the Museum's mission, history, collections, audiences, programs, community role, regional context, recovery experience, and opportunities associated with a future facility. Relevant peer and aspirational institutions shall be examined to identify emerging practices and opportunities.

Deliverables:

- Project vision, goals, guiding principles, and strategic priorities;
- audience and market positioning, including priority audiences and peer/aspirational institution analysis;
- assessment of the Museum's distinctive strengths and local, regional, educational, cultural, and destination roles;
- visitor-experience principles and strategic priorities for exhibitions, collections access, education, studio arts, public programs, community use, partnerships, and appropriate earned-revenue opportunities, including retail, facility rentals, food and beverage service, and other visitor amenities, as appropriate; and
- matrix of anticipated exhibition, education, public program, event, and activity types and frequency.

5.1.3 Operations and Organizational Planning

The Consultant shall develop an operating concept appropriate to the scale, functions, audiences, and ambitions proposed for the future Museum, addressing both resources required for operation and the long-term sustainability implications of planning decisions.

Deliverables:

- Future Museum operating concept, preliminary organizational structure, and staffing model/projections;
- implementation framework and roadmap—including major phases, responsibilities, funding needs, decisions required, and operational readiness—for moving from comprehensive museum plan to opening;
- operating assumptions for hours, attendance, programming, studio arts instruction, events, digital theater/planetarium programming, facility use, major operational functions, and visitor amenities, including retail and potential food-and-beverage service;
- annual operating expense projections, earned-revenue considerations, and significant ongoing costs associated with specialized exhibitions, technology, collections care, and new functions; and

- recommendations regarding operational and fiscal sustainability and phasing.

5.1.4 Visitor Experience, Interpretive, and Preliminary Exhibition Planning

The Consultant shall develop an integrated visitor experience, interpretive, and exhibition planning framework establishing how visitors will experience the future Museum and translating the Museum's collections, mission, audiences, and programmatic goals into requirements that inform architectural programming and subsequent design. This work shall remain at the planning and concept level and is not intended to constitute final exhibition design.

The work shall:

- define priority audiences, desired visitor outcomes, and the overall visitor journey, including arrival, orientation, circulation, galleries, education and program spaces, amenities, accessibility, inclusion, multigenerational use, and opportunities for social and participatory experiences;
- establish overarching interpretive themes, stories, and priorities for the Museum's art, history, and Robert H. Goddard collections, including appropriate relationships among permanent/semi-permanent displays, temporary exhibitions, changing installations, interactive experiences, and public programming;
- identify priority collection anchors and signature visitor experiences that should distinguish the future Museum and materially influence exhibition, programmatic, and facility planning;
- establish preliminary exhibition types, approximate space needs, frequency of change, flexibility, and collection-based display requirements, with concept-level approaches to object display, graphics, audiovisual media, interactives, and immersive experiences where appropriate;
- evaluate opportunities for experiential and participatory programming beyond traditional galleries, including hands-on studio arts and STEM experiences and a contemporary digital theater or immersive experience that could succeed the Museum's former planetarium, and consider how these experiences relate to exhibitions, education, collections, audiences, and the overall visitor journey;
- develop representative sketches, diagrams, precedent imagery, and concept-level visualizations illustrating key visitor and exhibition experiences and capable of supporting the fundraising and communication materials described in Section 5.1.8;
- translate visitor experience, interpretive, and exhibition findings into documented functional and spatial requirements for incorporation into the Museum Functional and Collections Requirements Report described in Section 5.1.5 and for use by the City-selected architect in preparing the Architectural Program; and
- develop an order-of-magnitude exhibition budget and preliminary exhibition implementation/phasing schedule aligned with the anticipated building project schedule.

Deliverable:

- Visitor Experience, Interpretive, and Exhibition Planning Report, including visitor journey diagrams, interpretive framework, preliminary exhibition concepts and space requirements, concept visuals, preliminary exhibition cost ranges, and an implementation framework for subsequent exhibition design and development.

