

Purpose

The National Marine Sanctuary Foundation is requesting proposals for a large-scale interior exhibit fabrication and installation at the Florida Keys Eco-Discovery Center in Key West, FL.

Overview

Project Background

The Florida Keys Eco-Discovery Center has been a free tourist attraction for over a decade in Key West. Our facility is the premier destination in the Florida Keys to learn about the natural environment within Florida Keys National Marine Sanctuary.

Since opening in 2007, the Center has seen nearly 750,000 visitors. This project would update the outdated interior exhibits to match the beautiful new exterior building artwork and signage, enhancing the visitor experience as well as attracting new visitors.

Need

We are seeking services from interpretive exhibit companies to construct, fabricate, install, and perform final detailing of various exhibits and panels on the interior of the visitor center. Links to draft design documents and dimensions will be provided below in the useful resources section.

Project Objective

Construct, fabricate, and install interior exhibits in three rooms of the visitor center, including a new standalone circular wall. Demolition and disposal of existing interior exhibits to be coordinated between on-site staff and contractor.

Funding Availability and Matching

The total budget for this project is not to exceed \$250,000. Upon award of the contract 30% of costs per project line item as noted in the scope of work will be provided up front, with the remaining 70% provided upon completion of each line item.

Eligibility

Must have a proven track record of doing similar projects in scope and scale, preferably in Key West or South Florida, technical ability to complete project, and cost of project.

By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. The Foundation will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

How to Apply

The National Marine Sanctuary Foundation requires responses to this RFP to be delivered electronically, via email as an Adobe™ .pdf file to rfp@marinesanctuary.org. Please include “*Interior Exhibits of Florida Keys Eco-Discovery Center*” in the subject line. **Proposals must be received electronically no later than March 31st, 2021 by 11:59 PM Eastern Standard Time.**

The National Marine Sanctuary Foundation will send a confirmation by email within five business days of receiving your submission that your proposal was received, and all files are accessible. It is the submitter’s responsibility to ensure that the Foundation receives the proposal prior to the specified closing date. Proposals submitted after the deadline will not be considered.

Proposals should include the following elements:

1. A description of the applicant with an explanation of why the applicant is qualified to complete this project;
2. A detailed budget proposal with line items for staff time, travel, supplies, and other significant budget elements. An outline of the budget can be found below in budget requirements.
3. Two examples of past work; and
4. Three references. Please include their names, email addresses, phone numbers, and a short description (1 or 2 sentences maximum) of the capacity in which you worked with them.

Questions regarding the technical requirements of this RFP may be submitted by email to John Genthert at john.genthert@noaa.gov, questions regarding the administrative requirements of this RFP may be submitted by email to dayna.mclaughlin@noaa.gov. Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—the Foundation believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated interest or have submitted a proposal.

Only the written answers issued by the Foundation will be considered official and carry weight in the RFP process and subsequent evaluation. Any verbal information received from employees or any other entity should not be considered as an official response to any questions regarding this RFP.

Period of Performance

Start Date

April 15, 2021

End Date

September 15, 2021

Scope of Work

Priority 1:

1. Construction of 8'-11' tall (with angled slope), 19'4" diameter, 6" wide walls that split into two 3" walls on one side of half circular exhibit (see attached drawings)
2. Bring in existing electrical wiring to new circular exhibit construction

3. Fabrication and installation of interactive panels and elements for half circular exhibit, including pull out cylinders, rotating tiles, and halo lit logos
4. Fabricate and install nautical themed wallpaper in the hallway to fill two wall spaces measuring 24' long and 8'4" tall
5. Fabricate and install "thank you" panel exhibit for donor wall
6. Disposal of current wallpaper and exhibit panels as needed to install new exhibit elements
7. Final detailing of project installation

Priority 2:

1. Integration of pre purchased technology (players, screens) into panels
2. Construction of floor exhibit in hallway
3. Fabrication and installation of wall exhibits in the hallway
4. Artwork on top of circular exhibit (above header)

Priority 3:

1. Fabricate 3D elements for pull out cylinders
2. Fabricate and install research diver cutout

Please draft the proposal around the design document. The design documents are found in the useful resources section. These designs are in draft form and will be finalized before fabrication is expected.

Budget Requirements

Please use the table below as a guideline to creating your budget proposal. Please be sure to list any aspects that need outside contracts for work and their estimated amount separately. Each component of the project should have its own budget line item and include a price range for each line item.

Line Items	Budget Detail	Price
Example: Exhibit Fabrication	Carpet for is \$X per unit and we need Y units	$\$X * Y = \$min - \$max$
Example: Total Labor Costs	The crew of X for Y days is estimated at \$Z	\$Z

Review Process

Evaluation Criteria

Please Include the following in the offer:

- Company Name;
- Company's POC and title;
- The POC's email address;
- Company Address;
- Company Website;
- Company Phone Number;
- Company DUNS Number; and
- Company Tax ID Number.

All applications will be screened for relevance and completeness, and will then be evaluated based on the extent to which they meet the following criteria and how they are weighted:

Technical Criteria- total 50 maximum points

- Eligibility – as noted above
- Geographic Focus – 35 East Quay Road Key West, FL 33040
- Technical Merit – Proven history of executing similar jobs with positive outcomes
- Metrics and Outcomes –
 - Material used
 - Travel and installation costs
 - Craftsmanship
 - In-house vs sub-contracting needs
- Product Sustainability – Exhibits should last at least 10 years prior to needing any maintenance, electronics excluded
 - Please demonstrate this via craftsmanship & warranties usually used.

