

**Grand Canyon Association  
Request for Proposal  
Grand Canyon River Heritage Museum  
Fundraising Feasibility Study**

**Date of Issue: Friday, March 12, 2010**

**Proposal Due Date: April 5, 2010**

**I. INTRODUCTION**

The Grand Canyon Association is seeking a bid proposal to conduct a fundraising feasibility study in preparation for a \$10 million capital campaign for the Grand Canyon River Heritage Museum at Grand Canyon National Park. The museum will provide a permanent home for the Grand Canyon National Park's irreplaceable collection of historic river-running boats and other important artifacts of Grand Canyon river history. In addition, the museum will help interpret the river heritage for approximately 4 million annual visitors to the South Rim of the park. The former Fred Harvey Company Laundry Building in the historic Grand Canyon Village will be renovated to house the museum, making the new museum the first part of a proposed Heritage Education Campus in the village. The idea for the museum came from a variety of commercial river outfitters and private boaters. In response to enthusiasm and interest from this coalition and Grand Canyon National Park, the Grand Canyon Association has made the Grand Canyon River Heritage Museum a priority project. A museum serving as a permanent showcase for the historic boats and an interpretive center for river heritage, will add significant value to the Grand Canyon National Park and the National Park Service. Eventual funding for the project is anticipated to be largely private money with some limited public funding. This study is intended to evaluate how much might be contributed from private sources, estimate what costs would be involved in managing the campaign, identify potential leaders and donors, identify strengths and weaknesses, and include recommendations on how the campaign should be conducted.

The Grand Canyon Association is requesting proposals for this fundraising feasibility study. Deadline for receipt of proposals is 2:00 PM, MST, April 5, to 1824 S. Thompson Street, Suite 205, Flagstaff AZ 86001. Proposals received after the start time will not be accepted.

Personal interviews will be requested with a select number of applicants. The winning proposal, if one is selected, will be approved by the Grand Canyon Association Board of Directors. Proposals will be binding for a period of ninety (90) calendar days from the date they are opened.

Proposals can be e-mailed, mailed or hand-delivered to the Grand Canyon Association, Attn: Bonnie O'Donnell, 1824 S. Thompson Street, Suite 205, Flagstaff AZ 86001.

All inquiries concerning this project should be directed to Bonnie O'Donnell at the above address, phone 928-863-3876, e-mail [bodonnell@grandcanyon.org](mailto:bodonnell@grandcanyon.org).

The Grand Canyon Association reserves the right to reject any and all proposals (or portions of proposals), to cancel a solicitation, and to award the work to the proposal which is most advantageous to Grand Canyon Association.

**II. RULES OF PREPARATION**

The submitted proposals must follow the rules and the format established within this document. Adherence to these rules will ensure a fair and objective analysis of all proposals. Failure to comply with any portion of this request may result in rejection of a proposal.

### **III. VENDOR INQUIRIES**

Please direct questions or comments concerning either the administrative or technical requirements of the RFP to:

Bonnie O'Donnell  
Director of Development  
Grand Canyon Association  
1824 S. Thompson Street  
Suite 205  
Flagstaff, AZ 86001  
Phone 928-863-3876  
Fax 928-779-7279  
Email [bodonnell@grandcanyon.org](mailto:bodonnell@grandcanyon.org)

To ensure a timely response, questions requiring a response should be telephoned or emailed to the contact person at the specified number or address above.

### **IV. SUBMISSION OF PROPOSALS**

Please prepare and submit one original copy of the proposal. Completed proposals should be clearly marked "Proposal for Grand Canyon River Heritage Museum Fundraising Feasibility Study" and be mailed, e-mailed or hand-delivered **no later than 2:00 PM, Monday, April 5, 2010**, to Bonnie O'Donnell at the above address.

Proposals received after the above date and time will be considered late and will not be accepted. Responses will be evaluated objectively based on the vendor's responses to the proposal. The Grand Canyon Association will not pay costs incurred in the proposal preparation including the costs for printing, demonstration, negotiation process, etc. All costs for the preparation of the proposal shall be borne by the proposing vendor.

### **V. NOTIFICATION OF WITHDRAWAL OF PROPOSAL**

Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the Grand Canyon Association after the proposal submission deadline.

### **VI. MINIMUM SPECIFICATIONS**

The proposal must provide the following information in order to be considered for this study:

- Name of person or firm who will conduct feasibility study
- Name of person or firm who will compile the study (if different)
- Your interest in conducting the feasibility study
- Three references for person or firm conducting/compiling the study
- Background information on the person or firm conducting/compiling the study
- A list of organizations the person or firm has worked with in the past and history of success
- A list, in table form, showing the following information as it relates to previous vendor's clients:
  - o Type of project (i.e. performing arts center, museum),
  - o Project's original expectation of funding needs (in dollars),
  - o Ultimate conclusion by vendor of fund raising ability for project (in dollars),
  - o Actual amount raised by project (in dollars).
- A one-sentence statement concerning the expected duration of the study

- Compensation requirements (please document proposed fees: on what basis are they calculated? What is included in professional fees? What additional costs might there be?)
- Describe proposed methodology for conducting the study
- Describe, in general terms, usual methodology for conducting the subsequent campaign in the event that the study recommends a campaign proceed
- Any additional information vendor believes the Grand Canyon Association Development Committee and Board of Directors would find useful when considering the submitted proposal.

## **VII. PROPOSAL RESPONSE FORMAT**

In order to facilitate the analysis of responses to this RFP, vendors are required to prepare their proposals in accordance with the instructions outlined. Each vendor is required to submit the proposal documents in response to the RFP in a sealed envelope. Vendors whose proposals deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of the Grand Canyon Association . Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the RFP.

