



## REQUEST FOR PROPOSALS

To design and provide implementation strategy for Campus-wide Enhancements to Casual Visitor Experience at the Northwest Maritime Center.

April 10, 2017

Northwest Maritime Center

431 Water Street

Port Townsend, WA 98368

Tel 360-385-3628

Fax 360-385-4742

[www.nwmaritime.org](http://www.nwmaritime.org)

Project contacts: Jake Beattie

Phone: 360-385-3628, xt 105

E-mail: [Jake@nwmaritime.org](mailto:Jake@nwmaritime.org)

## Notice to Consultants

Notice is hereby given that the Northwest Maritime Center (“NWMC”) Port Townsend, WA will receive sealed Proposals from qualified consultants until the hour of 4pm on April 30<sup>th</sup>, 2017 at the administration office of the organization located on the Second Floor of the Weissblum Heritage Building at

431 Water Street

Port Townsend, WA 98368

for the project known as: Plan to Enhance Casual Visitor Experience.

The objective is to develop a comprehensive plan for the physical development of a variety of elements designed to encourage the casual visitor to the Northwest Maritime Center to become more engaged with the mission, facilities, and services of the NWMC. Elements of a proposal should include, by way of example, enhanced signage and wayfinding, and conceptual design and location of interactive exhibits (for example a mast with rigging lines), rotating activities (such as Native American canoe carving), and interpretive displays for upcoming events and programs (such as the Wooden Boat Festival, Race to Alaska, navigation classes, etc.) as well as location and display of maritime heritage exhibits (such as ship models, art, dioramas, etc.)

The Project Manager and Primary Point of Contact is: Jake Beattie, [Jake@nwmaritime.org](mailto:Jake@nwmaritime.org), 360-385-3628 xt 105

The Alternate Point of Contact is: Anika Colvin [Anika@nwmaritime.org](mailto:Anika@nwmaritime.org), 360-385-3628 xt110

An optional informational conference for prospective proposal submitters will be held at NWMC at 3pm on April 18, where interested consultants will be briefed on the project and provided a tour of the facility.

A written summary of the materials presented and answers to questions raised at the conference will be emailed to participants and others who may not be able to attend but have signed up to receive information.

Written (emailed) inquiries received prior to the informational conference will be addressed. Questions may be submitted to the Project Manager up to 5pm on April 23 before Proposals are due in order to allow time to respond to the questions with copies to all parties. If a firm is not able to be represented at the informational conference and wants to be added to the informational list, please provide all contact information including email address to the Project Manager and Alternate.

Proposals may be mailed or delivered but must be received by the Project Manager by the previously stated date and time. One (1) unbound original and three (3) bound copies of Proposals must be submitted in writing and in a sealed envelopes or boxed addressed to the Project Manager and with the project name clearly labeled on the envelope or box. Faxed, emailed or electronically transmitted documents will not be accepted. See the Full Request for Proposals for details.

Proposals will be reviewed and rated by the Project Manager and other project team members with the emphasis on experience with projects of a similar nature and proposal methodology for plan development as well as estimated cost. Selected firms may be asked to provide an oral presentation and interview before a final selection is made.

The NWMC will be sole judge in the selection of a consultant and is under no obligation to any consultant to contract pursuant to this Request for Proposals if proceeding therewith is determined to not be in the best interest of NWMC, at its sole discretion.

## Background

“The mission of the Northwest Maritime Center is to engage and educate people of all generations in traditional and contemporary maritime life, in a spirit of adventure and discovery.”

NWMC is a Washington nonprofit corporation. It owns and operates a campus located at the foot of Water Street in Port Townsend, WA. Principal components of the campus include: the Chandler Education Building (3 stories – approximately 14,600 square feet) housing a working boat shop, four classrooms and a state-of-the-art simulator for ship’s bridge operations; the Weissblum Heritage Building (2 stories – approximately 15,350 square feet); which includes a retail chandlery and gift shop, a coffee shop, a boat storage facility for non-motorized vessels, meeting rooms which can accommodate up to 300 people for events; a Maritime library and Administrative offices; the First Federal Commons, a paved waterfront gathering place (approximately 8,000 square feet); a deep-draft dock and an extensive vessel fleet utilized in programs providing educational opportunities for all ages and skill levels. NWMC presents the Wooden Boat Festival through its wholly owned subsidiary the Wooden Boat Foundation. The Festival is the largest of its kind in North America and is now in its 41<sup>st</sup> year. NWMC also operates the Race to Alaska. (A copy of the Organization’s Program Guide is available upon request and a floor plan of the campus is attached hereto).