Financial Criteria- Total of 50 maximum points

- The budget line items, details, number of priority items, and overall pricing

Application Logistics

Useful Resources

Please list any useful resources for the applicant to access.

Timeline

RFP open: March 1, 2021

RFP Due: March 31, 2021

Project Awarded: April 15, 2021

Project Completed: September 15, 2021

Notification

Selected proposal(s) will be notified by April 15, 2021 for next steps.

Additional Information

This is a Request for Proposals only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

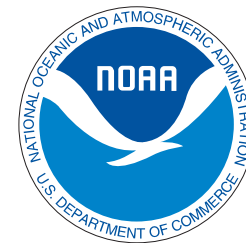
- (a) The Foundation may cancel RFP and not award;
- (b) The Foundation may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by The Foundation;
- (d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) The Foundation will not compensate offerors for a response to RFP;
- (f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
- (g) The Foundation may negotiate with short-listed offerors for their best and final offer;
- (h) The Foundation reserves the right to order additional quantities or units with the selected offer or;

- (i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
- (k) The Foundation may choose to award only part of the activities in the RFP or issue multiple awards based on multiple RFP activities;
- (l) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition;

Florida Keys Eco-Discovery Center

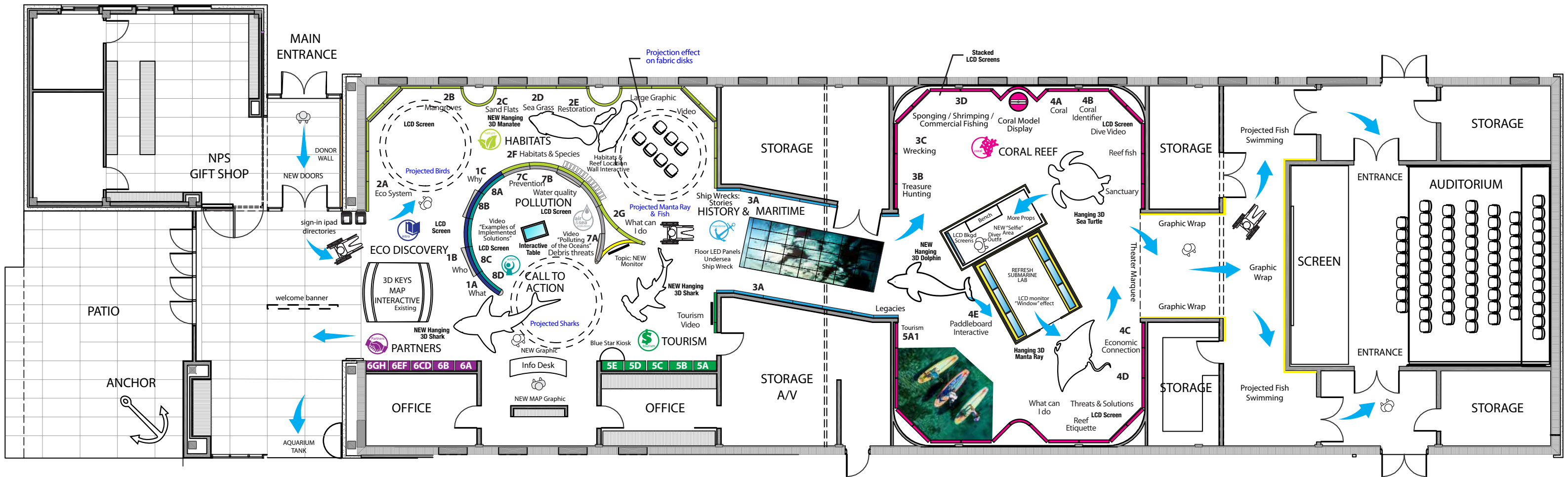
Visitor Center Renovation

Interior Concept Layout Phase 1 Updates



FLORIDA KEYS
ECO-DISCOVERY CENTER





FLORIDA KEYS ECO-DISCOVERY CENTER



ECO DISCOVERY CENTER

- 1 • 1A Visitors know what the Florida Keys National Marine sanctuary is!
- 1B Visitors understand the importance of resources to ecosystem and economy & understand threats to the sensitive ecosystem
- 1C Visitors are inspired to be stewards of the sanctuary (Call to Action!)



TOURISM

- 5 • 5A1 Responsibility
- 5A History of tourism (Flagler railroad, Great Depression, 1990s boom)
- 5B Sanctuary as an economic driver
- 5C Responsible, sustainable tourism
- 5D Blue Star programs
- 5E Mooring buoys? (sanctuary effort to protect the reefs)



HABITATS

- 2 • 2A Ecosystem
- 2B Mangroves
- 2C Sand flats
- 2D Seagrass
- 2E Restoration
- 2F Habitats & Species
- 2G What Can I DO



PARTNERS

- 6 • 6A National Park Service
- 6B National Wildlife Refuges
- 6C DEP & State Parks
- 6D Other NOAA
- 6E NMSF
- 6F FWC
- 6G how long should this list be?
- 6H Takeaway from this area: (This place is so special that there are a host of agencies and protections focused on preserving it).



