



## Request for Proposals for Exhibit Design & Fabrication Services

Date of Solicitation: September 9, 2021

Mandatory Site Visit: September 20-24, 2021

Closing: September 30, 2021

The Winnipeg River Heritage Museum is committed to purchasing goods and services to ensure the best overall value. Procurement is conducted with due regard to applicable laws, regulations, internal policies, environmental considerations and competitive processes. Lowest submission may not necessarily be the successful candidate.

### I. Project Background and Overview

The St-Georges Historical Society Inc. is seeking proposals from firms with experience in exhibit design, fabrication and installation for approx. 5000 sq ft of WRHM exhibition space. The firm should have an informed knowledge of the importance of the Winnipeg River and its role played in the development of the Province of Manitoba:

This space is made up of a new 2500 square foot Main Gallery and a Ferry Building Gallery inside exterior walls. The exhibit stories will focus on the People of the Winnipeg River Region.

The St-Georges Pioneer Museum opened in 1970 and was destroyed by an arson fire in 2014. Construction on the new WRHM started in 2017. The campus includes two buildings (11,000 square feet) with approx. 5,000 square feet of exhibit and gallery space. The Museum staff has evolved from an all-volunteer force to a full time Director Curator and 4 part-time people during the busy tourist season.

As part of the planning process, the Museum staff and Board visited many museums to learn about current & best standards of practice to develop their Feasibility Study and Business Plan. Based on these site visits and the unexpected arson fire there emerged a plan for a new museum led by Cibinel Architects. In 2016-2017 HTFC Design was brought in to finalize the exhibits concepts, texts & budgets for the main building & the completion of the Master Plan with conceptual plans.

Completion of the entire exhibit project was expected to be a 3-phase process. For the purposes of this RFP, only part of the 2<sup>nd</sup> Phase - Design Development for the Ferry Building, not yet completed, and Phase 3, being the construction & installation Phases, is being solicited.

## **II. Historical Background and Exhibit Concept**

The new Winnipeg River Heritage Museum will tell the story of the people of the Winnipeg River. An Exhibits Concept Plan (Phase 1) has been developed for the museum by HTFC Design.

The following exhibit areas to be developed & coordinated in Phase 2 & 3 are as follows:

### **Main Building**

- Ecology Exhibit - Text Panels and recessed showcases
- First Nations Mural complete with text panels and showcase
- Paul Kane Gallery
- Greatest People of the Winnipeg River Wall- 50 ink portraits to be commissioned, framed and hung.
- Welcome Wall - taped scripts of at least 8 people representative of our communities.
- History of the Fur Trade, the Bois-Brulés forming the first Community on the shores of the Winnipeg River.
- Pioneer Exhibit with schools of the area with a focus on Residential Schools
- Agricultural Exhibit Mural - Text Panels
- Leisure & Recreation - Text Panels and showcases
- Life in a Company Town text panels and artifacts showcases.
- Sports Hall of Fame text panels and showcases.
- Community Theatre- Bowling text panels - artifacts
- Art Gallery- Glass Doors
- General Store

### **Ferry Building**

- Text Panels for Dupont Garage & mural
- Text panels for Ferry Caboose
- Text railing for handrails
- Plexiglass mimicking water installed over rocks.
- Plans & installation of 5 triangular stands along interior curved wall with recessed showcases/text panels, for industry along the Winnipeg River.
- Aviation Text and artifacts
- Pulp & Paper
- Mining

- “Hands-on” workshop/classroom area with install of screen & projector

### **Exterior Grounds**

- Text Panels for tugboats
- Landscape plan to include surfaces for walkways, parking lots, garden and directional signage.
- Trellis plans for main entrance deck
- Periscope costs & install on main deck.
- Trellis plan for ferry building deck

