



Chesapeake Bay Maritime Museum

REQUEST FOR PROPOSAL
Thursday, May 25, 2023

**Upper Shore Regional Folklife Center
Needs Assessment**

SUMMARY

The Chesapeake Bay Maritime Museum (CBMM) explores and preserves the history, environment, and culture of the entire Chesapeake Bay region, and makes this resource accessible to all. CBMM seeks to genuinely represent the people and cultures whose stories we preserve and tell, provide an engaging guest experience, and create transformative educational programming, as a vital community partner.

As a Maryland State Arts Council Regional Folklife Center, CBMM leverages its collection of material culture artifacts and documentation as a foundation for understanding Chesapeake history and exhibits the diverse stories of the Chesapeake as an evolving community. The story of the Chesapeake has been shaped by the diversity of people inhabiting the region for more than 10,000 years. Since the seventeenth century, Indigenous cultures and forced and voluntary migrants from around the world have met in both unity and conflict, forging distinctive and influential local identities and cultures. Rooted in place, these communities—formed around work, social groups, recreation, spiritual life, or region—have influenced the individual through collective life.

CBMM seeks proposals for a consultant to conduct a needs assessment for the Upper Shore Regional Folklife Center (USRFC). This needs assessment will provide a key planning framework to build the required three-year plan with a focus on constituent needs, traditional arts activities, and regional folklife center growth. This RFP provides a fair evaluation for all candidates and provides them with the criteria against which they will be judged.

PROPOSAL GUIDELINES & REQUIREMENTS

This is an open and competitive process. CBMM is committed to Diversity, Equity, Accessibility, and Inclusion and welcomes responses from all contractors/businesses.

Proposals received after Friday, June 16, 2023 at 5 p.m. will not be considered.

The proposal must contain the signature of an individual, or a duly authorized officer or agent of the company submitting the proposal.

The stipend for this project is \$8,000. The proposal should include an estimate of hours and a timeline to complete the work in line with this stipend.

If the execution of work to be performed requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified and the work they perform must be defined. In your proposal, please provide the name and address of the subcontractor/s. CBMM will not refuse a proposal based upon the use of subcontractors but does retain the right to refuse the subcontractors you have selected.

The provisions of this RFP and the contents of the successful responses may be included in final contractual obligations. All costs associated with responding to the RFP will be borne by the vendor. CBMM is not contractually required to proceed forward with this project and may cancel it at any point during the proposal process.

Send proposals and questions about the RFP to:

Jenifer Dolde
Director of Curatorial Affairs & Exhibitions
Chesapeake Bay Maritime Museum
213 N. Talbot Street
St. Michaels, MD 21663
jdolde@cbmm.org

CONTRACT TERMS

CBMM will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, outlining terms, scope, budget, and other necessary items.

PURPOSE

While CBMM has a long tradition of folklife programming and documentation, the current work through Upper Shore Regional Folklife Center has grown organically, integrating support for community audiences and traditional arts into existing interpretive opportunities such as exhibitions and programs. A new three-year plan will mark important forward progress in organizational maturity, developing clear goals and priorities for the folklife center.

DESCRIPTION

CBMM is seeking a partner to conduct a needs assessment for the Upper Shore Regional Folklife Center that focuses in three key areas: review of internal documents and current offerings; gathering of community input; and facilitating an internal strategy workshop on folklife at CBMM.

At a minimum, the project will cover:

- Integrate organizational resources and situate the work of the USRFC within key priority documents, including: CBMM's newly adopted 2023-28 strategic plan, a collections assessment conducted by folklorist Sarah Bryan (2022), and CBMM's interpretive Plan (2022).
- Develop a methodology to assess the needs of CBMM's core communities and constituents, including strategies such as surveys, listening sessions, and targeted stakeholder interviews. Working in tandem with CBMM staff to identify appropriate audiences and assessment tools, this work will leverage existing and potential future organizational partnerships.
- Draw together key internal stakeholders and facilitate a workshop to explore current and future opportunities for folklife interpretation at CBMM. This workshop should result in the formulation of a vision, mission, goals and/or values for the USRFC.

DELIVERABLES

The consultant will draw together the three lines of inquiry outlined above to provide recommendations in a written final report that will serve as the basis of a three-year plan for the Upper Shore Regional Folklife Center. The report will include details for documentation, programming/performances/workshops/demonstrations, and exhibition/interpretation. The final

report should also propose a concept for the vision, mission, goals and/or values for the USRFC developed during the internal stakeholder workshop.

TIMELINE

- This RFP is dated Thursday, May 25, 2023. Proposers may request more specific or detailed information by contacting Jen Dolde at jdolde@cbmm.org.
- Proposals are due no later than 5:00pm ET, Friday, June 16, 2023.
- Proposals will be evaluated immediately thereafter. During this time, we may require interviews (either at our location or via videoconference) with our evaluation team beginning on or about Wednesday, June 21, 2023. You will be notified if this is required.
- Contract negotiations will begin immediately with the successful candidate and will conclude no later than Wednesday, June 28, 2023 **with a signed contract executed by June 30, 2023.**
- The completion and delivery dates of the project and its phases will be mutually agreed upon prior to signing a contract. All work must be concluded by Wednesday, January 10, 2024.

CONTRACTOR REQUIREMENTS & QUALIFICATIONS

Please provide detailed information and a timeline to accomplish the project description outlined above. The proposal must include a written report.

Proposals must address the following:

- Describe your understanding of the project.
- Contractor/Company Overview: Tell us about your background and experience, core competencies especially related to work with arts/cultural organizations, folklife, and community outreach.
- Team: Identify the individuals/team who will work on this project. Include their name, title/role, and brief background/experience. Include subcontractors if applicable.
- The Maryland State Arts Council (funder) and the Chesapeake Bay Maritime Museum (grantee) are committed to advancing and modeling diversity, equity, accessibility, and inclusion (DEAI) in all aspects of our organizations and across communities of our state. Contractors of all backgrounds are encouraged to submit an RFP response and share any relevant company information regarding DEAI.
- Provide three references for clients with projects like ours.
- Process: Based on the elements included in the Project Scope, tell us about your proposed project structure, strategy and the process you will follow, as well as a summary of the proposed services.
- Schedule: Provide the suggested project schedule detailing the time required for each major step or phase of the project. This will be evaluated and a part of the contractual agreement, so a realistic timeline for completion is essential.
- Anything else deemed relevant/important to you.
- Include all terms and conditions.

PAYMENT

- A milestone-based payment schedule will be determined as part of the contract process. Payments will be remitted upon receipt of invoices from the contractor and completion of work.
- A completed form W-9 must be received by CBMM before payment is remitted.