HISTORY & MARITIME

- 3 • 3A Shipwrecks then and now
- 3B Treasure Hunting
- 3C Wrecking
- 3D Sponging/Shrimping/Commercial fishing



POLLUTION

- 7 • 7A Debris threats - particularly plastics
- 7B Water quality connection with Everglades/ South Florida and ocean currents
- 7C Sanctuary prevents oil exploration; responds to fuel spills and other environmental threats



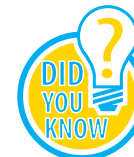
CORAL REEF

- 4 • 4A What are corals
- 4B How corals are the backbone of the ecosystem, Reef Fish, Sanctuary
- 4C Economic connection: diving, fishing
- 4D Threats/solutions
- 4E Paddleboard Interactive



CALL TO ACTION

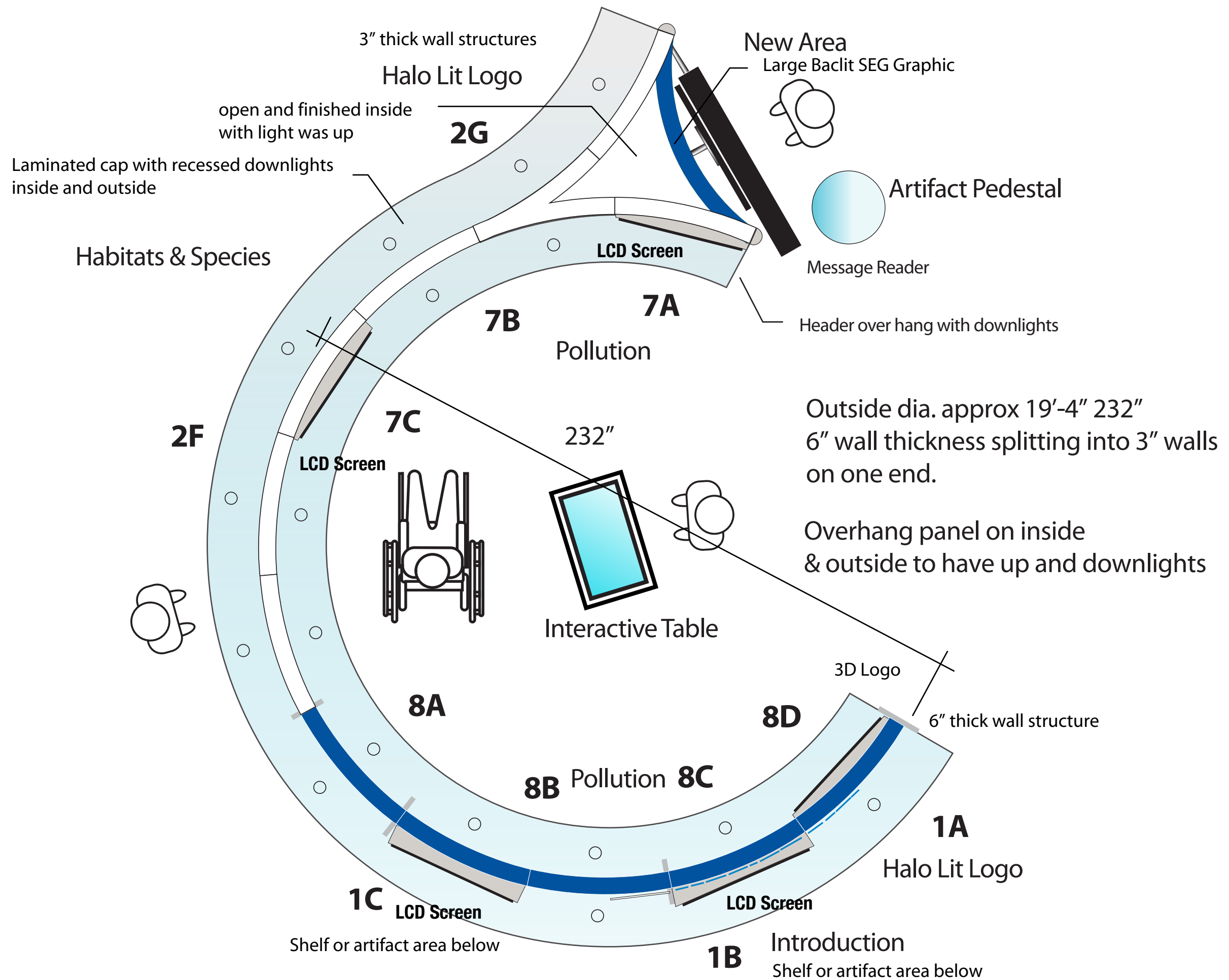
- 8 • 8A Call to Action!
- 8B What Can You Do at Home
- 8C What Can You in the Community

