

Request for Qualifications

Planning Services
Ohio Village Master Plan



Administration of Project: Ohio History Connection

Project Name	<u>Ohio Village Master Plan</u>	Response Deadline	<u>5/05/2022 4:00 local time</u>
Project Address	<u>800 E. 17th Avenue</u>	Project Number	<u>CP2125</u>
City / County	<u>Columbus, Ohio</u>	Project Manager	<u>Fred R. Smith</u>
No. of paper copies requested	<u>0</u>	Contracting Authority	<u>Ohio History Connection</u>
		No. of electronic copies requested (pdf)	<u>1</u>

Submit the requested number of Statements of Qualifications and Proposal directly to Fred Smith at fsmith@ohiohistory.org See Section G of this RFQ for additional submittal instructions.

Submit all questions regarding this RFQ in writing to Fred Smith at fsmith@ohiohistory.org with the project number included in the subject line (no phone calls please). Questions will be answered and posted to the Ohio History Connection Historic Sites & Facilities Projects page of the OHC website on a regular basis until two days before the response deadline. The name of the party submitting a question will not be included on the Q & A document. <https://www.ohiohistory.org/preserve/historic-sites-and-facilities-projects>

Project Overview

A. Project Description:

The Ohio History Connection (OHC) aspires to optimize public engagement and profitability through development of Ohio Village, a living history museum adjacent to the Ohio History Center in Columbus, Ohio. OHC is undertaking a study that will evaluate the market and potential audiences, determine programming and events, and recommend the facilities necessary to accomplish this goal. The final product will include an implementation plan detailing operations, visitation, revenue, and capital investment.

The ultimate goal of the study is to determine the highest and best use of the Ohio Village buildings and grounds in the fulfillment of OHC's mission.

Located in Columbus on an 8.5-acre parcel adjoining the Society's headquarters building and museum, Ohio Village depicts the appearance of a typical county-seat town in Ohio during the mid-19th century, about the time of the Civil War. The Village, which opened in 1975, features a town square surrounded by eighteen buildings portraying different functions ranging from a town hall to private dwellings. The structures within the Ohio Village are not historic but represent typical Ohio vernacular buildings from the mid-nineteenth century.

The physical backdrop allows flexibility in the period of interpretation for programming. When it first opened, the Village was to depict a typical rural Ohio county seat circa 1850. In 1990, the interpretive program focused on the Civil War era. In 2015, programming and physical changes centered on interpreting the 1890s. Many changes were ad hoc resulting in certain anachronisms in the physical presentation.

From 1974-2002, Ohio Village was a year-round attraction with a full-time staff of interpretive craftspeople. While Ohio Village was initially successful, particularly in the 1980s, the business model did not keep up with changing audience interests, leading to a decline in attendance and earned income over time. Budget cuts led to the layoff of the full-time staff and the closure of the site for regular visitation. For more than a decade, use of Ohio Village was only for special events and facilities rentals.

OHIO HISTORY CONNECTION
Division of Cultural Resources

800 E. 17th Avenue, Columbus, Ohio 43211-2497 pn:614.297-2440 fx: 614.297.2455
www.ohiohistory.org

From 2012-December 2019, Ohio Village was open for regular visitation during the summer and for special events at select times throughout the year. In this period, attendance grew by nearly 47% with the introduction of themed weekend programming and continued popular special events around Halloween and in December. Between 2017 and 2019, average annual attendance ranged between 40,000 and 45,000 visitors.

During the 2020-2021 seasons, Ohio Village staff developed programming with new first-person characters and interactive experiences that share a broader and more inclusive set of stories about Ohio in 1890s. The current objectives are to make Ohio Village a place where more people see themselves reflected in the experience and a place where families and friends can have a fun and educational experience and leave with lasting memories.

These objectives raise the question about the future of Ohio Village as a living history museum with dual and sometimes conflicting goals of educating and entertaining audiences. Since the 1970s, living history museums have faced criticism for offering sanitized versions of history, which resulted in expanded and more historically accurate interpretations of the past. Conversely, programming that deals with painful subjects like slavery, child labor, or racial and ethnic discrimination has come under criticism for trivializing experiences of social justice.

Since the Ohio Village is not an authentic historic property or place, it presents a unique opportunity for the OHS to use this asset with relatively fewer restrictions. This also means that the expectations for funding and return on investment are more stringent than for the other locations and programs of the organization.

