

City of Albuquerque

Request for Proposals

Solicitation Number: P2012000033

“Albuquerque Museum History Exhibit Design”



Deadline for Receipt of Offers: July 12, 2012 at 4:00 p.m. (Mountain Time)

The City eProcurement System will not allow proposals to be submitted after this date and time.

**City of Albuquerque
Department of Finance and Administrative Services
Purchasing Division**

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INTRODUCTION

Albuquerque (working title) will become the Albuquerque Museum of Art & History's "core" history exhibition, providing the Museum with fresh opportunities to invite visitors to experience, learn about, and engage with the history of the Central Rio Grande Valley, and discover how the City of Albuquerque developed into the pivotal urban center it is today. Echoing Albuquerque's historical role as a hub of progressive activity for the State of New Mexico and beyond, *Albuquerque* will be centrally located within the Museum facility and become the hub of its history program.

Our view is that history, and our perspective of it, is dynamic and always changing. With this in mind, we seek to integrate our exhibition programming with the aim of offering visitors an equally dynamic experience, and welcoming them to participate in the ever-changing character of a unique, tenacious, and expressive city that has become important, politically and socially, as an urban center in the southwestern United States with great cultural and historical wealth.

This is an exciting time for the Albuquerque Museum. Creating a new core exhibition give us the opportunity to enhance the Museum's visibility and expand the historical perspective of the city it represents by inviting visitors to be part of their history. We envision an exhibition that creates a lively dialogue among visitors and interacts with, and complements, the Museum's other exhibitions of art and history in order to highlight the expressive and dynamic characteristics of a history that brings Albuquerque to the world and the world to Albuquerque.

With this vision in mind, we invite like-minded exhibition design firms to submit outstanding proposals aimed at shaping an innovative and engaging exhibition that promises to transform the Albuquerque Museum, the City of Albuquerque and central Rio Grande Valley, and the lives of our visitors.

Invitation

The Albuquerque Museum of Art & History (Museum) is seeking an exhibition design firm (Designer) to provide comprehensive design services, from conceptual design through installation, including coordination of exhibit fabrication, for a new 8,000-square foot (approximate) long term exhibition focusing on the 12,000 year history of Albuquerque, New Mexico, and surrounding Central Rio Grande region.

The Designer selected for this project will work closely as creative partner and collaborator with a Museum exhibit team (Exhibit Team), and be responsible for designing all exhibit and exhibit-related areas, including scenic elements, interactive components and media.

The Museum, a division of the Cultural Services Department of the City of Albuquerque, is a center of culture, education and inspiration where visitors experience the history of Albuquerque and the central Rio Grande Valley, art of the Southwest, and diverse traveling exhibitions. The Museum is envisioned as a place "where our community is involved in Art and History and shares the stories of our rich heritage and many cultures." A recently adopted tagline sums up the Museum philosophy: *Bringing Albuquerque to the world and the world to Albuquerque.*

Exhibition Budget and Opening

The budget for design, fabrication and installation is \$2.5 million with a possibility of additional funding from the Albuquerque Museum Foundation, the museum's fundraising entity. We expect that fundraising effort to begin in fall 2012, but for the purposes of this RFP, bidders should use the base budget of \$2.5 million in their proposals.

The exhibition is scheduled to open in December 2013.

Albuquerque Museum Exhibit Team

Cathy Wright, Museum Director; Cyndy Garcia, Assistant Director/Fiscal Manager; Dean Krimmel, consulting project manager; Scott Nacke, project coordinator and Registrar; Deb Slaney, Curator of History; Andrew Connors, Curator of Art; Elizabeth Becker, Curator of Education, Jessica Coyle, Assistant Curator of Education; Glenn Fye, Photo Archivist; Tom Antreasian; Curator of Exhibits; Steve Pettit, Curator of Collections; Robin McClannahan, Graphic Artist.

The Exhibition Space

The new "core" exhibition will occupy roughly 7500-8000sf of a larger 9338sf (history gallery) which is currently undergoing major renovations. The gallery's remaining 1300-1800sf is currently envisioned as a changing exhibits area whose interpretive program will be closely tied to the new core exhibition. Bidders should consider the 7500-8000sf core exhibition only in preparing their proposals, but also take into consideration the need for some planning time to integrate the changing exhibits area and core exhibition.

When construction is completed in March 2013, the 9338sf gallery shell will have an exposed structure and mechanical and electrical infrastructure. A theatrical lighting grid and much of the exhibit lighting that will be required by the new exhibition are included in this project. The lighting grid will be approximately 20 feet above the finished floor and painted black. This grid will serve as a flexible armature for a multitude of exhibit lighting scenarios. Multiple junction box locations will be provided around the gallery's perimeter, concealed by finishes or painted black. The concrete floor will be designed to accommodate penetrations for electrical "poke-through" outlets for the exhibition. Only minimal architectural finishes are included in the renovation phase, pending the development of the new exhibition. A wood fiber plank roof deck will provide acoustical treatment and structural integrity for the roof; this surface will also be painted black. All exposed ductwork, electrical devices and fire suppression system in the space will similarly be painted black. The northwest corner of the gallery will include gypsum board partitions that enclose mechanical ductwork. The shell's structural floor is recessed 1-3/4 inches below the adjacent finished floor to accommodate a variety of potential floor finishes in the Gallery.

See Floor Plan (s).

As part of this renovation project, the Museum is also creating a small changing exhibits gallery, adjacent to the 9338sf history gallery that will be dedicated to increasing community involvement in Albuquerque history. This changing exhibits gallery is NOT part of this proposal.

Exhibition Planning to Date

Institutional Goals

The Museum's major institutional goals for the new exhibition are (1) to increase community involvement in history and (2) encourage visitors to be actively involved, and not just passive recipients of information.

The Exhibit Team identified these additional institutional goals:

1. Increase museum visitation: The new exhibition must enhance the museum's reputation as a destination, as a place of enjoyment and fun.
2. Increase involvement with the public through programming: The content of the new exhibition must be a catalyst and launch pad for community engagement.
3. Increase membership: The new exhibition must enhance the 'value' of a membership, making it more worthwhile for people to join.
4. Increase support and funding: The new exhibition must demonstrate to current and potential supporters that the museum is worthy of their time, involvement, concern, loyalty, and financial support.
5. Help the museum serve a broader base of the community: The new exhibition must attract people who don't ordinarily come to museums. Visitors should be able to find a place for themselves and their stories.
6. Promote local pride: The new exhibition must be valued and cherished by locals.
7. Help the Museum become a "third place:" The new exhibition must help the Museum become more of a public-community gathering place—the other places being home and work.
8. Help the Museum become a "host:" The exhibit must be a place where people feel comfortable contributing and sharing their stories, their narratives—and generally participating in the life of the museum.
9. Blur the lines between "Art" and "History:" The new exhibition must dispel artificial 'academic' distinctions by revealing the human element in everything.
10. Differentiate Albuquerque from other cities in the Sunbelt: The new exhibition must help visitors understand what is distinctive and unique about Albuquerque.

Target Audiences

The Museum's recently completed strategic framework targeted five audiences whose needs, interests and expectations demand special attention during the development of the new exhibition:

- 1) School Groups (particularly grades 2nd-5th visiting as a group)
- 2) Families (adults with children, including grandparents or caregivers with children)
- 3) Members of Generation X and Y (30-40 year-old men and women)
- 4) Older Adults (men and women ages 65 and above)
- 5) Underserved Audiences (individuals and groups that for a variety of reasons, rarely, if at all, visit the museum).

Exhibition Qualities and the Visitor Experience

The Museum's strategic framework recommended that the new exhibition, and all history experiences at the Museum, have the following qualities:

- The experience gives people something to do beyond looking and reading—a challenge to solve, issue to discuss, story to share, something to create, etc.
- Visitors are able to contribute to the experience by offering their own stories, opinions, and even photographs and objects to deepen the experience for all.
- The experience provides a sense of immediate, personal contact with the past through artifacts and historical settings that provide a strong personal connection with past events and people—a visceral sense of being in touch with the past.
- The experience is familial or social, enabling visitors to share with others as they seek to find personal meaning in the historical presentation.
- The experience engages the intellect with relevant information and insights. It offers new information and perspectives, building on the visitor's previous knowledge and understanding of the topic.
- The experience helps visitors learn through activities grounded in the ways humans know the world as conveyed by Howard Gardner in his writings: through language, logical-mathematical analysis, spatial representation, musical thinking, use of the body, understanding other individuals, and understanding themselves.
- The experience involves all five senses. Sight, sound, taste, smell and touch come into play as the visitor goes through the experience. In some cases the engagement of a particular sense is direct, in others it is ambient.
- Technology is used to enhance the physical experience, not replace it. Interactive screens and mobile devices provide additional information about objects on display and topics being presented, as well as offering visitors a way to interact and contribute to the experience.