5.1.5 Museum Functional and Collections Requirements for Architectural Programming

The Consultant shall translate museum planning findings into functional requirements to inform the Architectural Program prepared by the City-selected architect. Requirements shall address:

- museum and Art Center functions, including exhibitions, education, ceramics and other studio arts, a potential digital theater to replace the former planetarium, visitor amenities, retail, potential food-and-beverage service, and staff spaces;
- collections storage, conservation, preparation space, receiving, and movement, including specialized object needs and space for future growth;
- museum-specific environmental, security, technology, equipment, and operational needs; and
- emergency preparedness and resilience informed by the flood, along with collections care and consultation needs associated with Indigenous collections.

The Consultant shall identify functional needs, relationships, and priorities. The City-selected architect remains responsible for space sizing, code compliance, technical design, and preparation of the final Architectural Program.

Deliverable:

- A consolidated Museum Functional and Collections Requirements Report, including a summary matrix of space types, operational and technical needs, and considerations for flexibility and future growth.

5.1.6 Coordination with City-Selected Architect and Program Review

The Consultant shall coordinate with the City-selected architect to ensure museum planning findings inform the Architectural Program. The Consultant shall review proposed space allocations and functional relationships and recommend adjustments to support Museum needs. Major program decisions shall be finalized after relevant museum planning findings are available.

Deliverable:

- Written review comments and recommendations at agreed program milestones.

The City retains final approval, and the City-selected architect remains responsible for preparing the Architectural Program.

5.1.7 Site Evaluation Support

The Consultant shall provide museum-specific input to site evaluation led by the City and City-selected architect. Input shall address how potential sites support the Museum’s mission, operations, collections care,

visitor access, programming, and institutional identity, including its relationship to the historic Federal Art Center. The Consultant shall identify key opportunities and concerns to inform site selection; technical site analysis and architectural design remain the responsibility of the architect and appropriate specialists.

Deliverable:

- Brief summary of museum-specific site considerations and recommendations for incorporation into the architect's site evaluation.

5.1.8 Fundraising and Project Communication Materials

The Consultant shall translate planning findings into a coordinated set of visual and narrative materials communicating the vision, significance, scope, and anticipated impact of the future Museum for early fundraising, grant development, donor cultivation, elected officials and funding agencies, stakeholder engagement, and public communication.

The project narrative shall recognize the October 2024 flood as an important catalyst for long-term planning while presenting the future Museum as a forward-looking investment in the institution and community rather than solely as replacement of a damaged facility.

Deliverables shall include:

- a concise, donor- and grant-ready Project Case Statement addressing project need and opportunity, future vision, collections and institutional significance, flood recovery and resiliency, audiences and community benefit, distinctive experiences and programs, and anticipated regional/tourism impact;
- high-quality conceptual project and visitor-experience visuals, which may include sketches, experiential illustrations, exhibition concepts, diagrams, collages, visitor sequences, and signature immersive or interactive concepts;
- concise Community Impact, Public Engagement/Community Support, and Collections and Institutional Significance summaries;
- a preliminary exhibition development and implementation cost framework;
- a graphic Project Roadmap from planning through opening; and
- a visually compelling Fundraising Presentation Package.

Final materials shall be provided in presentation-ready, high-resolution electronic formats, with key narrative, graphic, and presentation materials also provided in editable formats.

5.1.9 Final Comprehensive Museum Planning Report

At the conclusion of the planning process, the Consultant shall prepare a Final Comprehensive Museum Planning Report consolidating the findings, recommendations, decisions, supporting analyses, and principal deliverables developed through this Scope of Work. The report shall clearly demonstrate the relationship among institutional strategy, community input, audience and visitor experience, interpretation and

exhibitions, collections, and operations, as well as recommendations for site considerations and architectural programming.

The Final Report shall identify major project assumptions, decisions, risks, unresolved issues, and recommended next steps for architectural design, exhibition design, fundraising, public engagement, and implementation.

The Final Comprehensive Museum Planning Report shall serve as a continuing reference for the City, Museum, architect, exhibition designers, fundraising partners, and other consultants throughout subsequent project phases.

Deliverable:

- Final Comprehensive Museum Planning Report incorporating the findings, recommendations, decisions, supporting analyses, and principal deliverables developed through this Scope of Work, provided in final electronic and editable formats.

5.1.10 Project Management and Decision-Making

The Consultant shall establish a project management framework identifying major milestones, review and approval points, required City/Museum decisions, dependencies among planning tasks, and responsibilities of the Consultant, Museum staff, City staff, and City-selected architect. The Consultant shall maintain a record of significant planning assumptions and decisions throughout the project.

