

April 30, 2013

REQUEST FOR PROPOSALS TO PERFORM A MUSEUM ASSESSMENT

INTRODUCTION:

The Oswegoland Park District is currently accepting proposals to perform an assessment of our museum program including the existing property of the museum campus, the organizational structure—i.e. human resources, archive storage procedures, marketing, and museum events and programs.

MUSEUM PROGRAM BACKGROUND:

The museum program is the community museum for the Village of Oswego and is a collaborative effort of the Oswegoland Heritage Association and the Oswegoland Park District. The Oswegoland Heritage Association manages the museum archives and the Oswegoland Park District manages the building and property. The landmark of the program is the Little White School Museum (LWSM) completed in 1850. It has a rich history as first a Methodist-Episcopal Church and then later a schoolhouse—affectionately named the “Little White School.” The LWSM is the main location of the museum program and the historic research center for all things Oswego from fossils, civic history to community residents’ contributions including war, farming, business, education, and religious artifacts with local significance. LWSM also hosts community programs and other events.

ASSESSMENT PURPOSE AND DESCRIPTION:

The museum program has seen consistent growth since its inception in 1983. The Park District is considering the future direction of the program and creating an organizational structure that will contribute to its continued growth and success. However, the museum cannot look to the future unless there is an understanding of where the program stands today and how each part functions. The scope of the assessment lists what the Park District would like to include, however this should not limit the consultant to this list alone when performing the assessment.

SCOPE OF THE ASSESSMENT:

1. The scope of this assessment shall include site visits to review the facilities, existing spaces inside each building, and how each building is utilized including:
 - Little White School Museum
 - Pearce House (potential program expansion location)
 - Stewart Farmhouse (potential program expansion location)
2. Meeting(s) with museum volunteer staff, Heritage Association members, Park District staff, Park Board Commissioners to
 - Review current organizational structure
 - Review the archive/research center procedures
 - Review of current programs and events offered
 - Review the existing marketing program for the museum (brochures, website, advertising)
 - Discuss potential areas for future growth
3. Prepare a detailed review of strengths and weaknesses of the museum program.
4. The final report shall be delivered to the Oswegoland Park District in triplicate (3 copies) in a type-written format.

TIME FRAME TO COMPLETE ASSESSMENT:

1. Staff will select a consultant no later than May 31, 2013. The final assessment report will be due on August 1, 2013. We will request that the consultant make two presentations of the final report to: (1) the Board of the Oswegoland Heritage Association and (2) the Board of Park Commissioners of the Oswegoland Park District. This assessment will be the basis for a future project (by others—not included in this contract) to create a strategic master plan for the future of the museum program.

BUDGET TO COMPLETE ASSESSMENT:

The budget for a museum assessment has been established at not to exceed \$2,500 (two thousand, five hundred dollars and zero cents).

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Oswegoland Park District's legal counsel and will include scope, budget, schedule, and other necessary items pertaining to the project.

PROPOSAL SUBMITTAL REQUIREMENTS:

- Provide a description of your firm's qualifications, credentials, experience and resources as they relate to this project.
- Provide copies of résumés of all professional staff who will be assigned primary responsibility for this project including contact information. We require that a majority of the assessment be conducted or supervised by a professional with a Master's Degree in Museum Studies or equivalent.
- Provide a list of three to five similar projects and services your firm has performed within the last five to ten years with the names, addresses and phone numbers of the clients for whom the work was done.
- Provide the names, addresses and qualifications of any additional consultants that may assist you in the project. If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organization being contracted.
- All proposals must be signed by an official agent or representative of the organization submitting the proposal.
- All costs must be itemized to include an explanation of all fees and costs.
- Provide 5 copies of all of the above.

PROPOSAL SUBMITTAL DATE AND ADDRESS:

The proposal to perform a museum assessment shall be marked **RFQ MUSEUM ASSESSMENT** and addressed to:

Mr. Chad Feldotto
Oswegoland Park District
313 E. Washington St.
Oswego, IL 60543

Proposals shall be delivered or mailed in time for delivery to the above address no later than **4:00pm Friday, May 10, 2013**. Any proposals received after this date and time will be returned to the sender.

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PROPOSAL SELECTION PROCESS:

Evaluation of proposals will be conducted by staff from May 13-15, 2013. If additional information or discussions are needed with any bidders during that process, the bidder will be notified. Staff will determine the top three candidates for the assessment and those candidates will be required to meet individually with the committee for a final selection. Staff will select a consultant, from the top three candidates, no later than May 31, 2013.

If you have any questions, please contact me at cfeldotto@oswegolandpd.org or phone 630-554-4428.

We look forward to receiving your request for qualifications.

Sincerely,



Chad Feldotto
Senior Park Planner

cc: Rich Zielke
Cindy Benson
Roger Matile