

**REQUEST FOR PROPOSAL**  
**Exhibit Design, Fabrication and Installation**

**FRIENDS OF HEARST CASTLE**  
**CALIFORNIA STATE PARKS**  
**MONTEREY BAY NATIONAL MARINE SANCTUARY**

**PROPOSALS DUE: June 16, 2008**

**[Friends@Hearstcastle.com](mailto:Friends@Hearstcastle.com)**

**1. BACKGROUND AND OBJECTIVES**

In cooperation with The Monterey Bay National Marine Sanctuary and California State Parks, the Friends of Hearst Castle requests proposals for an exhibit design firm to design, build and install an exhibit at the Coastal Discovery Center at San Simeon Bay.

**a) Background**

Established in 1985, the Friends of Hearst Castle (FHC) is a 501(c)(3) nonprofit cooperating association affiliated with Hearst San Simeon State Historical Monument and the San Luis Obispo Coast District of California State Parks. FHC supports art and artifact preservation and interpretation through membership, education, outreach and special events; enhancing understanding and appreciation, and thereby enriching the visitor experience.

California Department of Parks and Recreation (State Parks) manages more than 270 park units, containing the finest and most diverse collection of natural, cultural, and recreational resources to be found within California. State Parks is responsible for managing almost one-third of California's scenic coast with over 280 miles of coastline. Their mission is to provide for the health, inspiration and education of the people of California by helping to preserve the State's extraordinary biological diversity, protecting its most valued natural and cultural resources and creating opportunities for high-quality outdoor recreation.

The Monterey Bay National Marine Sanctuary (MBNMS), the nation's largest national sanctuary, encompasses more than 5,300 square miles of central California coastal waters that contain a rich array of habitats and marine life. The Sanctuary program provides protection of natural and cultural resources through research and education programs to foster public understanding and stewardship of this nationally significant marine area.

In 2004, MBNMS and the San Luis Obispo Coast District of State Parks, in partnership with FHC, began development of a cooperative use plan for an existing building at William Randolph Hearst Memorial Beach in San Simeon. The facility's primary function is interpretation, education and outreach about natural and cultural resources in coastal California from Cambria to Big Sur. The facility filled an interpretive gap — other than Hearst Castle itself, no other interpretive facility existed to describe the diverse natural and cultural history of San Simeon Bay and the surrounding area. The interpretive facility opened in July 2006.

## **b) Objectives**

The Friends of Hearst Castle (FHC) requires the expertise of an interpretive exhibit design firm who will design, fabricate and install the exhibit “*History of San Simeon Bay*” in the Coastal Discovery Center at San Simeon Bay. The exhibit must meet MBNMS and California State Parks standards and mandates to connect the community and visitors to their coastal environment and enhance their understanding of the Coastal Discovery Center’s role in public education and outreach, research and resource protection.

## **2. TECHNICAL REQUIREMENTS**

The Contractor will design, fabricate and install the exhibit. With funding secured, development will begin upon completion of the contract.

Scope of Work, including but not limited to the following:

- Conceptual planning to develop a design that meets the exhibit goals, working with existing design elements (See Appendix A), and meeting ADA requirements;
- Graphic and audiovisual products and services;
- Design services including schematic design and construction drawings, as well as other documents if requested and/or required;
- Construction services including fabrication of the elements of the design and management of subcontracts and subcontractors;
- Installation services, including shipment/delivery of the exhibit elements to San Simeon, coordination of receipt of the exhibit elements, assembly and connection of the exhibit elements and verification that all elements function as specified;
- Training staff and docents on operational procedures;
- Maintaining exhibit for one year after installation.

*Conceptual planning:* The Contractor shall meet with representatives of MBNMS, State Parks and FHC to survey the existing exhibits and to develop concept ideas for the exhibit space. Further meetings may be required throughout the course of the contract.

*Graphic and audiovisual products and services:* Appendix A provides graphics standards used for the existing exhibits at the Coastal Discovery Center. The Contractor will be responsible for maintaining the existing look and feel of the exhibits, as well as meeting all State ADA mandates and guidelines. All graphic design elements will belong to FHC and may be used without additional cost for Coastal Discovery Center products.