B. Scope of Services:

The selected consultant will interview stakeholders, survey living history museums and similar historic venues, and develop metrics for measuring the effectiveness of each attraction for engagement and financial sustainability. Using these metrics, the consultant will assist OHC in defining what constitutes the highest and best use as a financially self-sustaining operation.

Following the agreed-upon definition of highest and best use, the consultant will guide OHC in the development of a plan that will fully-utilize the potential of the buildings and grounds yet incorporate flexibility in use of spaces to meet changing needs. Previous ideas presented to OHC include the following, that could be used in whole or in part to inform the current planning:

1. Outdoor Children’s Museum. This concept creates a fun and learning destination centered on interactive presentations of Ohio History and places of historical significance throughout the state.
2. Historic Amusement Park. This concept centers on creating a festival atmosphere similar to a “perpetual county fair” or a replica of traditional trolley parks.
3. Ohio Artisan/Crafts Center. This idea creates a living celebration of Ohio arts through historic and contemporary visual and performing arts and design.
4. Gardening and Agriculture, Food and Wine. Ohio Village would become a marketplace for interactive experiences in Ohio agriculture, gardening, and food.
5. Overnight Experiences and Retreat Center. Ohio Village could offer a distinctive camping or lodging experiences for leisure travelers as well as become a unique retreat facility for learning groups of all kinds.
6. Historic Sporting Complex. Based on Columbus’s sports history and contemporary sports culture, Ohio Village would be a natural location for sporting group conferences and amateur sporting club outings. Visitors would be able to participate in historic sports games and activities.
7. Antiques, Architecture, and Historic Restoration. “This Old Ohio House.” Ohio Village could become a showcase for Ohio architecture and a learning laboratory for antiques, furniture restoration, and home/building preservation.
8. Living History Village. Ohio Village could remain a replication of an historic village, but move forward in time and provide more robust programming to provide a new relevancy to visitors.
9. Shopping and Entertainment District. This is the definitive retail-based concept, offering food, entertainment, and shopping – a community of “real” businesses.
10. Our Town. This concept aims at year ‘round events, educational experiences, and exhibits, with

programming targeted to specific audiences on a month-by-month calendar. Ohio Village could host trending events such as murder mysteries or baking challenges with historic themes.

The consultant shall conduct a space utilization study of the existing site and all its existing facilities. Based on the accepted concept, the consultant shall develop options for redevelopment including reallocation of space, consolidation, and construction of new facilities and landscapes.

The consultant will produce third party professional estimates for redevelopment.

The consultant will conduct a market study to determine potential audiences and demand, demographics, competition, and pricing. The consultant will further prepare a business plan for the concept to include staffing and other operational costs, as well as revenue projections.

The consultant will become familiar with the OHC Strategic Plan and produce work that complies with OHC’s strategic initiatives.

Basic Services include, but are not limited to the following:

The Functional Program scope of work will include:

- Condition Assessment (revision of previously-completed study)
- Space Utilization (revision of previously-completed study)

The Experience Plan scope of work will include:

- Schematic plans indicating experience zones and visitor experience renderings
- Visitor experience narrative for each area.
- Projected annual Operating cost
- Indicate possible ‘future’ (10-20 year) expansion opportunities

The Market Study/Business Plan scope of work will include:

- Measurement of effectiveness of current marketing programs and strategies
- Gathering data on audiences, competitors, and market conditions
- A draft business plan with projected visitation, revenues, and operating expenses

The Master Plan scope of work will include

- Recommendations regarding new/additional space requirements
- Site plan with aspirational architectural renderings
- View of visitor impressions during interaction with Ohio History Connection
- Site plans indicating visitor and staff access to site during various phases of proposed site updates

The Estimated Budget scope will include:

- A professionally prepared 3rd party estimate that considers publically and privately funded construction, phasing, and any potential funding shortfalls

All deliverables shall be submitted in draft and not finalized until written notification that they are acceptable to the Ohio History Connection.

C. Funding / Estimated Budget:

Total Project Cost	\$TBD	State Funding	<u>\$225,000</u>
Estimated Fee	\$225,000	Other Funding	

RFQ for Planning Services

D. Services Required:

Primary	Master Planning
	Space Utilization
	Facility Condition Assessment
	Market Analysis/Business Planning
	Experience Planning
Secondary	Architecture
	Landscape Architecture
	Cost Estimating
	Space Planning
Others	Mechanical, Electrical, Plumbing

E. Anticipated Schedule:

Release of RFP	04 / 18 / 22
Proposals Due	05 / 05 / 22
Select finalists for interviews	05 / 10 / 22
Conduct interviews	05 / 22
Consultant selected	05 / 22
Contract period initiated	06 / 01 / 22
Metrics and space utilization	07 / 22
Concept and market study	08 / 22
Master plan draft due	09 / 16 / 22
Final Plan Complete	10 / 01 / 22