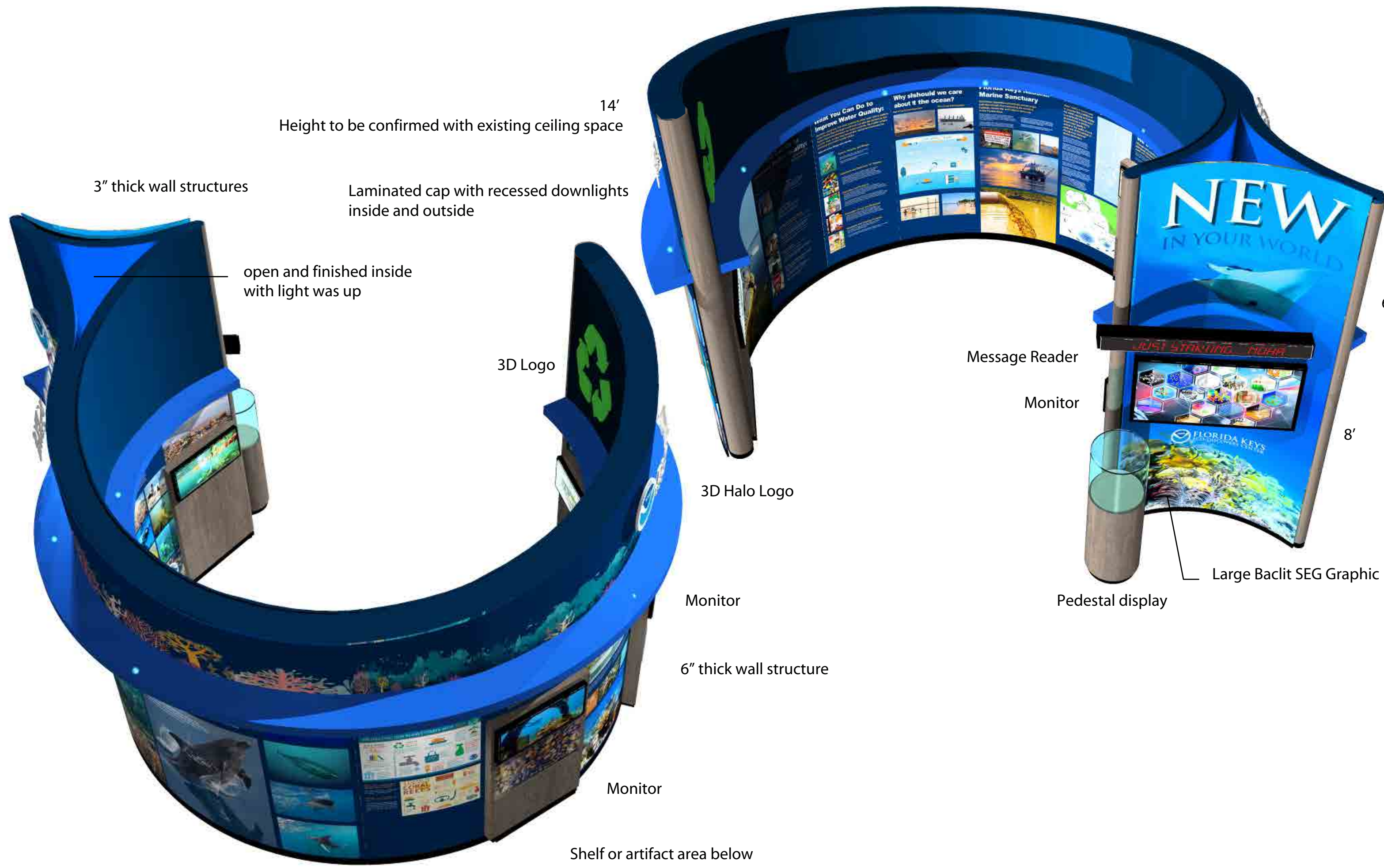


INFO added to all sections where appropriate



Center Tower





14'
Height to be confirmed with existing ceiling space

3" thick wall structures

Laminated cap with recessed downlights
inside and outside

open and finished inside
with light was up

3D Logo

3D Halo Logo

Monitor

6" thick wall structure

Monitor

Shelf or artifact area below

Message Reader

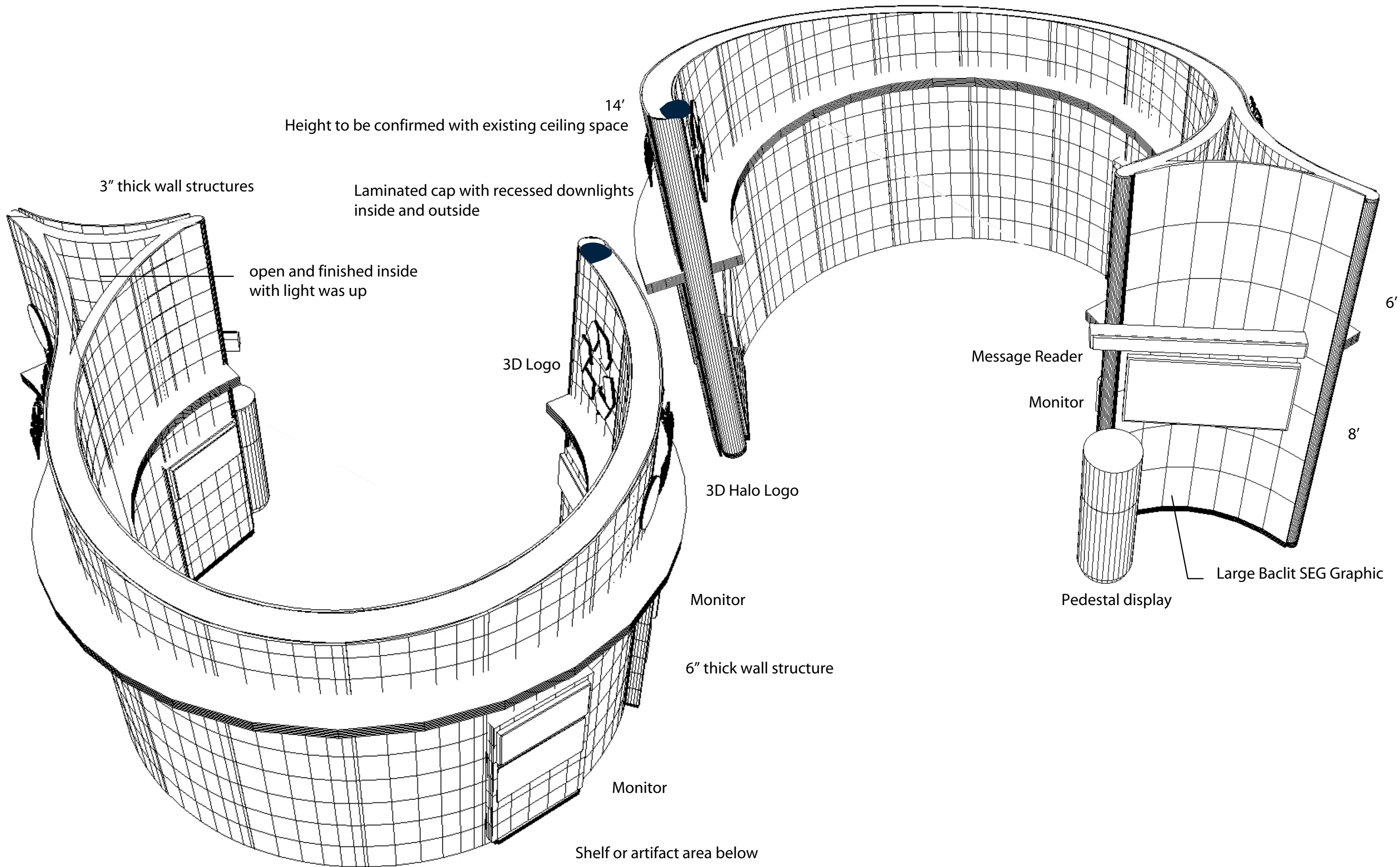
Monitor

Pedestal display

Large Backlit SEG Graphic

6'

8'



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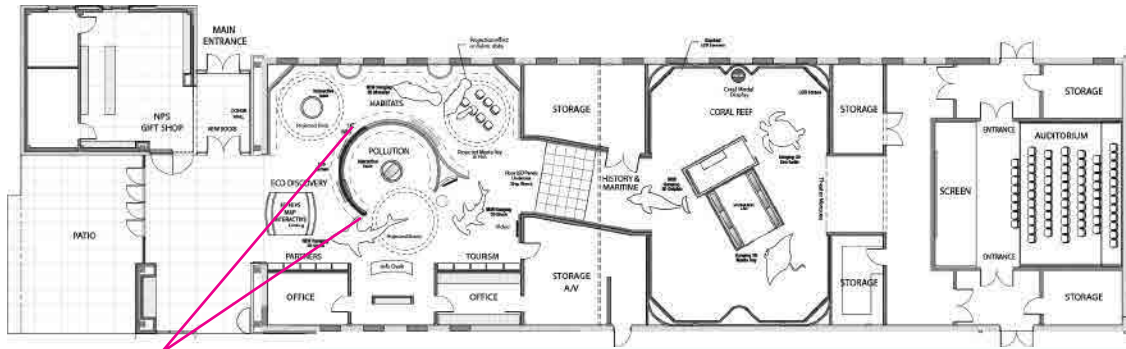
Pedestal display

Monitor

6" thick wall structure

Monitor

Shelf or artifact area below



Section 1

Circular Tower

Halo Lit 3D Logo



FLORIDA KEYS
ECO-DISCOVERY CENTER

6'

Header over hang with downlights

8"

What You Can Do

The environments of the Florida Keys are fragile and easily susceptible to damage from human activities and changing environmental conditions.

PROTECTING OUR PLANET STARTS WITH YOU

10 WAYS TO PROTECT CORAL REEFS

A Unique Ecosystem

Florida Keys National Marine Sanctuary is a prime recreation destination for travelers, with world-class diving and fishing.

However, it is not too late for you to take action!

The Florida Keys

Florida Keys National Marine Sanctuary

8'