The Exhibit Team described the visitor experience in terms of what people will “do-know-feel-believe’ while in the new exhibition and after they leave, as follows:

(Doing) While in the new exhibition, we want visitors to be:

- Thinking, reading, watching others, having contemplative moments
- Taking their time: dwelling in the gallery; sitting, resting
- Talking to other people, both companions and strangers
- Participating and creating: dressing up, story writing, commenting and adding their story, leaving something behind, walking away with something
- Touching, smelling, listening
- Reacting
- Discovering and rediscovering
- Photographing & tweeting

After they leave, we want visitors to:

- Go to the museum store
- Become our ambassador: publicize the exhibit in some way, e.g. blog, tweet
- Make a return visit
- Follow up to learn more, e.g., on line, go to a library
- Call the Museum to request a copy of one of the photographs
- Become a museum member

(Know) After visiting the new exhibition, we want visitors to know:

- Why and how Albuquerque history unfolded
- The source of local traditions
- Why people came here
- Why Albuquerque looks like it does (including how it grew)
- That geology, geography, culture and settlement are interwoven
- The “truth” behind misconceptions and myths
- That the history of Albuquerque is unique
- That Albuquerque’s history is longer, deeper and more significant to the State’s history than Santa Fe’s history

(Feel) While in the new exhibition, we want visitors to feel:

- Proud
- By turns, excited, sad, humored, warmed, horrified, at peace and hopeful
- Wonderment and hope
- Empathetic
- Joyful and happy
- Insightful
- Curious
- Connected
- Conflicted—reluctant to come to a conclusion
- That history is about you and me
- That history is interesting

(Believe) The new exhibition should affirm the following beliefs and/or values:

- Current attitudes are shaped by our concepts of, and readings, about the past
- The present is shaped by the past
- History is an unfinished process
- History is rewritten and reinterpreted
- History is made by individuals
- History is about decisions, actions and consequences
- To our own history, be true
- All people are created equal
- Ultimately, people strive to do what's right
- Hard work and persistence pays off
- We care about people who fight for our safety
- Progress isn't inherently better; it is different
- Albuquerque is multicultural, not tricultural
- We care about our local, home-grown businesses
- We are about our environment
- We believe in helping others
- You can't please everybody

Exhibition Description: A Conceptual Outline

This conceptual outline reflects the Exhibit Team's thinking as of April 25, 2012. The team will be revising this outline as we further develop and refine our interpretive themes, key messages, topics and storylines, and artifacts, graphics and interpretive material.

A note on collections: The exhibition will draw from the Museum's artifact collections, which include more than 25,000 objects relating to the history of the central Rio Grande Valley and greater Albuquerque (with strengths in Spanish Colonial and Hispanic New Mexican material, 16th-19th centuries); Photo Archives (housing some 123,000 photographs, as well as maps, film, oral history, printed ephemera) and Art Collection (paintings, photographs and works on paper).

Conceptual Outline for the Core History Exhibition

Overview

This exhibition will tell the story of Albuquerque from 12,000 B.P. to the present. It will be divided into three thematic areas (Land, People and Work) and include introductory and concluding sections.

Big Idea (overarching interpretive theme)

Explorers, immigrants, and engineers grow the Province of Tiguex into a Sunbelt City.

Section 1: Introduction

About this Section

We are providing an introductory "Wow" experience and orienting visitors to the flow of the exhibition gallery which will be divided into three thematic areas, and include introductory, changing and concluding sections. The exhibit tells the story of Albuquerque from 12,000 B.P. to

the present.

Interpretive Theme

Explorers, immigrants, and engineers grow the Province of Tiguex into a Sunbelt City.

Key Messages/Concepts

1. Albuquerque's history is dramatic and dynamic.
2. Albuquerque's history includes today.

Topics

1. Views of Albuquerque looking east from Nine Mile Hill from 1540 to the present demonstrate radical changes in our city's landscape.
2. The history of Albuquerque is explored through three primary themes: Land/Home, People, and Work.

Key Artifacts and Graphics

1. One great artifact/image representing each theme: Land/Home, People, and Work.
2. A media-based visual transformation of Albuquerque from the Coronado Entrada (1540) to Rt. 66 (1950s-present) looking east across the valley from Nine Mile Hill. The images metamorphose through time.
3. Timeline begins at the end of the introductory experience and winds through the exhibit, accessible from all sections.

Section 2: Home/Land

About this Section

We present the valley's earliest settlement sequences and introduce the Coronado Entrada and Tiwa Rebellion (first turning point, 1540), using geography and environment to tie it all together. We discover why *La Villa de Alburquerque* was founded in this location, which nations fought for the right to govern these lands, and how local resources influenced the early architecture and material culture of our region. We explore contemporary land, water and environmental issues.

Interpretive Theme

Albuquerque's residents have settled, survived, clashed, and adapted here because of our unique geography and natural resources.

Key Messages/Concepts

1. Geography, climate and resources drive settlement here.
2. The Rio Grande is central to our lives.
3. We are a high desert environment that offers a variety of resources.
4. It has taken great creativity to adapt to living here.
5. Different people have different concepts of land ownership and use.
6. The lands nurture us.

Topics

1. Geography, climate and especially the Rio Grande have allowed people to settle on these lands for 12,000 years.
2. The “Shot heard around the Rio Grande” is the Tiguex Rebellion of 1540, the first major clash of world views between Europeans and Indians, which happens right here in the Rio Grande Valley.
3. Spain’s King Felipe V grants lands for Gov. Francisco Cuervo y Valdés to found Albuquerque in 1706 based on location, location, location.
4. Albuquerque has been governed by three nations and attacked by raiders, Texans and Confederates, all clashing over land boundaries and local resources.
5. Residents and travelers have used and often depleted the valley’s natural resources to survive.
6. Albuquerque has experienced cycles of flooding, drought, climatic shifts, natural fires, and other environmental problems with which we struggle today.
7. Controversies over land and water rights continue into the present.
8. The Rio Grande and Sandia Mountains provide recreation and enjoyment.

Key Artifacts

1. William Walton orotype, Rio Grande
2. Ruscelli map, Nueva Hispania Tabula Nova, 1562
3. Rio Grande Glazeware polychrome jar, Tonque Pueblo, 1350
4. Horseman, Mexican Indian ally and Tiwa warrior (diorama), c. 1540
5. Artifacts from Piedras Marcadas (Moho?), 1540
6. Ox-drawn carreta with local products inside, c. 1700
7. Rio Abajo cotton blanket (only if encased) 1800-1825
8. Horseshoe found along Rio Grande (Gallegos)
9. Backplate found along Rio Grande (Minge)
10. Painting or diorama of 1706 church (acquire)
11. Map of Albuquerque area land grants, 19th-20th century (future gift)
12. Painting, Isleta Pueblo, Charles Craig, 1907
13. Colyer’s San Dei Mountains, 1869
14. A Street in Old Albuquerque, Cronau
15. Map, Town of Albuquerque land grant, 1883
16. Letter to Manuel Armijo re Kearny invasion, c. 1846
17. 12-pounder mountain howitzer, carriage and limber, c. 1862
18. Cristo Crucificado, cottonwood, pigment, c. 1830
19. Armijo land claim court documents, 1850s
20. Windmill (use prop or purchase antique windmill)
21. *Jetty Jack*

Key Graphics and Media

1. Mural, skyline of the Sandias, E. Mesa, volcanoes, Mt. Taylor, W. Mesa, bosque, river, sandhills, night sky or dusk?
2. Photopanel, Airport Hamlet Site pithouse illustration
3. Photopanel, Piedras Marcadas Pueblo watercolor, c. 1540
4. Framed photopanel, Bernardo Miera y Pacheco map, 1778
5. Photopanel, Sgt. Peticolas drawing of Confederate howitzers in Albuquerque Plaza, 1862

6. Postcard, Pablo Abeita
7. Flooding on 4th Street, 1929
8. Video, Stephanie Zuni and Joe Lucero (Isleta Pueblo)
9. Video, Gov. Malcomb Montoya (Sandia Pueblo)

Section 3: People

About this Section

We learn more about the people who have lived in Albuquerque through first-person experiences as told by its residents. We introduce the arrival of the railroad (the second turning point, 1880) as a catalyst for Albuquerque's future growth. We discuss past and present urban challenges, and create opportunities for discussion and reflection on how to build better community relationships.