Deliverable:

- Project Management Plan identifying major milestones, review and approval points, required decisions, task dependencies, responsibilities, and procedures for documenting significant planning assumptions and decisions.

5.1.11 Project Phasing and Timeline

The City anticipates completion of the planning process within approximately six (6) months following execution of the contract and issuance of a written notice to proceed.

The Consultant shall propose a detailed schedule showing major planning tasks, engagement activities, architect coordination, reviews, decisions, and deliverables. Activities may overlap as appropriate.

Deliverable:

- Detailed project schedule identifying major tasks, engagement activities, coordination points, review periods, decisions, milestones, and deliverable dates.

Review and Acceptance of Deliverables

Draft deliverables shall be submitted to the City for review and comment. The Consultant shall address consolidated City comments and submit revised deliverables in accordance with the approved project schedule. Final deliverables shall be subject to review and acceptance by the City.

5.1.12 Relationship to Subsequent Services

Architectural programming, architectural test fits, architectural design, engineering, and construction documents are not included in this Scope of Work and will be performed by the City-selected architect.

Detailed exhibition design, exhibit engineering, fabrication, and installation are not included in this Scope of Work. If the City requires these services in the future, they will be obtained through a separate procurement or another contract method permitted by applicable law.

5.2. Response Format and Organization

5.2.1 Company Experience and Qualifications

Provide a description of the firm's history, organizational structure, and qualifications relevant to the services requested under this RFP. Include information regarding the firm's experience with museum planning, interpretive planning, collections stewardship, visitor experience planning, fundraising support, strategic planning, feasibility studies, architectural programming, or other related professional services. Describe the firm's experience performing projects of similar size, scope, and complexity.

5.2.2 Project Understanding

Provide a narrative demonstrating the firm's understanding of the Roswell Museum, the project objectives, anticipated challenges, opportunities, stakeholder interests, and desired outcomes. Describe how the proposed services will establish the museum-specific planning, operational, visitor-experience, exhibition, collections, and functional requirements necessary to inform site evaluation and the Architectural Program prepared by the City-selected architect.

5.2.3 Key Personnel and Team Structure

Identify all key personnel assigned to the project, including the project manager, principal staff, subcontractors, and specialty consultants. Include qualifications, professional certifications, relevant experience, and a description of each team member’s role and responsibilities. Clearly identify the primary point of contact for the project. Confirm the availability of the proposed key personnel and the team’s capacity to complete the services within the anticipated project schedule. Identify any known scheduling constraints or dependencies.

5.2.4 Relevant Experience, References, and Work Samples

Provide a minimum of three (3) references for comparable projects completed within the last ten (10) years. Include the client name, project description, dates of service, scope of work, and client contact information. Include or provide access to two (2) to three (3) representative work samples demonstrating the quality of relevant museum planning reports, visitor-experience or exhibition-concept work, fundraising materials, architectural programming support, presentations, or comparable deliverables.

5.2.5 Proposed Approach and Methodology

Describe the proposed approach for completing the Scope of Work, including project management, stakeholder engagement, coordination among disciplines, data collection, analysis, development of recommendations, and preparation of final deliverables. Include a preliminary work plan and schedule identifying major tasks, milestones, decision points, deliverables, and estimated timeframes for completion. Identify the number, type, and format of on-site visits, workshops, stakeholder engagement activities, public meetings, presentations, and virtual meetings included in the proposed approach and lump-sum fee.

5.2.6 Proposed Fee

Provide a lump-sum fee proposal for completion of the Scope of Work, exclusive of applicable New Mexico gross receipts tax. Include a detailed breakdown of the fee by major task, phase, or deliverable. The proposed lump-sum fee shall include all labor, travel, lodging, transportation, materials, equipment, administrative costs, and other expenses necessary to complete the Scope of Work. Include a proposed payment schedule tied to the completion and acceptance of major tasks or deliverables.

6. Proposal Evaluation

6.1. Evaluation

Proposals will be evaluated by an evaluation committee in accordance with the evaluation criteria and point values established in this RFP. The City may request clarifications, conduct interviews or presentations, or enter into discussions or negotiations as permitted by this RFP and applicable law.