*Design and Construction Services:* The Contractor will establish the schedule for submission of staged documents. A detailed schedule and cost estimate for the following progress stages are required as part of the proposal:

- Concept Development Meetings
- Design Concept
- Preliminary Design
- Design Development Drawings
- Construction Drawings
- Construction Fabrication
- Installation

*Electronics:* The Contractor will be responsible for the design and/or specification of any electronic exhibit elements and for the purchase, integration and testing of both the electronic hardware and software and the enclosures for these elements. All exhibit elements must be durable and resistant to vandalism.

*Installation services:* The Contractor will arrange for shipment of the exhibit elements from the fabrication site and will be responsible for protecting the elements from damage. The Contractor will provide an assembly crew to move the exhibit elements into the space, assemble the pieces, and validate full operation as designed and specified. The assembly crew will provide training to the MBNMS staff on operation and maintenance of the exhibit within one week from exhibit installation.

*Maintenance:* The Contractor shall be available for maintenance of all exhibit components, especially the electronic elements for a period of one (1) year after installation. Contractor shall commit to a response time of not more than one (1) business day after receiving a call or other notification from the MBNMS or the Coastal Discovery Center of a failure or other problem and shall provide evidence of such capability in their proposal. The Contractor shall repair or replace any item that malfunctions or otherwise fails to perform as intended and specified, if such malfunction or failure occurs with normal use of the equipment and is the result of a fabrication fault or error and not to user abuse. The cost to repair or replace defective or faulty items, including material and labor costs, within the first year after installation shall be borne by the contractor. Thereafter, the Contractor will be paid for maintenance labor costs according to a pre-established price schedule that becomes part of the contractual agreement.

### **3. INTERPRETIVE THEMES AND EXHIBITS**

San Simeon Point and San Simeon Bay have a rich history of human use, including habitation by local tribes of Native Americans, a whaling station at San Simeon Point and use of the bay as a harbor for import and export, commercial and recreational fishing and other activities, including yachting, kayaking, surfing and diving. The historic Sebastian's General Store (est. 1874) and a historic post office are located nearby. The Piedras Blancas Light Station, established as an aid to navigation in 1875, is located eight miles to the north. In 1869 George Hearst acquired the land now referred to as the Hearst Conservation Easement and his son, William, built the hilltop retreat, now called Hearst Castle. In 1953, the Hearst family donated the area comprising Hearst Memorial Beach to San Luis Obispo County and in 1970, the property was transferred to the State. The park receives over 150,000 visitors per year who come for recreation, relaxation and aesthetic enjoyment.

In January 2004, a working group formed to develop the interpretive plan for the Coastal Discovery Center at San Simeon Bay. As an expression of both MBNMS' and State Parks' commitment to the protection of natural and cultural resources, the theme of the facility is *Connecting Land and Sea*. Educational programs for school groups and adults have been developed to enhance the interpretive messages in the exhibits. The main interpretive themes and the exhibits associated with them are described below.

***Resource Protection.*** Emphasizing the important role MBNMS and State Parks play in protecting natural and cultural resources, exhibits focused on resource protection and

stewardship include *Partners in Protection on Land and Sea*, *Watersheds – Moving Water From Land to Sea*, *Tidepools – Edge of Land and Sea*, and *Wildlife Viewing On Land and Sea*.

**Orientation.** Due to its relatively isolated location on the California coast, orientation is important for all visitors to learn where they are, as well as where other sanctuaries and state parks are located. Maps are included in the exhibits *Partners in Protection*, *The Deep Sea*, *Elephant Seals – Life On Land and At Sea*, and on exterior signs.

**Recreation.** Both MBNMS and State Parks encourage recreational use and public enjoyment of parks and sanctuaries. Recreational activities are encouraged along with strong messages about stewardship and responsible wildlife viewing in the exhibits *Watersheds*, *Elephant Seals*, *Tidepools*, *Wildlife Viewing* and on exterior signs.

**Maritime Heritage.** Both agencies are dedicated to protection of maritime cultural resources. These are highlighted in the exhibits *San Simeon Bay – History of Land and Sea* and *The Deep Sea*.