Interpretive Theme

Newcomers and outsiders create a second Albuquerque, resulting in dramatic population growth and ethnic diversity.

Key Messages/Concepts

1. Communities have a common sense of purpose.
2. We are a multicultural city.
3. Our city has experienced cycles of conflict and resolution.
4. People are proud of their family heritage.
5. We know how to have fun, too.

Topics

1. Artifacts and documents offer us clues about the dramatic adventures and lives of Albuquerque's founding families.
2. The story of our founding is fraught with intriguing myths and inconsistencies about the families involved.
3. Our founders and their descendants have worked together within their communities to maintain health, education and spirituality.
4. At Isleta and Sandia Pueblos we follow a calendrical cycle that guides our lives and allows us to share labor.
5. In several neighborhoods we continue to embrace our rural heritage.
6. Religious persecution, peonage and slavery existed in this area into the 1880s and discrimination persists into the 21st century, but our city is now known for being open-minded and celebrating our ethnic diversity.
7. Our population grows rapidly after the arrival of the railroad; Victorian-era families bridge Old and New Towns, creating new neighborhoods near the tracks.
8. Albuquerque became New Mexico's largest town, with a "Wild West" attitude, a flammable Midwestern look, and bad behaviors that are now mostly illegal.
9. We move here to train as bombardiers in World War II and some lose our lives during the Bataan Death March; journalist Ernie Pyle asks, "Why Albuquerque?"
10. New residents migrating from all over the world grow the northeast side of Albuquerque in the 1940s, creating the Baby Boomer generation.

11. Our social lives include births, deaths, marriage, babies, music, dance, and play.

Key Artifacts

1. Vigas from Acoma Pueblo, pre-Revolt c. 1629
2. Book, *La Recopilación*, 18th century (Minge)
3. Repostero belonging to the Cuervo family, c. 1665
4. Padre Martinez tintype, 1846-7
5. Eaton watercolor of Old Town
6. Horsecar, 1879
7. Fire cart
8. Rippel painting, Old Town, 1895
9. Casa Armijo family furnishings (period room?), c. 1876
10. Ambrosio Armijo and Candelaria Otero portraits, Collumbin
11. Lee House stained glass panel and door hardware
12. Juan José Baca portrait, Albright
13. Chair and tools, Zenas H. Bliss, carpenter, Alb. Indian School, 19th century
14. Abreu family silver from Manny Miller, North Valley (BTK provenance)
15. Hand-tinted framed photograph and diary, Martinez family of Barelás, c. 1904
16. Elizabeth Baldrige waistcoat, opera glasses & feather fan
17. Hubbell family (Pajarito) rosary
18. Jail cell, 1880s
19. Mail cart
20. Tinwork items, Martinez family of Barelás, c. 1900
21. Fiesta dress owned by Teresa Cordova Mora, Martineztown
22. Blas Martinez ranch artifacts, Atrisco, c. 1940
23. Ernie Pyle typewriter, c. 1945
24. Record Album, Eddie Gallegos and the Conquistadors, 1972
25. UNM Riot poster

Key Graphics and Media

1. Cuervo y Valdez founding document(s) with rubrics
2. Birth record of first child born in Albuquerque, 1706
3. Photopanel, The Santa Fe Depot with locomotive, 1880s
4. Franz Huning and family, 1880s
5. Castle Huning, 1880s
6. Cabinet card images, Albuquerque Indian School students
7. Gallegos family inspecting signed Nazi banner c. 1945
8. Mount Olive Baptist Church congregation
9. Roosevelt Park Riot
10. Vivian Vance in ALT production
11. Poster, "Bombardier" (need to acquire)
12. Home brochure, Princess Jean neighborhood
13. Video, Jacobo de la Serna, Gloria Valencia y Valdez
14. Video, Estella Martinez (Blas Martinez' ranch life in Atrisco)
15. Video, Harry Davidson (Kirtland AFB), Lou Ann Graham (Northeast side)
16. Channel 13 riot, film footage

Section 4: Work

About this Section

This section outlines the transformation of Albuquerque from farming and barter to a market economy and covers our 3rd turning point, the rapid post-war growth of Albuquerque, focusing specifically on its economic history. In transportation we take Albuquerque from wagon to airline, explore our military and government connections and our roles in nuclear development, the Space age, computerization and the solar industry. This section also covers tourism and businesses that make Albuquerque distinct.

Interpretive Theme

Albuquerque transforms into a regional hub for transportation, research and development, and tourism.

Key Messages/Concepts

1. We sit at a crossroads, participating in international economies.
2. People find creative ways to make a living here.
3. New technologies and innovation have changed the nature of our work.
4. There are strong connections between our economy and our government.
5. Tourism is important to Albuquerque's economy.
6. Albuquerque's technological advances impact others.

Topics

1. Ancestral Pueblo and Tiwa people traded in all four directions in the Albuquerque area.
2. The Manila Galleon trade and Camino Real allowed local products to be exported from, and exotic products imported into Albuquerque.
3. The Chihuahua Trail brings goods shipped over the Santa Fe Trail through Albuquerque, causing surprising changes to the material culture here.
4. The railroad brings a thriving economy to Albuquerque after the 1876 Depression.
5. Four main industries provide the majority of working wages in Albuquerque at the turn of the 20th century.
6. New Town's founding fathers promote Albuquerque as a tourist destination through the Territorial Fairs, the Sanitarium Movement, and Indian arts.
7. Albuquerque moves from trains and wagons to aircraft in just 31 years.
8. Route 66 makes Albuquerque a destination for Dust Bowl refugees and traveling tourists looking for food, lodging, and souvenirs along The Mother Road.
9. Albuquerque politicians create infrastructure during the Post-Depression.
10. Our high-density population of Ph. Ds drives scientific research, ultimately changing the world in which we live.
11. Albuquerque, fueled by the military up to 1874, is reincarnated as a military town driven by Kirtland Army Air Base and Sandia Laboratories.
12. Albuquerque participates in the Space Race, computer industry, and solar energy development.
13. Albuquerque's home-grown businesses are beloved local landmarks; some are gone but others remain.

Key Artifacts

1. Agua Fria Glaze-on-red jar, c. 1350
2. Botija, Spanish olive Jar, 18th century
3. *Old Town*, Troussset
4. Iffeld freight wagon (with contents)
5. Curtiss Model D Pusher biplane, c. 1911
6. Little House Cafe interior, post-1940s
7. Alvarado Hotel Indian Building curio room/lunch room (dioramas?)
8. Nampeyo bowl, c. 1904, from the Alvarado Hotel auction, 1970
9. Franciscan Furniture motel room (diorama?)
10. Dummy bomb, 1940s
11. Hale Shoes neon sign, 1941
12. 1953 Corvette or 1956 Thunderbird inspired by aerospace design
13. Dan Simplicio Zuni leaf necklace, Albuquerque, 1950s
14. Altair computer (C.P.U and teletype), MITS, 1977
15. Sid Gutiérrez bulto, potential AMF loan

Key Graphics and Media

1. Huning Mercantile, Old Town, 1870s
2. Blondin and Stamm's balloon ascension, 1909
3. First aerial photograph of Albuquerque, 1913
4. DC-3 and Navajo weaver(s) at the Albuquerque Municipal Airport, Willis
5. Route 66 at night, color image with DeAnza Motor Lodge
6. Maisel's, Rt. 66
7. Astronaut testing at Lovelace, 1961
8. Astronaut Sid Gutiérrez, 1980s-90s
9. The Solar Building, c. 1956
10. Alvarado Hotel under demolition, 1970
11. May's Café with Paul Bunyan Colossus (acquire)
12. Mead's Bread commercials (TV broadcasts)

Section 5: Conclusion

About this Section

This section provides a place for contemplation and response to Ernie Pyle's "Why Albuquerque?" as the question relates to our guests' home, family, and work. It also serves as an introduction to the next gallery and provides options on what guests may do next.