Graphic

Video
Artifact Case

Graphic

Video
Artifact Case

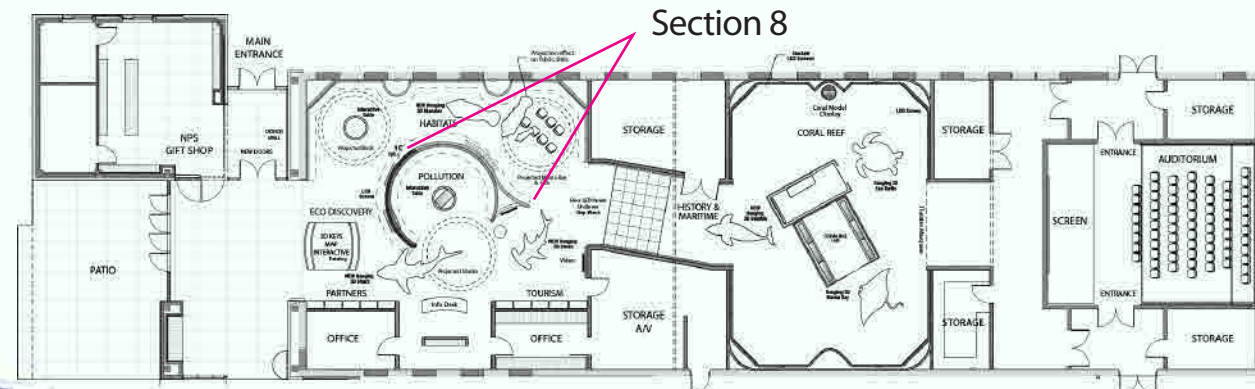
Graphic



FLORIDA KEYS ECO-DISCOVERY CENTER

Circular Tower

3D Halo Lit Logo



Section 8

Header over hang with downlights

18"

The Florida Keys are incredibly diverse with a wide range of habitats.

Scattered throughout the shallow waters of the Keys are areas where hard-bottom
corals and other marine life grow on the seafloor. These habitats provide a home for many
different types of fish and other marine life. These habitats provide a home for many
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different types of fish and other marine life.

Florida Keys National Marine Sanctuary

Florida Keys National Marine Sanctuary preserves diverse natural resources of the
southernmost part of the United States. The sanctuary is a natural laboratory for
studying and protecting the marine environment. The sanctuary is a natural laboratory for
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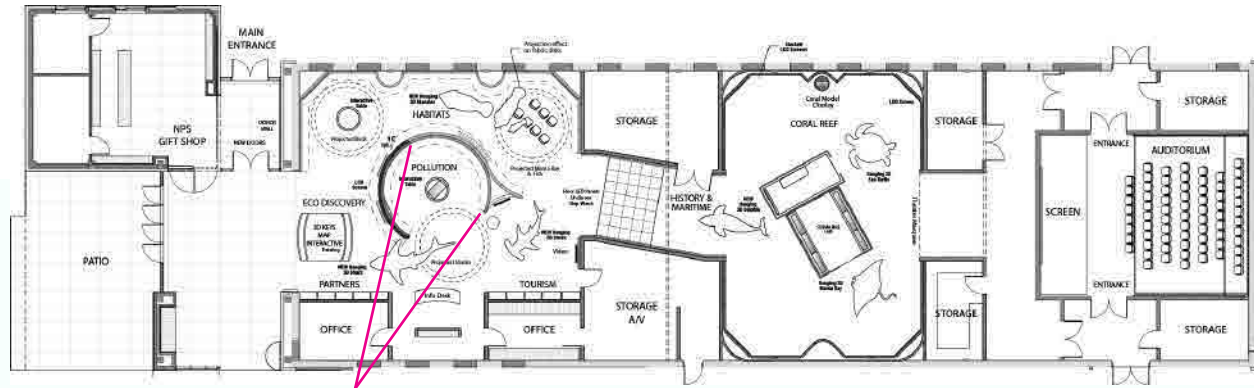
Video/Interactive

Graphic

Graphic

Graphic

Graphic



Section 7

Header over hang with downlights

18"

Images to come

POLLUTION

6'

Florida Keys National Marine Sanctuary

Sanctuary regulations proactively prevent major pollution threats from impacting the sensitive habitats, wildlife, and cultural resources in the Florida Keys.



Water Quality

Water quality is a term used to describe the condition of the water, usually as it relates to a particular purpose such as swimming or drinking. Good water quality is critical to the health of coral reefs and all the habitats of Florida Keys National Marine Sanctuary.



What Can We Do?

Although marine debris is one of the largest widespread pollution issues facing our ocean and estuaries, it is preventable. We all have a role to play in reducing marine debris.



Threats of Marine Debris to Sea Life

Marine debris is found throughout the world and has harmful effects on sea life, including: suffocation, entanglement, ingestion, and physical damage.



Threats of Marine Debris to Humans

Marine debris can pose a threat to humans, including: entanglement, ingestion, and physical damage.



A Global Problem

From the Florida Keys to the Indian Ocean, marine debris is both a global and an everyday problem.



8'

Graphic

Graphic

Video

Graphic

Graphic

6'

8'



POLLUTION

Circular Tower

Images to come



Section 8

Header over hang with downlights

18"



You Be The Manager

Make the decisions for managing the water system of Florida Keys National Marine Sanctuary.



The Floridan Aquifer system
work to solve it!

What Can You Do in Your Community?

Build a green community.

Learn about the benefits of green buildings and how you can help make your community greener.

Be a green building champion.

Speak with your representatives about issues that matter to you.

Learn more about green buildings and how you can help make your community greener.

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Boaters & Anglers: What You Can Do to Improve Water Quality:

When boating or fishing, be sure to practice good water quality habits to help protect the Florida Keys marine environment, economy, and way of life.

Here are some things you can do:

Vessel Sewage/WC:

1. Never discharge raw sewage or toilet waste overboard. Use a pump-out station or hold it until you can dispose of it properly.

2. Use a pump-out station. If you don't have one, use a public pump-out station or hold it until you can dispose of it properly.

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What You Can Do to Improve Water Quality:

Marine, chemical, and other pollutants enter near shore waters of the Florida Keys through runoff and can also be carried to the Florida Keys from elsewhere by ocean currents. No matter where you live, work, or play, help protect the marine environment by practicing good water quality habits.