Through this project NWMC intends to improve our campus in ways that will attract an increased number of visitors to explore our facilities in greater depth and, by doing so, make NWMC a “must see” for any tourist visiting Port Townsend, and engage more of those casual visitors in deeper involvement with our retail store, our program offerings, and public events.

## INSTRUCTIONS

- A. Interested consultants must carefully examine the requirements and conditions expressed within this document and become fully informed as to the quality and character of the information requested.
- B. One (1) unbound original copy and three (3) bound copies of Proposals must be received by 4pm local time, on May 1st, 2017 and submitted to:

Jake Beattie  
Northwest Maritime Center  
431 water st  
Port Townsend, WA 98368

**Please Note:** Any Proposals received after the stated time **WILL NOT** be accepted. Also, faxed or emailed Proposals will not be accepted.

- C. The NWMC will hold a one-time only optional project informational conference at 3pm on April 18, at the following location:

Northwest Maritime Center  
Administrative Offices, Heritage Building  
431 Water Street  
Port Townsend, WA 98368

**Please Note:** attendance at the informational conference is recommended but optional.

- D. All questions and request for information **MUST BE IN WRITING (EMAIL) AND RECEIVED NO LATER THAN 5pm on April 23<sup>rd</sup>, 2017** (local time) and submitted to the attention of the Project Manager at the following email address: [Jake@nwmaritime.org](mailto:Jake@nwmaritime.org)

The NWMC will respond to all interested parties who have registered with the Project manager by close of business on April 28<sup>th</sup>, 2017. All answers will be provided in writing. NWMC will only be bound to written answers to questions and any oral responses at any time shall be considered informational but unofficial and non-binding.

- E. The NWMC reserves the right to reject any and all submittals received in response to this Request for Proposals. The NWMC is under no obligation to award and/or enter into a contract for these services and the consultant selection may be revised at the NWMC's discretion.

- F. The Northwest Maritime Center reserves the right to assemble an appropriate team based upon qualifications.
- G. All costs associated with the preparation and submission of the Proposals shall be borne solely at the expense of the Consultant. The NWMC shall not be responsible for any costs or expense incurred by the Consultant for the preparation or mailing/shipping of their Proposals.
- H. This Request for Proposals and the interview selection processes shall in no way be deemed to create a binding contract of agreement of any kind between the NWMC and the candidate and/or selected company/vendor.
- I. The submitted Proposals should be responsive to each item elaborated within this document. Submission of excessive “boilerplate” information is discouraged, and failure to address all required items or failure to submit all required documents will disqualify a response from consideration.
- J. NWMC may select several firms for subsequent oral presentations and interviews. All firms submitting a written response will receive written notice of the award decision.
- K. All submittals and documentation received by the NWMC shall become the property of the NWMC and not returned.
- L. Any information in the Proposals that the firm desires to claim as proprietary and exempt from public disclosure shall be clearly designated. Each page claimed to be proprietary must be clearly marked by the word “Confidential” printed on it. Marking the entire document for proprietary purposes will not be honored.

## SUBMITTALS

Prepare, complete and submit a Proposal that meets the requirements of and conforms to the submission format and requirements as stated within this document. The Proposal is to include one (1) unbound original document and three (3) bound copies. Format shall be 8.5” x 11.0” with any fold-outs fitting within that dimension. Front and back covers for the bound copies shall be on hard stock; plain or colored paper on the unbound original document. Desired volume is not to exceed 25 pages, not including covers.

- A. Letter of transmittal briefly stating the firm’s understanding of the services to be performed and how they propose to meet the project outcomes. An official authorized to execute a subsequent contract must sign the letter of transmittal.
- B. A statement of the firm’s understanding of the project and approach to gathering all related information, and conceptual design, including deliverable products. The statement shall include an overall project time line with estimated milestones, deliverables, and cost.