Interpretive Theme

TBD [Why (or whither) Albuquerque?]

Key Messages/Concepts

1. People still live, work, and visit Albuquerque.
2. Albuquerque's past informs us about the present and influences our future.

Topics
TBD

Key Artifacts, Graphics & Media
TBD

PART 1

INSTRUCTIONS TO OFFERORS

1.1 RFP Number and Title: P2012000033, "Albuquerque Museum History Exhibit Design"

1.2 Proposal Due Date: July 12, 2012 - NLT 4:00 PM (Local Time)

The time and date proposals are due shall be strictly observed.

1.2.1 Instructions regarding Pre-Proposal Conference: There will be no pre-proposal conference held for this solicitation.

1.2.2 Questions: Shall be submitted in writing to the Purchasing Division contact no later than ten (10) days prior to the due date for the responses to the RFP.

1.3 Purchasing Division: This RFP is issued on behalf of the City of Albuquerque by its Purchasing Division, which is the sole point of contact during the entire procurement process.

1.4 Authority: Chapter 5, Article 5 of the Revised Ordinances of the City of Albuquerque, 1994, (the "Public Purchases Ordinance"). The City Council, pursuant to Article 1 of the Charter of the City of Albuquerque and Article X, Section 6 of the Constitution of New Mexico, has enacted this ordinance as authorized by such provisions and for the purpose of providing maximum local self-government. To that end, it is intended that this ordinance shall govern all purchasing transactions of the City and shall serve to exempt the City from all provisions of the New Mexico Procurement Code, as provided in Section 13-1-98K, NMSA 1978.

1.5 Acceptance of Offer: Acceptance of Offer is contingent upon Offeror's certification and agreement by submittal of its offer, to comply and act in accordance with all provisions of the following:

1.5.1 City Public Purchases Ordinance

1.5.2 City Purchasing Rules and Regulations: City of Albuquerque Purchasing Rules and Regulations: These Rules and Regulations (the "Regulations") are written to clarify and implement the provisions of the Public Purchases Ordinance (the "Ordinance"). These Regulations establish policies, procedures, and guidelines relating to the procurement, management, control, and disposal of goods, services, and construction, as applicable, under the authority of the Ordinance.

1.5.3 Civil Rights Compliance: Acceptance of offer is contingent upon the Offeror's certification and agreement by submittal of its offer, to comply and act in accordance with all provisions of the Albuquerque Human Rights Ordinance, the New Mexico Human Rights Act, Title VII of the U.S. Civil Rights Act of 1964, as amended, and all federal statutes and executive orders, New Mexico statutes and City of Albuquerque ordinances and resolutions relating to the enforcement of civil rights and affirmative action. Questions regarding civil rights or affirmative action compliance requirements should be directed to the City of

Albuquerque Human Resources Department.

1.5.4 Americans with Disabilities Act Compliance: Offeror certifies and agrees, by submittal of its offer, to comply and act in accordance with all applicable provisions of the Americans with Disabilities Act of 1990 and federal regulations promulgated thereunder.

1.5.5 Insurance and Bonding Compliance: Acceptance of offer is contingent upon Offeror's ability to comply with the insurance requirements as stated herein. Please include a certificate or statement of compliance in your proposal and bonds as required.

1.5.6 Ethics:

1.5.6.1 Fair Dealing. The Offeror warrants that its proposal is submitted and entered into without collusion on the part of the Offeror with any person or firm, without fraud and in good faith. Offeror also warrants that no gratuities, in the form of entertainment, gifts or otherwise, were, or will be offered or given by the Offeror, or any agent or representative of the Offeror to any officer or employee of the City with a view toward securing a recommendation of award or subsequent contract or for securing more favorable treatment with respect to making a recommendation of award.

1.5.6.2 Conflict of Interest. The Offeror warrants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required under the contract resulting from this RFP. The Offeror also warrants that, to the best of its knowledge, no officer, agent or employee of the City who shall participate in any decision relating to this RFP and the resulting contract, currently has, or will have in the future, a personal or pecuniary interest in the Offeror's business.

1.5.7 Participation/Offeror Preparation: Offeror may not use the consultation or assistance of any person, firm company who has participated in whole or in part in the writing of these specifications or the Scope of Services, for the preparation of its offer or in the management of its business if awarded the contract resulting from this RFP.

1.5.8 Debarment or Ineligibility Compliance: By submitting its offer in response to this RFP, the Offeror certifies that (i) it has not been debarred or otherwise found ineligible to receive funds by any agency of the federal government, the State of New Mexico, any local public body of the State, or any state of the United States; and (ii) should any notice of debarment, suspension, ineligibility or exclusion be received by the Offeror, the Offeror will notify the City immediately.

1.5.9 Goods Produced Under Decent Working Conditions: It is the policy of the City not to purchase, lease, or rent goods for use or for resale at City owned enterprises that were produced under sweatshop conditions. The Offeror certifies, by submittal of its offer in response to this solicitation, that the goods offered to the City were produced under decent working conditions. The City defines "under decent working conditions" as production in a

factory in which child labor and forced labor are not employed; in which adequate wages and benefits are paid to workers; in which workers are not required to work more than 48 hours per week (or less if a shorter workweek applies); in which employees are free from physical, sexual or verbal harassment; and in which employees can speak freely about working conditions and can participate in and form unions. [*Council Bill No. M-8, Enactment No. 9-1998*]

1.5.10 Graffiti Free: When required, the Contractor will be required to furnish equipment, facilities, or other items required to complete these services, that are graffiti-free. Failure of Contractor to comply with this requirement may result in cancellation of the contract resulting from this RFP.

1.6 City Contact: The sole point of contact for this Request for Proposals is the City of Albuquerque Purchasing Division. Questions regarding this RFP should be directed to the following Purchasing representative for this solicitation through the online eProcurement system unless otherwise specified in the solicitation:

- Joe G. Rael, Internal Services Supervisor, Department of Finance and Administrative Services, Purchasing Division
- Phone: (505) 857-8675 or E-Mail: jgrael@cabq.gov
- Post Office Box 1293, Albuquerque, New Mexico 87103

1.7 Contract Management: The contract resulting from this RFP will be managed by the Cultural Services Department, Museum Division.

1.8 Clarification: Any explanation desired by an Offeror regarding the meaning or interpretation of this Request For Proposals must be requested in writing not less than ten (10) working days prior to the deadline for the receipt of offers to allow sufficient time for a reply to reach all Offerors before the submission of their offers. All inquiries must be directed to the Purchasing Division as stated herein. Oral explanations or instructions given before the award of the contract or at any time will not be binding. All answers will be posted to the online eProcurement System and will constitute Addendum to this Request for Proposals.

1.9 Submission of Offers. The Offeror's sealed proposal **must be submitted both in hard copy (see Sections 1.9.6 and 1.9.7) as well as electronically through the eProcurement system (see Section 1.9.5)** in the format outlined in Part 2 of this RFP and mailed or delivered pursuant to the following requirements:

1.9.1 Envelope Preparation. Offers and modifications thereof shall be enclosed in sealed envelopes and have the following identifying information on the outside:

- Name and Address of Offeror
- Closing Date and Time of RFP
- RFP Number
- RFP Title

1.9.2 Ship, Deliver, or Hand-Carry Sealed Offers to: Office of the City Clerk, City/County Government Center, Basement Level, One Civic Plaza, Albuquerque, New Mexico 87102. **Mark all packages as stated above.** Use this address for packages sent via non United States Postal Service carriers.

1.9.3 Mail Sealed Proposals to: Office of the City Clerk, Post Office Box 1293, Albuquerque, New Mexico 87103. (Certified Mail is recommended). The City shall not be responsible for the failure of mailed offers to actually be received by the Office of the City Clerk by 4:00 PM (Mountain Time) of the day of closing.

ALL SEALED PROPOSALS MUST BE RECEIVED BY THE OFFICE OF THE CITY CLERK AS SPECIFIED HEREIN.

1.9.4 No other methods of offer delivery. Neither telephone, facsimile, nor telegraphic offers shall be accepted.

1.9.5 Electronic Copy. Submit your complete Proposal including all forms, attachments, exhibits, Technical Proposal, Cost Proposal, etc. using the eProcurement System.