6.2. Scoring

Each evaluation committee member shall independently review and score the responsive proposals in OpenGov using the evaluation criteria and point values established in this RFP.

The evaluation committee may meet to discuss the proposals and request clarifications when necessary. Following committee discussions, evaluators may revise and finalize their scores in OpenGov.

The City may conduct interviews or presentations with the highest-ranked Offerors if determined to be in the City's best interest. If interviews or presentations are conducted, evaluators may revise their scores based on the established evaluation criteria. The City is under no obligation to conduct interviews or presentations.

The Cost Proposal shall be submitted separately from the Technical Proposal and evaluated under the Proposed Fee criterion established in this RFP. Points will be awarded based on the reasonableness, completeness, and overall value of the proposed fee.

7. Proposal Evaluation Criteria

7.1. Proposal Evaluation Criteria

Points will be awarded on the basis of the following evaluation factors:

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	**Company Experience and Qualifications** Points will be awarded based on the firm's demonstrated experience, qualifications, and expertise in museum planning, interpretive planning, collections stewardship, visitor experience planning, and architectural programming for projects of similar scope and complexity.	Points Based	20 *(20% of Total)*
2.	**Project Understanding** Points will be awarded based on the Offeror's understanding of the City's objectives, project requirements, opportunities, challenges, and overall vision for the Comprehensive Museum Planning and Exhibition Concept Services project.	Points Based	15 *(15% of Total)*
3.	**Key Personnel and Team Structure** Points will be awarded based on the qualifications, experience, availability, and organization of the proposed project team, including key personnel, subcontractors, and specialty consultants.	Points Based	10 *(10% of Total)*

4.	**Relevant Experience, References, and Work Samples** Points will be awarded based on the relevance and quality of comparable projects, client references, and work samples demonstrating successful completion of similar museum planning and programming projects.	Points Based	15 *(15% of Total)*
5.	**Proposed Approach and Methodology** Points will be awarded based on the quality, feasibility, and effectiveness of the proposed approach for completing the Scope of Work, including project management, stakeholder engagement, interdisciplinary coordination, project schedule, and delivery of required services and deliverables.	Points Based	10 *(10% of Total)*
6.	**Proposed Fee** Points will be awarded based on the reasonableness, completeness, and overall value of the proposed fee.	Points Based	30 *(30% of Total)*

8. Vendor Questionnaire/Proposal Submission

8.1. Vendor Questionnaire/Proposal Evaluation

*1. Upload Technical Proposal Only**

Please upload your **Technical Proposal** in this section only. Your **Cost Proposal** must be submitted separately via the designated Vendor Question.

*Response required

*2. Upload Cost Proposal Only**

Please upload your **Cost Proposal** in this section only. Your **Technical Proposal** must be submitted separately in the designated entry.

*Response required

*3. Acknowledgement**

By responding, the Offeror acknowledges having read and agreed to all Terms and Conditions contained in the Request for Proposals (RFP). Please confirm your acknowledgement.

☐ Please confirm

*Response required

4. New Mexico Preference Certification Upload

To qualify for any applicable **New Mexico Preference**—including Resident Business, Resident Veteran Business, Native American Resident Business, or Native American Resident Veteran Business—you must upload a valid certificate issued by the New Mexico Taxation and Revenue Department with your proposal submission. Only proposals that include the appropriate certification will be eligible for preference points.

5. City of Roswell Business License

The successful Offeror shall obtain any City of Roswell business registration or license required by applicable law before contract execution.

*6. Campaign Contribution Disclosure Form **

Please download the below documents, complete, and upload.

- CAMPAIGN_CONTRIBUTION_DISCL...

*Response required

*7. Certificate of Non-Collusion**

Please download the below documents, complete, and upload.

- CERTIFICATE_OF_NON-COLLUSIO...

*Response required

*8. Conflict of Interest**

Please download the below documents, complete, and upload.

- Disclosure_Form_(Conflict_o...

*Response required

*9. Vendor Information Form **

Please download the below documents, complete, and upload.

- VENDOR_INFORMATION_FORM.pdf

*Response required

*10. W9**

Please download the below documents, complete, and upload.

- W-9_FORM.pdf

*Response required