- C. A statement of the firm's knowledge and experience with similar projects.
- D. A statement of the project team with resumes of the key individuals for the project with focus on the primary project staff and their direct experience and credentials related to projects of this nature.
- E. References of at least two projects of similar or comparable nature with names and contact information.

### SELECTION PROCESS

An evaluation Committee of the NWMC will review all received Proposals and may select one or more firms for oral presentations and interviews. Once chosen, the successful firm shall then be required to negotiate the final terms and conditions of a contract and provide all documentation required.

The Committee will use the following criteria in determining the successful firm:

- Proposed project approach, time line, and estimated cost
- Firm experience in similar projects with references
- Key project individuals' knowledge and experience in similar projects

NWMC will be the sole judge of Proposals, oral presentations and interviews. NWMC will negotiate a contract with the firm selected as best meeting the project requirements in the judgment of NWMC interests. NWMC will not be required or bound to enter into a contract with any firm and may take whatever actions deemed necessary to implement the project.

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The following General Conditions, Indemnification and Insurance, and Scope of Work will apply to any contract that is negotiated with the selected consultant. Please raise any questions or challenges to these conditions prior to or within your Proposal.

### General Conditions

- A. The NWMC reserves the right to cancel any contract if and when it feels services rendered are unsatisfactory. The NWMC shall be the sole judge in this matter.
- B. The NWMC reserves the right to charge the consultant with any and all costs incurred or retain/deduct the amount of such costs incurred from any monies due, or which may become due under this contract.
- C. The selected firm shall furnish all supervision, technical personnel, labor, materials, tools, equipment and services, including utility and transportation services, and perform and complete all work as described within the negotiated Scope of Work.
- D. AWARD OF CONTRACT

The award of contract, if it is awarded, will be to the selected firm whose qualifications indicate the award will be in the best interest of the NWMC and whose Proposal shall comply with the requirements and specifications detailed within this document.

All contracts negotiated by the NWMC shall be subject to final approval by the NWMC Board unless the Board members waive such approval. Immediately after the notice of award, the selected firm shall begin planning in conjunction with the NWMC's staff to insure fulfillment of all obligations.

E. RIGHT TO REJECT

The NWMC reserves the right to waive irregularities, reject and/or accept any and all Proposals, in whole or in part, or take other such action as serves the best interests of the NWMC. Any work found to be in any way defective or unsatisfactory shall be corrected by the consultant at their own expense at the order of the NWMC. The NWMC also reserves the right to contract out services not satisfactorily completed and to purchase substitute services elsewhere.

F. EXECUTION OF CONTRACT

The selected consultant will be required to execute a Standard Contract within seven (7) business days after notification by the NWMC that contract is available and thereafter comply with the terms and conditions contained therein. No contract shall be considered binding upon the NWMC until it has been properly executed.

G. AUDIT

All project documentation and charges may be subject to audit by granting agencies and will need to be retained for seven (7) years.

## INDEMNIFICATION AND INSURANCE

A. INDEMNIFICATION

The consultant shall comply with all federal, state and local laws and ordinances (including having a local business license) applicable to the work to be done under this agreement. The consultant shall indemnify and hold the Northwest Maritime Center and its officers, employees and agents harmless from and shall process and defend at its own expense, including all costs, attorney fees and expenses relating thereto, all claims, demands or suits by law or equity arising in whole or in part, directly or indirectly, from the contractor's negligence or breach of any of its obligations under this agreement; provided that nothing herein shall require the contractor to indemnify the Northwest Maritime Center, its officers, employees, and agents based solely on their own conduct.

Claims against the Northwest Maritime Center shall include, but not limited to assertions that the use and transfer of any software, book, document, report, film, tape or sound reproduction of material of any kind, delivered hereunder, constitutes an infringement of any copyright, patent, trademark, trade name, or otherwise results in an unfair trade practice or an unlawful restraint of competition.

## SCOPE OF WORK

- A. The Scope of Work (SOW) will be negotiated with the selected consultant(s) based on their proposed approach and time line for the project.
- B. At a minimum, the SOW will address the following items:
- Familiarization with the key stakeholders; interests and needs for the project
  - Familiarization with NWMC existing facilities
  - Conceptual design of the overall facilities and examples of displays
  - Meetings with stakeholders to assure that the conceptual design meets their needs and expectations