## **VIII. CONTRACTUAL OBLIGATIONS**

The successful vendor will be required to contract with the Grand Canyon Association in which the vendor will undertake certain obligations. These obligations include, but are not limited to, the following:

*Inclusion of Proposal* – The proposal submitted in response to this RFP will be incorporated as part of the final contract with the selected vendor.

*Indemnification and Insurance* – The successful vendor(s) shall indemnify and hold the Grand Canyon Association and its officers, agents, employees and assigns, harmless from any liability imposed for injury whether arising before or after completion of work hereunder, or in any manner directly or indirectly caused, occasioned or contributed to, or claimed to be caused, occasioned or contributed, in whole or in part, by reason of any act or omission, including strict liability or negligence of vendor, or of anyone acting under vendor's direction or control or on its behalf, in connection with or incident to, or arising out of the performance of this contract. The successful vendor shall maintain and shall require all of its subcontractors to maintain general aggregate insurance with limits of not less than \$1,000,000 per accident.

*Selection* – The final award is subject to the approval of the Board of Directors of the Grand Canyon Association.

## **IX. RIGHT OF THE GRAND CANYON ASSOCIATION TO REJECT PROPOSALS**

The Grand Canyon Association reserves the right to reject any and all proposals or any part of any proposal, to waive minor defects or technicalities, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as the Grand Canyon Association may deem necessary in its best interest. The Grand Canyon Association also reserves the right to negotiate with any vendor, all or part of any proposal that is in the best interest of the Grand Canyon Association.

## **X. EVALUATIONS**

Those evaluating the proposals will base the evaluation on the proposal that will best serve the Grand Canyon Association.

## **XI. NON-LIMITATIONS TO PROPOSAL**

The format of the Proposal must be followed and all requested information must be submitted as indicated; however, the Grand Canyon Association is receptive to any additional suggestions pertaining to services development, additional related capabilities, and any alternative methods for providing related services. Any exceptions to the proposal terms and conditions must be included in writing in the proposal.

## **XII. INTERPRETATIONS AND ADDENDA**

No interpretation made to any respondent as to the meaning of the proposal shall be binding on the Grand Canyon Association unless repeated in writing and distributed as an addendum by the Grand Canyon Association. Interpretations and/or clarification shall be requested in writing from the Grand Canyon Association's designated contact person, Bonnie O'Donnell.

## **XIII. PROJECTED SCHEDULE OF EVENTS**

Release of RFP Document **Friday, March 12, 2010**

Last day to submit proposals **Monday, April 5, 2010 at 2:00 PM, MST**

Proposed completion of feasibility study: **August 2010**

Should the feasibility study indicate organizational readiness, we have set a tentative date of May 2011 for launching the quiet or nucleus phase of the campaign.

## **XIV. BACKGROUND INFORMATION & PROJECT DESCRIPTION**

### **Background Information**

The Grand Canyon Association has been providing quality support to Grand Canyon National Park and its visitors for more than 75 years. As Grand Canyon National Parks' membership organization since 1932, the Grand Canyon Association has provided over \$31 million in financial support for Grand Canyon National Park services and programs. The Grand Canyon Association funds many programs, including the following:

- co-publishing *The Guide*
- sponsoring lectures
- in-depth educational opportunities through its Grand Canyon Field Institute
- publishing books and other educational materials funding
- desert bighorn sheep research
- supporting the Junior Ranger Program
- providing for informational panels on both rims
- financing the historic restoration of Kolb Studio
- developing Travelin' Trunks for schoolchildren nationwide
- supporting the park's Environmental Education program's outreach to schools

Grand Canyon Association has historically raised funds for the Park as a Cooperating Association. In 2008, Grand Canyon Association became Grand Canyon National Park's primary fundraising partner and signed a Friends Group Agreement. Grand Canyon Association has experience raising funds through its membership organization, and is in the process of reconstituting its Board of Directors to take on a larger development role.

In addition, a coalition of individuals and organizations has been formed to advocate and support the museum project. Grand Canyon River Outfitters has taken a leadership role in bringing together this coalition.

Other relevant information:

- An architectural feasibility study for development of the Grand Canyon River Heritage Museum has been completed.
- A memorandum of intent has been prepared by Grand Canyon National Park for submission to the National Park Service Regional Office.
- Prospects for the campaign will be drawn largely from friends and supporters of the Grand Canyon River Heritage Coalition member organizations (<http://www.gcrivermuseum.org/>)

### **Project Description**

The Grand Canyon Association, a non-profit member organization and the official fundraising partner to Grand Canyon National Park has chosen to support a \$10 million capital project to support the construction and establishment of the Grand Canyon River Heritage Museum, providing a permanent home for the park's impressive collection of boats and associated river heritage and artifacts. The space will also include a small theater, outdoor displays, retail space and trail from the South Rim.

With the help of this feasibility study, the Grand Canyon Association expects to determine the following:

- Philanthropic capabilities of constituents
- Propensity of giving from constituents
- Identify potential corporate, foundation and individual donors
- Gift ranges of prospective donors
- Grant possibilities

Should a campaign be indicated, the Grand Canyon Association expects the outline of a strategy for marshalling the funding and volunteer resources needed to complete the capital campaign.

Detailed information about the Grand Canyon Association may be found at [www.grandcanyon.org](http://www.grandcanyon.org)

Information about the historic boat project can be found on the coalition and project websites:

[http://www.gcroa.org/Pages/historic\\_boat\\_info.htm](http://www.gcroa.org/Pages/historic_boat_info.htm)

<http://www.gcrivermuseum.org/>