F. EDGE Participation Goal:

Percent of *initial* TOTAL Planning Fee 0%

G. Evaluation Criteria for Selection

- Demonstrated ability to meet Owner’s budget, and schedule on previous projects.
- Previous experience compatible with the proposed project (e.g., type, size).
- Relevant past work of prospective firm’s proposed consultants.
- Past performance of prospective firm and its proposed consultants.
- Qualifications and experience of individuals directly involved with the project.
- Proposer’s previous experience (numbers of projects, sizes of projects) when working with its proposed consultants.
- Proximity of prospective firms to the project site.
- Proposer’s apparent resources and capacity to meet the needs of this project.
- The selected firm and all its consultants must have the capability to use the Internet within their normal business location(s) during normal business hours.

H. Submittals:

Submission shall include: 1) Letter of Interest, 2) Statement of Qualification document, 3) Alignment with strategic priorities document, and 4) Additional information including photographs and/or drawings of completed projects as described above.

Submission shall be forwarded in .pdf format and labeled respectively:

1. (proposername)LETTER.pdf (i.e smithjonesLETTER.pdf),
2. (proposername)QUALIFICATION.pdf (i.e smithjones330.pdf), and
3. (proposername)ALIGNMENT.pdf (i.e smithjonesALIGNMENT.pdf), and
4. (proposername)SUBMISSION.pdf (i.e smithjonesSUBMISSION.pdf)

Submissions shall not exceed 10 MB in size.

All responses shall be received not later than April 14, 2022, at 4:00 pm, EDT
Qualifications document, and additional information with photographs - are the only items that will be considered in selection of firms to proceed to interviews and presentations.

Attach Statements of Qualifications to an email message with the subject line “OHVIL Submission- (proposer name)” (i.e., “OHVIL Submission- Smith Jones Architects”) and forward to: fsmith@ohiohistory.org

Ohio History Connection will endeavor to maintain the confidentiality of each respondent’s Statement of Qualifications, submission to the RFQ, subject to local and state sunshine laws.

The proposal shall include at a minimum:

- a. Completed Statement of Qualifications (attached)
- b. Profile of the firm, date established, type of ownership, total number of employees by discipline.
- c. Not more than two principals who may be contacted about this project.
- d. Past experience of the firm and project examples similar to this project.
- e. References with Owner contacts.
- f. Project team members and their experience.
- g. National and State recognized certifications and/or accreditations, professional society memberships.
- h. Approach to the project.
- i. Proposed Form of Agreement
- j. Evidence of professional liability insurance.

NOTE: Proposals not prepared and submitted in accordance with the provisions set forth herein will not be considered. The Ohio History Connection reserves the right to accept any proposal and to reject any and all proposals or to negotiate terms when such is decided to be in the organization's best interest.

I. Inquiries:

Direct inquiries regarding this RFQ to:
Fred R. Smith, Director of Facilities Management
Cultural Resources Division
800 E. 17th Avenue
Columbus, Ohio 43211
Tel. (614) 297-2446
Fax (614) 297-2455
fsmith@ohiohistory.org

The Ohio History Connection (OHC) was founded in 1885 to promote a knowledge of history and archaeology, especially of Ohio. It is a 501(c) 3 organization that contracts with the State of Ohio on a number of history-related activities, including administering and maintaining state memorials and museums. Since 1891, OHC has managed historic sites and properties now numbering 58, 14 of which are National Historic Landmark sites.

J. Exhibits:

Contextual Documents:

These provide important context for the master plan. Successful submissions will reflect familiarity with these resources.

2021 Strategic Plan

The transformation of the Columbus campus is an organizational major priority in this strategic plan. It reflects the History Connection's thinking about its desired impact and future projects. All staff and trustees were involved in drafting the plan.

American Indian Policy

In 2019, the Ohio History Connection board of trustees approved our American Indian Policy. The policy was developed in partnership with our tribal partners, made up of representatives from the federal recognized tribes who once lived in the land we today call Ohio.

Earlier plans

Several prior planning phases (and reports) were completed and not realized. These relate to the anticipated structures and functions of the Columbus campus. They contain concepts that remain relevant.

Market Study Documents

2017 OHC Market Study

Experience Plans

'97 & '06 - Ohio Village development plans

2017 – Visitor Experience Plan for expanded History Center

End of Request