



RFP # 1

3/30/2018

## **CONSULTING SERVICES – CHILDREN’S MUSEUM FEASIBILITY STUDY**

**Introduction:** Altavista On Track (AOT) proposes to engage the services of a consultant to facilitate and document a detailed feasibility study to determine the need for a new dynamic destination children’s museum in the Town of Altavista.

### **SCOPE OF WORK**

To develop a detailed Children’s Museum Feasibility Study that can assist AOT to work with interested parties in the evaluation and development of a facility.

Major components of the study are:

- a) A Needs Assessment and Conceptual Plan
  - Definition of the market area
  - Analysis of demographic and socio-economic/lifestyle characteristics of both residents and visitors
  - Assessment of competition, community needs and current trends
  - Recommended spatial requirements for administration, exhibits, school & public programs and collections management and storage
  - Recommended ancillary spaces (i.e. Customer Service, gift shop, outdoor spaces, etc.)
  - Recommended technical requirements for any museum building (i.e. environmental controls, loading, etc.)
  - Potential for co-location with other facilities
  - Attendance projections & operating capacity
  - Governance and staffing plan
  - Minimum building and land size required
  
- b) Potential Sites and Area Evaluation
  - Opportunities and physical limitations or constraints
  - Travel patterns, access routes, traffic patterns and parking requirements
  - Surrounding development

- Market proximity
  - Potential complementary and competitive facilities
- c) Financial Analysis
- Operating expenses including a 5 year proforma budget, including phasing
  - Attendance, Operating Revenue and Expense Projections
  - Capital Costs
  - Potential funding sources
- d) Plan Implementation
- Prioritize projects to complete the network, establish a strategy for Plan implementation, suggest a schedule, and estimate costs for projects and improvements, and identify possible funding sources for public improvements.
  - The plan shall include a summary of the conclusions and recommendations in addition to the technical report/document/plan. The summary should be designed in a clear, concise format so that interested citizens can comprehend the goal and purpose of the plan.

### **CONTENT OF PROPOSAL**

Each proposer must submit as part of their proposal an outline of the process they anticipate following and the proposed schedule. However, it is expected that the final planning process and timeline shall be developed by a steering committee in conjunction with the vendor(s) selected. This proposal should include but not be limited to:

- **Project Approach:** The submittal should include a brief outline of the method the consultant expects to use to efficiently develop the Feasibility Study for a Children's Museum.
- **Scope of Services and Deliverables:** Outline the services that your firm proposes to provide, addressing the project components identified in the background information and the Scope of Work for the Feasibility Study.
- **Project Schedule:** Provide a draft schedule outlining target dates for all meetings and deliverables.
- **Team Experience:** Provide names and background for members of the consultant's team that would work on this project. Identify the person who would serve as Project Manager.
- **Relevant Experience:** Provide details of experience and past performance of the firm and team members on comparable work of municipal or other government entities.
- **References:** Provide the name, title and telephone of three references for which similar services have been provided.

## **SELECTION CRITERIA**

The following will be used in the selection of a consultant given in no particular order of priority or weight.

- Responsiveness and quality of the written proposal and scope of service.
- Capability and skill of the individuals/organization
- Presentation
- Experience of individuals and on similar projects
- Quality of prior work

## **PROPOSAL EVALUATION/SELECTION PROCESS**

A selection committee shall review the proposals submitted. After each proposal has been evaluated, short-listing procedures will narrow the list of candidates to the best qualified firms. These firms may then be invited to an interview, at which time each will be expected to conduct a brief presentation on its proposal and to answer questions of the selection committee.

AOT reserves the right to reject any or all proposals submitted, and to waive any informality in the proposals. The right is also reserved to award the contract(s) where it appears to be in the best interest of Altavista On Track. The right is also reserved to negotiate with multiple firms. The Town is not responsible for reimbursement of any costs associated with work undertaken by the Firm to respond to this RFP.

## **INSTRUCTIONS TO PROPOSERS**

Respondents should submit one (1) original and three (3) copies of their proposal to the address below now later than 3:00 p.m., 4/30/2018 to:

Altavista On Track (AOT)  
510 7<sup>th</sup> Street  
Altavista, VA 24517

If mailed they can be sent to:

Altavista On Track (AOT)  
P.O. Box 283  
Altavista, VA 24517

Faxed, e-mailed, or telephone proposals will not be accepted.

Any questions related to the RFP should be addressed to: Emelyn Gwynn, AOT Executive Director, [EHGwynn@altavistava.gov](mailto:EHGwynn@altavistava.gov).

Minority and/or female-owned businesses are encouraged to apply. Altavista On Track is an equal opportunity employer and does not discriminate on the basis of race, color, creed, national origin. Altavista On Track does not discriminate against faith-based organizations.