Here are some things you can do:

Reduce, Reuse, and Recycle:

1. Reduce your consumption. Buy only what you need and avoid buying more than you can use.

2. Reuse what you can. Donate or sell items you no longer need.

3. Recycle what you can. Use recycling bins for paper, plastic, and metal.

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Why should we care about the ocean?

Part of our Ecosystem

Part of our Environment

Part of our Economy

Part of our Recreation

Part of our Culture

Part of our History

Part of our Future

Part of our Identity

Part of our Soul

Part of our Heart

Part of our Mind

Part of our Spirit

Part of our Life

Part of our Love

Part of our Hope

Part of our Faith

Part of our Grace

Part of our Mercy

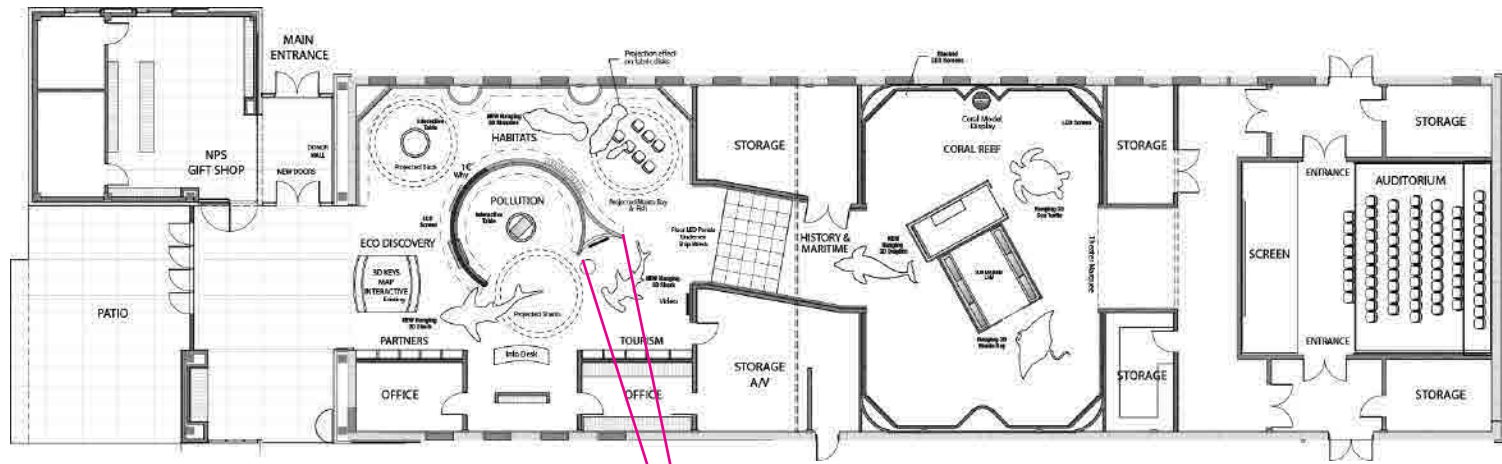
Video/Interactive

Graphic

Graphic

Graphic

Graphic



New

Header over hang with downlights

18"

Message reader

Pedestal for Artifact



6'

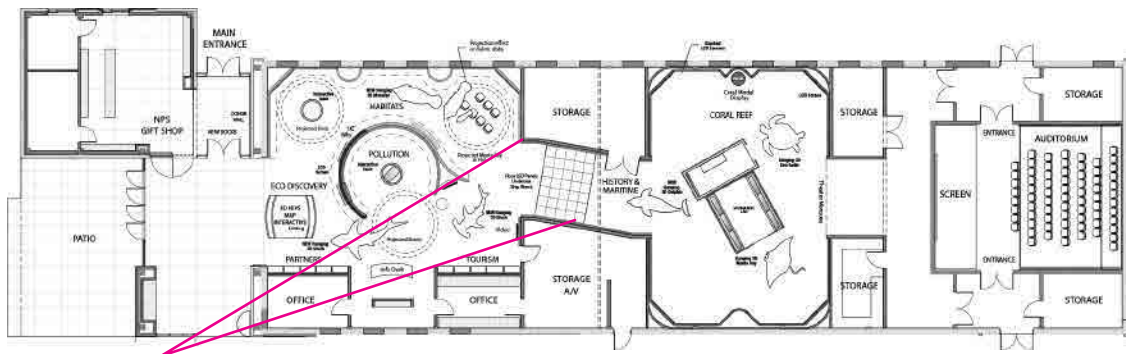
8'



Video



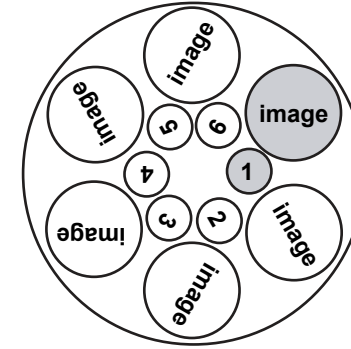
Maritime Ramp Section



Section Maritime



Approx 47" dia.