1.9.6 Hard Copy. In addition to the electronic submittal, Offeror must also submit one (1) original and Ten (10) copies of its Technical Proposal. The original Proposal shall be clearly marked as "Original" on the cover of the Proposal. In addition, in a separate envelope, clearly marked as "Cost Proposal," submit one (1) original and one (1) copy of your Cost Proposal for this RFP.

1.9.7 Soft Copy. Include with your original hard copy Proposal submission, on a CD, an electronic file of your Technical and Cost Proposals as well as all forms, attachments, exhibits, etc.

1.9.8 Modification. Offers may be modified or withdrawn only by written notice, provided such notice is received prior to the Proposal Due Date.

1.9.9 Receipt of Proposals. The only acceptable evidence to establish the time of receipt of Proposals at the City Clerk's Office is the time-date stamp of that Office on the Proposal wrapper or other documentary evidence of receipt maintained by that Office.

1.9.10 Acknowledgment of Addenda to the Request for Proposals. Receipt of Addenda to this RFP by an Offeror must be acknowledged a) by signing and returning the Addenda, or b) by letter. Such acknowledgment may be submitted with the offer. Such acknowledgment must be received prior to the hour and date specified for receipt of offers.

1.10 Modifications to Scope of Services: In the event that sufficient funds do not become available to complete each task in the Scope of Services, the Scope of Services may be amended, based upon the cost breakdown required in the Cost Proposal.

1.11 Draft Agreement: A copy of the Draft Agreement to be entered into is included in the RFP. Please state that you accept the terms and conditions of the Draft Agreement, or note exceptions.

1.12 Evaluation period: The City reserves the right to analyze, examine and interpret any offer for a period of ninety (90) days after the hour and date specified for the receipt of offers.

1.13 Evaluation Assistance: The City of Albuquerque, in evaluating proposals, reserves the right to use any assistance deemed advisable, including City contractors and consultants.

1.14 Rejection and Waiver: The City reserves the right to reject any or all offers and to waive informalities and minor irregularities in offers received.

1.15 Debarment of Offeror: Any proposal received from an Offeror that is, at the time of submitting its proposal or prior to receipt of award of a contract, debarred by or otherwise ineligible to receive funds from any agency of the federal government, the State of New Mexico, any local public body of the State, or any state of the United States, shall be rejected.

1.16 Award of Contract:

1.16.1 When Award Occurs: Award of contract occurs when a Purchase Order is issued or other evidence of acceptance by the City is provided to the Offeror. A Recommendation of Award does not constitute award of contract.

1.16.2 Award: If a contract is awarded, it shall be awarded to the responsive and responsible Offeror whose offer conforming to the Request for Proposals will be most advantageous to the City as set forth in the Evaluation Criteria.

1.16.3 Debarment/Cancellation of Contract: Upon receipt of notice of debarment of an Offeror awarded a contract as a result of this RFP (the "Contractor"), or other ineligibility of the Contractor to receive funds from any agency of the federal government, the State of New Mexico, any local public body of the State, or any state of the United States, the City shall have the right to cancel the contract with the Contractor resulting from this RFP for cause in accordance with the terms of said contract.

1.17 Cancellation: This Request for Proposals may be canceled and any and all proposals may be rejected in whole or in part when it is in the best interest of the City.

1.18 Negotiations: Negotiations may be conducted with the Offeror(s) recommended for award of contract.

1.19 City-Furnished Property: No material, labor, or facilities will be furnished by the City unless otherwise provided for in this Request for Proposals.

1.20 Proprietary Data: The file and any documents relating to this RFP, including the proposals submitted by Offerors, shall be open to public inspection after the recommendation of award of a contract has been signed by the Mayor, or his designee. An Offeror may designate trade secrets or other proprietary data to be confidential by separating that material from the Offeror's main proposal, marking it as "Confidential" and uploading it separately from its main proposal submitted

in response to this RFP. **Pricing and makes and models or catalog numbers of items offered, delivery terms, and terms of payment should not be so designated.** The City of Albuquerque will endeavor to restrict distribution of material separated, designated as “Confidential” and provided separately to only those individuals involved in the review and analysis of the proposals. If a request for inspection of records under the New Mexico Inspection of Public Records Act (Sections 14-2-1 et seq, NMSA 1978) is received, however, which request encompasses such materials, they will be disclosed. The City assumes no responsibility to maintain the confidentiality of any materials submitted in response to this RFP.

1.21 Preferences: Preferences for local, small and resident businesses may be available under the City of Albuquerque Public Purchases Ordinance, for this procurement. See Part 5 of this Request for Proposals for additional information.

1.22 REQUEST FOR PROPOSALS (RFP) PROTEST PROCESS:

1.22.1 When: If the protest concerns the specifications for a competitive solicitation or other matters pertaining to the solicitation documents, it must be received by the Purchasing Officer no later than ten working days prior to the deadline for the receipt of offers.

1.22.2 Recommendation of Award: If the protest concerns other matters relating to this solicitation, the protest must be filed within ten working days after the receipt of notice of the Recommendation of Award.

1.22.3 Timely Protests: Protests must be received by the Purchasing Officer prior to the appropriate deadline as set out herein, or they will not be considered valid. The Purchasing Officer may waive the deadline for good cause, including a delay caused by the fault of the City. Late delivery by the U.S. Postal Service or other carrier shall not be considered good cause.

1.22.4 How to File: Any Offeror who is aggrieved in connection with a competitive solicitation or recommendation of award of a contract may protest to the City Purchasing Officer. The protest shall be addressed to the Purchasing Officer, must be submitted in written form and must be legible. Protests may be hand-delivered or mailed. Facsimile, telephonic, telegraphic or electronic protests will not be accepted.

1.22.5 Required Information: The protest shall contain at a minimum the following;

- The name and address of the protesting party;
- The number of the competitive solicitation;
- A clear statement of the reason(s) for the protest;
- Details concerning the facts, which support the protest;
- Attachments of any written evidence available to substantiate the claims of the protest; and
- A statement specifying the ruling requested.

1.22.6 Address Letters and Envelopes as Follows:

- City of Albuquerque
 - Purchasing Division
 - PO Box 1293
 - Albuquerque, New Mexico 87103
- RFP Number
PROTEST

1.22.7 Protest Response by Purchasing Officer: All protests will be responded to by the Purchasing Officer upon evaluation. The Purchasing Officer will, after evaluation of a protest, issue a response. Only the issues outlined in the written protest will be considered by the Purchasing Officer.

1.22.8 Protest Hearing: If a hearing is requested, the request must be included in the protest and received within the time limit to be allowed. The filing fee of twenty dollars (\$20.00) must accompany the request for hearing. Only the issues outlined in the protest will be considered by the Purchasing Officer, or may be raised at a protest hearing. The granting of a hearing shall be at the discretion of the Purchasing Officer following review of the request.

1.23 INSURANCE:

1.23.1 General Conditions: The City will require the successful Offeror, referred to as the Contractor, to procure and maintain at its expense during the term of the contract resulting from the RFP, insurance in the kinds and amounts hereinafter provided with insurance companies authorized to do business in the State of New Mexico, covering all operations of the Contractor under the contract. Upon execution of the contract and on the renewal of all coverages, the Contractor shall furnish to the City a certificate or certificates in form satisfactory to the City showing that it has complied with these insurance requirements. All certificates of insurance shall provide that thirty (30) days written notice be given to the Risk Manager, Department of Finance and Administrative Services, City of Albuquerque, P.O. Box 470, Albuquerque, New Mexico, 87103, before a policy is canceled, materially changed, or not renewed. Various types of required insurance may be written in one or more policies. With respect to all coverages required other than professional liability or workers' compensation, the City shall be named an additional insured. All coverages afforded shall be primary with respect to operations provided.

1.23.2 Approval of Insurance: Even though the Contractor may have been given notice to proceed, it shall not begin any work under the contract resulting from this RFP until the required insurance has been obtained and the proper certificates (or policies) filed with the City. Neither approval nor failure to disapprove certificates, policies, or the insurance by the City shall relieve the Contractor of full responsibility to maintain the required insurance in full force and effect. If part of the contract is sublet, the Contractor shall include any or all subcontractors in its insurance policies, or require the subcontractor to secure insurance to protect itself against all hazards enumerated herein, which are not covered by the Contractor's insurance policies.

