

Request For Proposal



Digital Exhibition Project
Tumbler Ridge Museum Foundation
Proposals Due By: May 5th, 2024

Museum Background

Tucked away in the eastern foothills of the Northern Rockies Hart Ranges, Tumbler Ridge boasts of pristine backcountry, numerous waterfalls, and what is widely believed to be a hotbed of future palaeontological discovery. The Tumbler Ridge Museum Foundation (TRMF) located in the Tumbler Ridge UNESCO Global Geopark, researches, displays, and archives over 500 million years of Northeast BC history..

The TRMF was incorporated in 2002 and welcomes visitors from around world. We maintain gallery spaces, steward several collections, hold the Tumbler Ridge archives, and deliver services such as educational programming and tracksite tours. The TRMF is a registered charity.

The UNESCO Global Geopark designation recognizes Tumbler Ridge and surrounding area as one of international geological and geographical significance, and as a place where sustainable economic development, accessibility to the land, and conservation go hand in hand.

Together we share knowledge of, tell the stories of, and protect the area's natural, palaeontological, cultural and intangible heritages in trust for generations. We want our community to thrive while inspiring curiosity in the world around us and fostering connections and meaning to the land we share.

We work, live, and play in Treaty 8 Territory, home of the Dunne-Za, Tse'Khene, Saulteau, Cree, and Metis Peoples. The Tumbler Ridge Museum has benefited greatly from this land and as such we reflect on our presence and practices.

Project Overview

The Digital Exhibition Project is one component of a larger Community Heritage Project being done in partnership with the Tumbler Ridge UNESCO Global Geopark. The overall project is comprised of several infrastructure and digital components. We are taking a phased approach to the digital exhibition project to provide focus and allow for funding and reporting expectations to be met in accordance with contracted deadlines.

The Museum and Geopark have identified four exhibition segments to be included: palaeontology, geology, biodiversity, and anthropology of the Geopark. The successful creative agency will work with the museum and geopark Executive Directors to identify and access local resources in support of the exhibition. The final exhibition will be educational and engaging, employing interactivity and best practices for accessibility.

The Agency will be expected to deliver materials as set out by the deadlines of our funding partners. They will be the lead in idea generation, creative design, and content development using approved logos and colour schemes. They will develop a detailed project plan and assist in the grant writing process for funding from Digital Museums Canada for future phases of the

project. They will commit to seeing the project through to its conclusion upon a positive funding result (20-30 months).

Digital Museums Canada, formerly Virtual Museums of Canada, is a Government of Canada initiative to support Canadian museums and heritage organizations with the creation of online exhibitions and providing a national and international platform to showcase them. Whereas the Museum and Geopark websites are visitor centric with operating hours, program, and organizational information, the Digital Exhibition will be an online storytelling platform, a true museum quality exhibition in the digital realm.

Project Goals

The goals of this project include:

- i. The development of a comprehensive plan for an online exhibition featuring identified Museum and Geopark priorities culminating with a grant submission for funding support from Digital Museums Canada.
- ii. Meet all deliverable targets and reporting as set out by the Museum, Geopark, and funding agencies.
- iii. Launch museum-quality online exhibition featuring interactive and educational components and using best in industry accessibility practices.

Scope of Work

While working in consultation with the Executive Directors of the Tumbler Ridge Museum and Tumbler Ridge UNESCO Geopark, the successful Agency will be responsible for all areas of project management. They will be expected to meet the deadlines as set out by the museum and funding agencies and provide detailed project financials and rationale.

The successful Agency will:

- Develop a project proposal that meets the requirements of Digital Museums Canada.
 - <https://www.digitalmuseums.ca/funding/large-investment/>
- Develop a project schedule and budget.
- Be a major contributor to the grant writing process.

Upon a successful funding application:

- Conduct all necessary research to inform content.
- Develop all components of an online exhibition including but not limited to website architecture, and all content creation (illustration, images, video, animation, writing) on the subjects of palaeontology, geology, biodiversity, and anthropology of the Tumbler Ridge UNESCO Global Geopark in both official languages.
 - Content pieces may be subcontracted to agencies with specific areas of expertise.

- Advise on and assist in the selection of a hosting platform.
- Manage all technical requirements of pre, during, and post launch activities.

Target Deliverable Schedule

We anticipate the next call for proposals for Digital Museums Canada opening in June and closing the first week of December.

- Initial project proposal due by May 5th, 2024
- Detailed exhibition proposal due by July 31st, 2024, in anticipation of fall grant submission.
- Upon approval of project funding from Digital Museums Canada the five phases of required deliverables can be found here: <https://www.digitalmuseums.ca/funding/large-investment/?tab=deliverables>

Final Project Due: 2026

Existing Roadblocks or Technical Issues

Tumbler Ridge is a small remote community in northern British Columbia, as such local resources are limited. Travel will be required - clear plans and expectations will need to be created to maximize efficiencies in producing necessary onsite videography and photography.

The Tumbler Ridge Museum and the Tumbler Ridge UNESCO Global Geopark are small organizations. We have limited internal capacities, both with human resources and technical skills. The successful agency will be required to manage the project in its entirety.

Budget Constraints

The Tumbler Ridge Museum Foundation has secured up to \$25,000 of private foundation support for the initial phase of the project - initial project development through to the grant submission to Digital Museums Canada.

Continuation and completion of the project will be dependent on a positive grant outcome of \$150,000 to \$250,000.

Evaluation Metrics

The Tumbler Ridge Museum Foundation will evaluate bidders and proposals based on the following criteria:

- Previous experience and technical expertise in creating educational and museums related content.
- Past performance history – demonstrated success in grant writing, maintaining budgets and, adherence to deadlines.

- Samples and/or case studies from previous projects.
- A demonstrated understanding of the project requirements as per the Digital Museums Canada large investment guidelines: <https://www.digitalmuseums.ca/funding/large-investment/?tab=overview>
- Projected costs.
- Agency alignment with TRMF policies, mission, and values.
- Responsiveness and answers to questions in the next section.

Questions Bidders Must Answer to Be Considered

- i. How will your agency apply the principles of UNDRIP in the creation of an online exhibition?
- ii. Which of the 17 UNESCO Sustainable Development Goal(s) does your agency actively address and how?
- iii. How will your agency address mentioned roadblocks? Do you foresee any additional challenges and how will you handle them?

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 7 metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by May 5th, 2024
- Proposals must be PDF format.
- Include samples and references with your proposal (links to completed projects).
- Proposals should not be more than 12 pages.
- A proposed schedule and budget must also be included and clearly expressed.
- Proposals should include a communications plan.

Contact Information

For questions or concerns connected to this RFP, and/or to submit a proposal we can be reached at:

Zena Conlin, Executive Director
Tumbler Ridge Museum
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250.242.3466

Please reference “Digital Exhibition Project” in subject line of email correspondence.