Wall mounted rotating display graphic window with 6 stories, printed graphic face, LED Halo edge "Ships Wheel" handles

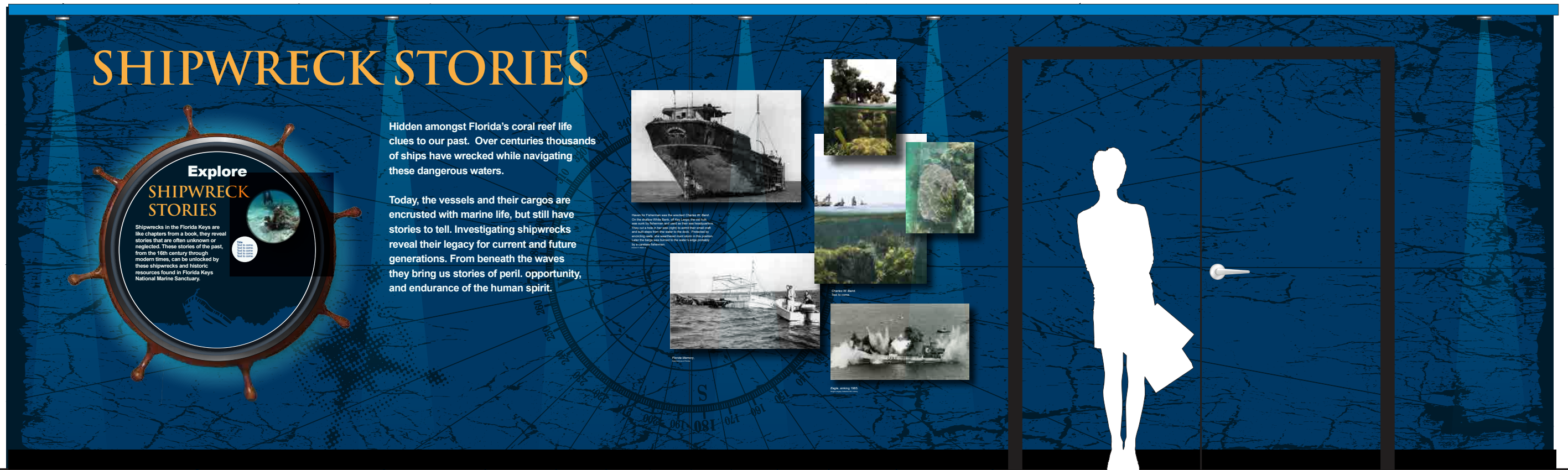
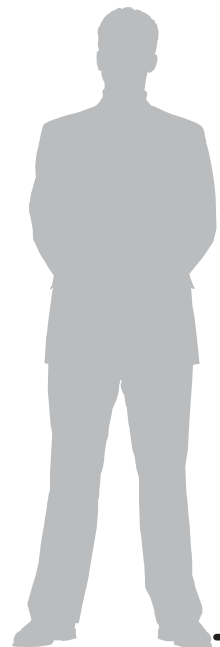
Video

Approx 25' wide

Mounted graphic plaques

Laminate cap attached to ceiling with LED recessed lights on both sides

Approx 8' tall



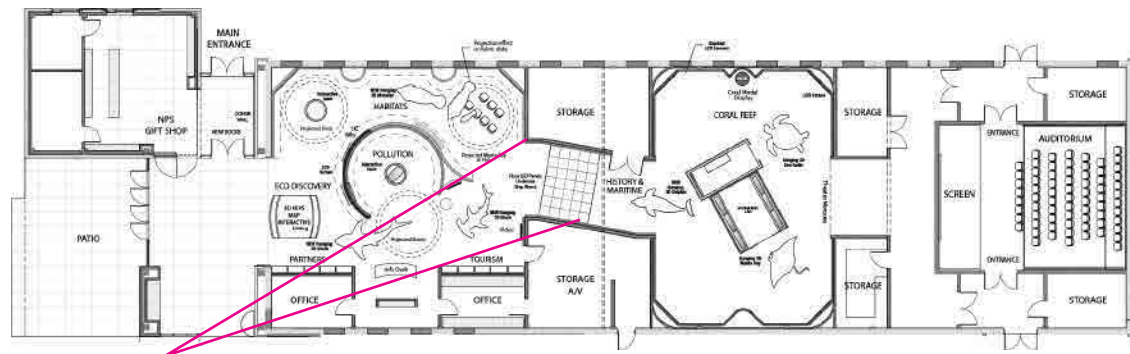
LEFT SIDE TOP OF RAMP

Graphic wallpaper 8' tall x 25' long

Hallway approx 14' wide



FLOOR VIDEO DOWN THE CENTER OF FLOOR, APPROXIMATE SIZE: 8' wide x 20' long



Section Maritime

60" Video monitor

Approx 25' wide

Mounted graphic plaques

Laminate cap attached to ceiling with LED recessed lights on both sides

60" Video monitor

Approx 8' tall

SHIPWRECK LEGACIES



The tragedies of shipwrecks now provide opportunities for people to experience the past by exploring sunken history. Divers and snorkelers can enjoy both the history and the marine life that now call these structures home. Shipwrecks are irreplaceable and belong to all of us. Help us protect them for the future by not taking artifacts or disturbing the sites, so that these historic resources can continue to teach us about the legacies of our past.



RIGHT SIDE TOP OF RAMP

Graphic wallpaper 8' tall x 25' long

Hallway approx 14' wide



FLOOR VIDEO DOWN THE CENTER OF FLOOR, APPROXIMATE SIZE: 8' wide x 20' long