1.23.3 Coverage Required: The kinds and amounts of insurance required are as follows:

1.23.3.1 **Commercial General Liability Insurance.** A commercial general liability insurance policy with combined limits of liability for bodily injury or property damage as follows:

\$1,000,000	Per Occurrence
\$1,000,000	Policy Aggregate
\$1,000,000	Products Liability/Completed Operations
\$1,000,000	Personal and Advertising Injury
\$ 50,000	Fire Legal
\$ 5,000	Medical Payments

Said policy of insurance must include coverage for all operations performed for the City by the Contractor and contractual liability coverage shall specifically insure the hold harmless provisions of the contract resulting from this RFP.

1.23.3.2 **Automobile Liability Insurance.** A comprehensive automobile liability insurance policy with liability limits in amounts not less than \$1,000,000 combined single limit of liability for bodily injury, including death, and property damage in any one occurrence. The policy must include coverage for the use of all owned, non-owned, hired automobiles, vehicles and other equipment both on and off work.

1.23.3.3 **Workers' Compensation Insurance.** Workers' compensation insurance policy for the Contractor's employees, in accordance with the provisions of the Workers' Compensation Act of the State of New Mexico, (the "Act"). If the Contractor employs fewer than three employees and has determined that it is not subject to the Act, it will certify, in a signed statement, that it is not subject to the Act. The Contractor will notify the City and comply with the Act should it employ three or more persons during the term of the contract resulting from this RFP.

1.24.4 Increased Limits: During the life of the contract the City may require the Contractor to increase the maximum limits of any insurance required herein. In the event that the Contractor is so required to increase the limits of such insurance, an appropriate adjustment in the contract amount will be made.

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PART 2 PROPOSAL FORMAT

2.1 Technical Proposal Format, Section One

2.1.1 Offeror Identification: State name and address of your organization or office and nature of organization (individual, partnership or corporation, private or public, profit or non-profit). Subcontractors if any must be identified in a similar manner. Include name and telephone number of person(s) in your organization authorized to execute the Draft Agreement. Submit a statement of compliance with all laws stated herein. Submit a statement of agreement of the terms and conditions of the Draft Agreement; state exceptions. Show receipt of Addenda if applicable. Provide a statement or show ability to carry the insurance specified.

2.1.2 Experience:

2.1.2.1 Current Experience. State relevant experience of the company and person(s) who will be actively engaged in the proposed project, including experience of subcontractors. Submit resumes for the individuals who will be performing the services for the City.

2.1.2.2 Past Experience. Describe a minimum of three (3) projects of similar scope and size, which are now complete; state for whom the work was performed, year completed, and a reference person who can be contacted regarding the work. References must be for work performed in the past three to five (3 to 5) years. State relevant experience with other municipalities or government entities.

2.1.3 Proposed Approach to Tasks: Discuss fully your proposed approach to each of the tasks described in Part 3, Scope of Services. Use charts to illustrate the number of hours dedicated to each task and who will be performing each task [individual(s)/firm(s)]. Reference Appendix A, attached hereto, without stating the price structure.

2.1.4 Management Summary: Describe individual staff and subcontractor's responsibilities with lines of authority and interface with the City of Albuquerque staff. Describe resources to be drawn from in order to complete tasks.

2.2 Cost Proposal Format, Section Two

2.2.1 Total Cost: Submit your Cost Proposal separately from your technical proposal.

2.2.2 The cost proposal should contain at least the following information:

- The cost for the entire project broken down by phases and activities or steps as reflected on your proposed project schedule.

- Estimated periodic billing to the City based on the cost of the deliverable items.
- Cost or pricing details on fees and other anticipated charges relating to each project phase. This might include, but is not limited to:
 - Hours by category, hourly rates, and total labor broken out by professional and other labor. Rates are to include all overhead and profit.
 - Purchased materials, unit costs, and quantities.
 - Anticipated travel, lodging, and other direct expenses.
 - Subcontract costs, if applicable.

2.2.3 Offerors should show detailed costs and anticipated hours as described in your proposed project schedule dedicated to each project phase as listed in the specifications.

2.2.4 All Costs: All costs to be incurred and billed to the City should be described by the Offeror for each item, to allow for a clear evaluation and comparison, relative to other offers received. All costs should include any applicable gross receipts taxes. The Offeror should understand that the City will not pay for any amounts not included in the cost proposal -- for example, insurance or taxes -- and that liability for items not included remains with the Offeror.

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PART 3 SCOPE OF SERVICES

3.1.1 The Designer will:

1. Review all pertinent materials relating to exhibit planning and content development, and other relevant material provided by the Museum.
2. Develop a projected exhibition construction schedule, based on the Museum's desired opening date, for designing, fabricating and installing the exhibition, noting major deadlines and expected completion dates for major project components.
3. Work closely with the Exhibit Team to develop and monitor the exhibition budget and maintain the exhibition construction schedule to meet the opening date.
4. Provide comprehensive exhibition design services that includes the development of all exhibit-related areas, including media, interactive components, and the creation of drawings, plans, elevations and specifications. The Museum shall review and approve the submissions at each phase of the design process.
5. Work collaboratively with the Exhibit Team, and project stakeholders, to develop a rich and engaging audience-centered visitor experience that is aligned with the goals and outcomes identified in this document, and in other Museum planning materials.
6. Produce concept drawings and/or related presentation material to assist the fundraising efforts of the Albuquerque Museum Foundation.
7. Work with the Exhibit Team to prototype and evaluate selected exhibition components with our target audiences.
8. Work closely with the Museum's Exhibitions Department to identify portions of the exhibition that can be fabricated in-house. The department houses a full woodworking shop, small steel fabrication shop, large format mounting and laminating equipment, among other things. The staff has expertise in design, carpentry, mount making, graphic production, budgeting, and production coordination, among other things.
9. Develop a bid package, including construction drawings and specifications, for fabrication and installation of all exhibition components, and work with the exhibit team during the bidding and contracting process.
10. Work with the Exhibit Team to identify any New Mexico-based firms that might provide specialized services, e.g., media, computer software, hands-on components.
11. Coordinate the fabrication/construction processes, overseeing the work of all fabricators with assistance from the Exhibit Team.

12. Provide estimated schedules for maintenance of exhibit components and provide estimates of annual maintenance costs covering a period of five years after the opening of the exhibition.
13. Maintain regular communications with the Exhibit Team throughout the design, fabrication and installation process by means of telephone, email and on-site meetings.

3.1.2 Proposal Requirements and Submissions

In order to be considered for this project your proposal must include, in this order, the following submissions:

1. A summary of your firm's background, resources, and relevant experience, and a brief narrative on why your firm is the most qualified to undertake this project.
2. A description of at least three exhibitions of a similar size and scope that were designed by the firm in the last three to five years, and which featured a significant amount of engaging and effective exhibitry, including interactive and media, in a history or cultural museum setting. It is strongly preferred that all of the examples cited be completed projects, including the production and installation phases. At a minimum, two projects must already be completed and the third must be at least in the design development phase.
3. A brief description of your vision of a meaningful, engaging and educational 21st -century city history exhibition that appeals to a multicultural population, families and school audiences—and encourages visitors to be actively involved, and not just passive recipients of information.
4. A proposed project schedule, including phases and milestones, a preliminary plan of work and associated deliverables, a breakdown of fees and any other anticipated charges, and any perceived red flags or concerns relating to our project schedule or budget.
5. A brief description of your current and anticipated workload for August 2012-December 2013, with an explanation about how this project fits into your scheduled activities.
6. A description of the roles and qualifications of all personnel who will be directly involved with this project.
7. References from past projects.

Shortlist Selection Process: The Evaluation Committee will establish a short list of finalists. All responsive proposals will be reviewed and initially scored according to the Evaluation Criteria included in this request for proposals. The totals from that scoring will result in the short list of finalists.

Notice to Finalists: Offerors with the highest scored proposals will be notified and will be invited to interview with the Evaluation Committee. A date and time will be scheduled for finalist interviews.

Interviews of Finalists: The Evaluation Committee will interview each finalist. Interviews will be limited to 90 minutes and all interviewees will be evaluated and scored by the Committee. If, for any reason, the Committee does not feel that any of the finalists should receive the awards of the contract, it shall not be awarded.