### **III. Target Audiences**

The exhibit must appeal to a general audience and serve the needs of teachers of social studies. The most important characteristic of the Winnipeg River’s population, its First Nations and hence its possible general audience pool, is education of the truth which will bring about reconciliation. With industry came discrimination & racism which continues today. This will present a challenge to the WRHM’s ability to develop that audience. The WRHM has a smaller than usual pool of people that fit the description of “traditional” museum goers. Among those that are in the much larger pool of non-traditional museum users, specific conditions must be present if they are to be attracted to the museum. Surveys of potential audiences in and around the region have determined that if people choose to try a new experience they are more likely to do so with their peers. They want opportunities for group activities and socializing -- there must be “things to do.” All these conditions must be present in the new exhibit if the museum hopes to attract people from this group. The new exhibit must be inviting and fun. Visitors have told us that when they come to the WRHM have been wowed! So the exhibits should also be a “wow” experience from what they have seen to date. Accommodation will be made for these conditions in the new exhibit. In addition, the exhibit environment must facilitate informal learning and avoid too many “in-your-face” didactic displays. The exhibit must also address the curriculum needs of teachers striving to meet Manitoba’s social studies standards for grades 5 and 8. School groups in these grades will be more likely to visit the exhibit if it can be used as a direct tie to classroom learning.

### **IV. Intended Project Outcomes and Measures of Success**

When it is finally completed, the new WRHM Exhibit Space is expected to result in the following:

- An immersive exhibit that conveys the essence of the history of the Winnipeg River and its people that made this region what it is today.
- Elevation of the WRHM’s exhibits to a new level of design, professionalism and impact on our audience.
- More responsiveness in the Museum’s exhibits to the needs and desires of our community through the employment of a multiple intelligence approach in the exhibit design.
- Further improvement in the WRHM’s exhibits by drawing new sponsorships for other exhibits.

- A stronger link between the WRHM and the region's communities.

The success of the exhibit will be measured by the following:

- Compliance with the results of front-end and formative evaluations conducted as a part of the design process.
- An increase in attendance to the WRHM by attracting and appealing to the Winnipeg River's non-traditional museum audience.
- Effectiveness in conveying the exhibit's learning objectives.

## **V. Project Budget**

The exhibit will be housed in the Main Gallery (2500 sq. ft.) of the WRHM and the Ferry Gallery Bldg. totaling roughly 5000 square feet. The exhibit has an estimated average budget amount of \$100 per square foot, including design costs. It is expected that some areas of the exhibit (Theatre, General Store, Life in a Company Town, Ecology & Changing River may cost considerably less than this amount given that some of the Phase 2 work has been completed.

## **VI. Project Scope**

The responsibilities of the Designer for phase two & three of the project are as follows:

Designer will review Museum's Master Plan, concept and goals to reaffirm and establish the full scope of the project. The HTFC conceptual plans for both buildings will be included.

Designer will evaluate the proposed schedule and budget as they apply to the scope of the project.

Designer will prepare plans and renderings that illustrate the key components of the exhibit, the relationships between them, and how they will be integrated into existing WRHM spaces and operation.

Designer will develop a preliminary budget for developing and installing the exhibit based on the approved concept drawings. This budget should provide line-item totals for major design, fabrication and installation categories.

Designer will develop a projected exhibit construction schedule for developing and installing the exhibit noting major deadlines and expected completion dates for major project components.

## **VII. Proposal Requirements and How to Submit**

If selected as the Designer for this project, how does it fit into your firm's current scheduled activities.

**FORMAT 1.** One signed original and four (4) complete copies of the proposal must be delivered to WRHM by 5 pm, Thursday 30, 2021. **2.** The five (5) copies should be sealed in one package with the following clearly marked on the outside of the package: "WRHM Exhibit Design & Installation Proposal."

## **VIII. Evaluation Criteria**

Proposals will be judged primarily on the submitting firm's past success in creating immersive, interactive history exhibits on time and within budget. In all cases, preference will be given to the proposal that the Museum feels will best help it achieve the Project Outcomes and Measures of Success for the completed exhibit that are detailed in Section IV above.

**IX. Expected Date of Award - October 5, 2021**

**X. Winnipeg River Heritage Museum Project Personnel**

Questions about the project or proposal submission requirements should be addressed to:

Diane Dubé - Director-Curator,  
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St-Georges, MB,  
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1-204-367-8801 Or by email to [winnipegriverheritagemuseum@gmail.com](mailto:winnipegriverheritagemuseum@gmail.com)