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PART 4 EVALUATION OF OFFERS

4.1 Selection Process. The Mayor of Albuquerque shall name, for the purpose of evaluating the proposals, an Ad Hoc Advisory Committee. On the basis of the evaluation criteria established in this RFP, the committee shall submit to the Mayor a list of qualified firms in the order in which they are recommended. Proposal documentation requirements set forth in this RFP are designed to provide guidance to the Offeror concerning the type of documentation that will be used by the Ad Hoc Advisory Committee. Offerors should be prepared to respond to requests by the Purchasing Office on behalf of the Ad Hoc Advisory Committee for oral presentations, facility surveys, demonstrations or other areas deemed necessary to assist in the detailed evaluation process. Offerors are advised that the City, at its option, may award this request on the basis of the initial offers.

4.2 Evaluation Criteria. The following general criteria, not listed in order or significance, will be used by the Ad Hoc Advisory Committee in recommending contract award to the Mayor. The proposal factors will be rated on a scale of **0-1000** with weight relationships as stated below.

4.2.1 Evaluation Factors

100 - The Offeror's general approach and plans to meet the requirements for this request for proposal.

300 - The Offeror's past performance on projects of similar size, scope, intent and complexity, and its demonstrated ability to serve as creative partners with clients in the collaboration of compelling and meaningful visitor experiences. Preference will be given to firms that have a proven track record of outstanding communication (including good listening skills), problem solving, creativity, flexibility, patience and effective collaboration with clients and project teams.

200 - The Offeror's proposed project schedule and plan of work to reach the project goals and meet the required schedule.

200 - The experience and qualifications of the personnel who will be directly involved in the project and the adequacy of proposed project management and resources to be utilized by the Offeror.

100 - The overall ability of the Offeror, as judged by the evaluation committee, to successfully complete the project within the proposed schedule.

100 - Cost Proposal: The fees proposed by the Offeror as described in Section 2.2 of this RFP to perform the tasks listed in Part 3, Scope of Services.

4.2.2 Cost/Price Factors: The evaluation of cost factors in the selection will be determined by a cost/price analysis using your proposed figures. Please note that the lowest cost is not the sole criterion for recommending contract award.

4.2.3 Cost Evaluation. The cost/price evaluation will be performed by the City Purchasing Division or designee. A preliminary cost review will ensure that each Offeror has complied with all cost instructions and requirements. In addition, proposals will be examined to ensure that all proposed elements are priced and clearly presented. Cost proposals that are incomplete or reflect significant inconsistencies or inaccuracies will be scored accordingly or may be rejected by the Ad Hoc Advisory Committee if lacking in information to determine the value/price/cost relative to the services proposed.

4.3 Preferences. Preferences for local, small and resident (state) businesses may be available under the City of Albuquerque Public Purchases Ordinance, for this procurement. See Part 5 of this Request for Proposals for additional information.

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**PART 5 - Instructions for PREFERENCE CERTIFICATION FORM
For Local, Small or Resident Business Preferences
(Goods & Services)**

1. ALL INFORMATION MUST BE PROVIDED. A 5% small business preference and a 5% local preference or resident business preference are available for this procurement. To qualify, an Offeror **MUST** complete and submit this Form **WITH ITS OFFER**. If an offer is received without the Form attached, completed, signed and certified, or if the Form is received without the required information, the preference will not be applied. **THE FORM OR A CORRECTED FORM WILL NOT BE ACCEPTED AFTER THE DEADLINE FOR RECEIPT OF BIDS OR PROPOSALS.**

2. PHYSICAL LOCATION MUST BE STATED. To qualify for the small business or local preference, a business must have its principal office and place of business in the Greater Albuquerque Metropolitan Area. The business location inserted on the Form must be a physical location, street address or such. **DO NOT** use a post office box or other postal address.

3. FORM MUST BE COMPLETED BY PRINCIPAL OFFEROR. This Form must be completed for the Principal Offeror or one of the Principal Offerors if the Offeror is a joint venture or partnership, by an individual authorized to sign for the Offeror. Subcontractors of the Offeror may not qualify an offer for a preference and should not complete or submit the Form.

4. APPLICATION OF PREFERENCES. The small business preference and the local business preference will be applied to all offers submitted by eligible small businesses. The local preference only will be applied to all offers submitted by eligible local businesses which are not small businesses. If there are no offers submitted in response to a solicitation that are eligible for the local preference, then the Resident Business Preference will be applied to any offers submitted which have provided a valid, State of New Mexico-issued, Resident Business or Resident Manufacturer Certification Number.

5. DEFINITIONS. The following definitions apply:

- The Greater Albuquerque Metropolitan Area includes all locations within the City of Albuquerque and Bernalillo County.
- A local business is a business with its principal office and place of business in the Greater Albuquerque Metropolitan Area.
- A small business is a local business which employs an average of fewer than 50 full-time employees in a calendar year. The calendar year immediately prior to the request for the preference should be used.
- A principal office is the main or home office of the business as identified in tax returns, business licenses and other official business documents.
- A place of business is a location where the business conducts its daily operations, for the general public, if applicable.
- A full-time employee is an employee of the business who is hired to work at least forty (40) hours per week, whether in a permanent, temporary or seasonal status. If all full-time employees of the business are hired to work a shorter work week, the City's Purchasing Officer may reduce this requirement, upon receipt of adequate documentation.

6. ADDITIONAL DOCUMENTATION. If requested, a business will be required to provide, within three working days of receipt of the request, documentation to substantiate the information provided on the Form. The City's Purchasing Officer shall determine the sufficiency of such documentation.

PREFERENCE CERTIFICATION FORM
For Local, Small or Resident Business Preferences
(Goods & Services)

RFP/RFB NO: P2012000033

Business Name:

Principal Office:

Street Address	City	State	Zip code
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Place of Business:

Street Address	City	State	Zip code
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If your Principal Office and Place of Business are in the Greater Albuquerque Metropolitan Area (see definitions in Instructions attached), please provide the following information:

Average Number of Full-time Employees over the Prior Calendar Year: SELECT ONE

- 0 – 49 employees.
- 50 employees or more.



If applicable, insert State of New Mexico Resident Business or Resident Manufacturer Certification Number: _____

CERTIFICATION

I hereby certify that the business set out above is the principal Offeror submitting this offer or is one of the principal Offerors jointly submitting this offer (e.g. as a partnership, joint venture). I hereby certify that the information which I have provided on this Form is true and correct; that I am authorized to sign on behalf of the business set out above and, if requested by the City, will provide, within 3 working days of receipt of notice, the necessary documents to substantiate the information provided on this Form.

Signature of Authorized Individual: _____

Printed Name: _____

Title: _____

Date: _____

YOU MUST RETURN THIS FORM WITH YOUR OFFER

**PART 6
DRAFT AGREEMENT**

THIS AGREEMENT is made and entered into this ___ day of _____, 20__ by and between the City of Albuquerque, New Mexico a municipal corporation, (hereinafter referred to as the "City"), and _____, hereinafter referred to as the "Contractor"), a _____, whose address is _____.

RECITALS

WHEREAS, the City issued a Request For Proposals for the Cultural Services Department, Museum Division, P2012000033, titled "Albuquerque Museum History Exhibit Design", which is Exhibit A to this Agreement; and

WHEREAS, the Contractor submitted its proposal, dated _____, in response to RFP P2012000033, which proposal is Exhibit B to this Agreement; and

WHEREAS, the City desires to engage the Contractor to render certain services in connection therewith, and the Contractor is willing to provide such services.

NOW, THEREFORE, in consideration of the premises and mutual obligations herein, the parties hereto do mutually agree as follows:

1. Scope of Services. The Contractor shall perform the following services (hereinafter the "Services") in a satisfactory and proper manner, as determined by the City:

Provide **museum exhibit design services** in accordance with Exhibit A as supplemented by Exhibit B.

2. Time of Performance. Services of the Contractor shall commence on the date of final execution of this Agreement and shall be undertaken and completed in such sequence as to assure their expeditious completion in light of the purposes of this Agreement; provided, however, that in any event, all of the Services required hereunder shall be completed within _____ years of the date of execution of this Agreement. This Agreement may be extended for up to _____ additional one-year periods upon written agreement of the parties.

3. Compensation and Method of Payment.

A. Compensation. For performing the Services specified in Section 1 hereof, the City agrees to pay the Contractor up to the amount of _____ Dollars (\$_____), which amount includes any applicable gross receipts taxes and which amount shall constitute full and complete compensation for the Contractor's Services under this Agreement, including all expenditures made and expenses incurred by the Contractor in performing such Services.

B. Method of Payment. Such amount shall be paid to the Contractor in installments, which include any applicable gross receipts taxes, as follows: TBD. Payments shall be made to the Contractor upon completion of each task, upon receipt by the City of a properly documented requisition for payment as determined by the budgetary and fiscal guidelines of the City and on the condition that the Contractor has accomplished the Services to the satisfaction of the City.

C. Appropriations. Notwithstanding any other provisions in this Agreement, the terms of this Agreement are contingent upon the City Council of the City of Albuquerque making the appropriations necessary for the performance of this Agreement. If sufficient appropriations and authorizations are not made by the City Council, this Agreement may be terminated at the end of the City's then current fiscal year upon written notice given by the City to the Contractor. Such event shall not constitute an event of default. All payment obligations of the City and all of its interest in this Agreement will cease upon the date of termination. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final.

4. Independent Contractor. The Contractor is considered as an independent contractor at all times in the performance of the services described in Section 1. The Contractor further agrees that neither it nor its employees are entitled to any benefits from the City under the provisions of the Workers' Compensation Act of the State of New Mexico, or to any of the benefits granted to employees of the City under the provisions of the Merit System Ordinance as now enacted or hereafter amended.

5. Personnel.

A. The Contractor represents that it has, or will secure at its own expense, all personnel required in performing all of the Services required under this Agreement. Such personnel shall not be employees of or have any contractual relationships with the City.

B. All the Services required hereunder will be performed by the Contractor or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized or permitted under state and local law to perform such Services.

C. None of the work or Services covered by this Agreement shall be subcontracted without the prior written approval of the City. Any work or Services subcontracted hereunder shall be specified by written contract or agreement and shall be subject to each provision of this Agreement.

6. Indemnity. The Contractor agrees to defend, indemnify and hold harmless the City and its officials, agents and employees from and against any and all claims, actions, suits or proceedings of any kind brought against said parties because of any injury or damage received or sustained by any person, persons or property to the extent arising out of or resulting from the negligent acts, errors, omissions, and performance by the Contractor under this Agreement or by reason of any asserted act or omission, neglect or misconduct of the Contractor or Contractor's

agents or employees or any subcontractor or its agents or employees. The indemnity required hereunder shall not be limited by reason of the specification of any particular insurance coverage in this Agreement.

7. **Insurance.** The Contractor shall not commence any work under this Agreement until the insurances required in Exhibit A, Section 1.25, have been obtained and the proper certificates (or policies) have been submitted to the City.

8. **Discrimination Prohibited.** In performing the Services required hereunder, the Contractor shall not discriminate against any person on the basis of race, color, religion, gender, sexual preference, sexual orientation, national origin or ancestry, age, physical handicap or disability, as defined in the Americans with Disabilities Act of 1990, as currently enacted or hereafter amended.

9. **ADA Compliance.** In performing the Services required hereunder, the Contractor agrees to meet all the requirements of the Americans with Disabilities Act of 1990 (the "ADA"), which are imposed directly on the Contractor or which would be imposed on the City as a public entity. The Contractor agrees to be responsible for knowing all applicable rules and requirements of the ADA and to defend, indemnify and hold harmless the City, its officials, agents and employees from and against any and all claims, actions, suits or proceedings of any kind brought against said parties as a result of any acts or omissions of the Contractor or its agents in violation of the ADA.

10. **Reports and Information.** At such times and in such forms as the City may require, there shall be furnished to the City such statements, records, reports, data and information, as the City may request pertaining to matters covered by this Agreement. Unless authorized by the City, the Contractor will not release any information concerning the work product including any reports or other documents prepared pursuant to the Agreement until the final product is submitted to the City.

11. **Open Meetings Requirements.** Any nonprofit organization in the City which receives funds appropriated by the City, or which has as a member of its governing body an elected official, or appointed administrative official, as a representative of the City, is subject to the requirements of §2-5-1 *et seq.* R.O.A. 1994, Public Interest Organizations. The Contractor agrees to comply with all such requirements, if applicable.

12. **Establishment and Maintenance of Records.** Records shall be maintained by the Contractor in accordance with applicable law and requirements prescribed by the City with respect to all matters covered by this Agreement. Except as otherwise authorized by the City, such records shall be maintained for a period of three (3) years after receipt of final payment under this Agreement.

13. **Audits and Inspections.** At any time during normal business hours and as often as the City may deem necessary, there shall be made available to the City for examination all of the Contractor's records with respect to all matters covered by this Agreement. The Contractor

shall permit the City to audit, examine, and make excerpts or transcripts from such records, and to make audits of all contracts, invoices, materials, payrolls, records of personnel, conditions of employment and other data relating to all matters covered by this Agreement. The Contractor understands and will comply with the City's Accountability in Government Ordinance, §2-10-1 et seq. R.O.A. 1994, and also agrees to provide requested information and records and appear as a witness in hearings for the City's Board of Ethics and Campaign Practices pursuant to Article XII, Section 8 of the Albuquerque City Charter.

14. Publication, Reproduction and Use of Material. No material produced in whole or in part under this Agreement shall be subject to copyright in the United States or in any other country. The City shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data or other materials prepared under this Agreement.

15. Compliance with Laws. In providing the Scope of Services outlined herein, the Contractor shall comply with all applicable laws, ordinances, and codes of the federal, State, and local governments.

16. Changes. The City may, from time to time, request changes in the Scope of Services of the Contractor to be performed hereunder. Such changes, including any increase or decrease in the amount of the Contractor's compensation, which are mutually agreed upon by and between the City and the Contractor, shall be incorporated in written amendments to this Agreement.

17. Assignability. The Contractor shall not assign any interest in this Agreement and shall not transfer any interest in this Agreement (whether by assignment or novation), without the prior written consent of the City thereto.

18. Termination for Cause. If, through any cause, the Contractor shall fail to fulfill in a timely and proper manner its obligation under this Agreement or if the Contractor shall violate any of the covenants, agreements, or stipulations of this Agreement, the City shall thereupon have the right to terminate this Agreement by giving five (5) days written notice to the Contractor of such termination and specifying the effective date of such termination. In such event, all finished or unfinished documents, data, and reports prepared by the Contractor under this Agreement shall, at the option of the City, become its property, and the Contractor shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder. Notwithstanding the above, the Contractor shall not be relieved of liability to the City for damages sustained by the City by virtue of any breach of this Agreement by the Contractor, and the City may withhold any payments to the Contractor for the purposes of set-off until such time as the exact amount of damages due the City from the Contractor is determined.

19. Termination for Convenience of City. The City may terminate this Agreement at any time by giving at least fifteen (15) days notice in writing to the Contractor. If the Contractor is terminated by the City as provided herein, the Contractor will be paid an amount which bears the same ratio to the total compensation as the Services actually performed bear to

the total Services of the Contractor covered by this Agreement, less payments of compensation previously made. If this Agreement is terminated due to the fault of the Contractor, the preceding section hereof relative to termination shall apply.

20. Construction and Severability. If any part of this Agreement is held to be invalid or unenforceable, such holding will not affect the validity or enforceability of any other part of this Agreement so long as the remainder of the Agreement is reasonably capable of completion.

21. Enforcement. The Contractor agrees to pay to the City all costs and expenses including reasonable attorney's fees incurred by the City in exercising any of its rights or remedies in connection with the enforcement of this Agreement.

22. Entire Agreement. This Agreement contains the entire agreement of the parties and supersedes any and all other agreements or understandings, oral or written, whether previous to the execution hereof or contemporaneous herewith. Exhibits A and B, attached hereto, are hereby made a part of this Agreement.

24. Applicable Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of New Mexico, and the laws, rules and regulations of the City of Albuquerque.

25. Approval Required. This Agreement shall not become effective or binding until approved by the City's Chief Administrative Officer.

IN WITNESS WHEREOF, the City and the Contractor have executed this Agreement as of the date first above written.

CITY OF ALBUQUERQUE

CONTRACTOR:

Approved By:

By: _____

Chief Administrative Officer

Title: _____

Date: _____

Date: _____

_____, **Director**

Department _____

Date: _____