The exhibit requiring revision for this contract is *San Simeon Bay – History of Land and Sea*. For more information refer to Appendix B: History of San Simeon Bay worksheet

#### **4. CLIENT ESTIMATES OF TIME AND TOTAL COST**

**COST:** The total cost estimate for the exhibit must not exceed \$31,500.

#### **ESTIMATED TIMELINE**

May 15	RFP Released
June 2	10 am to 4 pm, Hosted walk-through of exhibits for interested parties,. No other walk-through with the client will be scheduled.
June 16	Proposal Due. Electronic proposals only, must be received by midnight Pacific Savings Time. Email proposals to <a href="mailto:Friends@hearstcastle.com">Friends@hearstcastle.com</a> . Keeping size of the document in mind, please avoid very large files.
July 21	Notification of award of contract
August 21	Contract completed
September 1	Design work begins
October 1	Fabrication & Installation begins
November 1	Installation complete

#### **5. CRITERIA FOR SELECTION**

Contractors will be evaluated based on the following criteria:

- Understanding of the mandates, goals and design needs of the contracting agencies;
- Availability for consultation and project review;
- A minimum of 5 years experience with signage development, fabrication and installation;
- Demonstrated experience and familiarity with interpretation of marine resources of the central California coast;
- Strong favorable references resulting from projects with partner agencies along the West Coast, particularly California;

- Ability and willingness to prioritize work, meet deadlines as assigned and to work as a team player with the client and partners, represented by the Friends of Hearst Castle, the National Marine Sanctuary Program, and California State Parks.
- Cost bid and schedule to complete the project

At a minimum, the quotation shall include the following information:

- A timeframe from contract signoff to completion of the exhibit installation;
- Cost quotation — FHC reserves the right not to select the lowest bidder, but rather to judge all the criteria in making the selection;
- A detailed description of the exhibit design firm;
- A description of previous exhibit design and development experience that clearly demonstrates the Bidder's ability to provide the services described herein;
- Detailed examples of previous exhibit projects completed of a similar scope and scale with a list of references;
- A detailed list of the staff that will be working on this project and their experience;
- Travel and direct costs should be included in the quote.

Bidders are required to complete and submit Table 1 to demonstrate their proposed timeline for completing the project and to provide a general cost breakdown of each element. Upon contract approval, quotations may not exceed the Total Cost provided in Table 1 without prior written consent.

Further, during the contractual period, contractors, at their sole cost and expense, shall purchase and maintain insurance policies placed with insurers which have a Best's rating of no less than A VI or above and are admitted insurance companies in the State of California. Contractor shall name Friends of Hearst Castle as additional insured. Proof of insurance must be provided prior to initiating the contract. At a minimum, coverage must include:

- Comprehensive general liability with \$1,000,000 coverage for personal injury and bodily injury, including death;
- \$1,000,000 coverage for property damage;
- Automobile coverage, which shall include owned and non-owned vehicles and this policy shall include a minimum combined single limit of not less than \$1,000,000 for each accident of bodily injury and/or property damage and be applicable to vehicles used in pursuit of any of the activities associated with the contract;
- Worker's compensation and employer's liability insurance policy in accordance with the provisions of Labor Code Section 3700, Contractor;
- Professional liability "errors and omissions or malpractice" insurance with limits of liability of not less than \$1,000,000.

Selection of the successful vendor will be based on the most effective response meeting the requirements of this RFP. Exhibit fabricators will be expected to demonstrate their ability to provide a complete job, including, but not limited to, development of an exhibit design, provision of hardware, software programming, integration, shipment to the site and installation. The requirement also includes long-term operation and maintenance as described above. After exhibit installation, the Contractor will be obligated within one week of completion to train Sanctuary staff on the operation and maintenance of the exhibit.

To be considered for the contract, the RFP must be received by **June 16, 2008**. Only electronic proposals will be accepted. As part of the selection process, finalists may be required to do an in-person presentation and additional information and/or clarification may be required. **Contractor selection will be made by July 21, 2008; work will begin upon completion of contract.**

Fabricators should be aware that an onsite representative from MBNMS/FHC will function as a point of contact during performance of the work and will be present to coordinate final installation and provide sign-off on the completed work.

**Table 1: Project Schedule and Price Proposal**

<b>Design Phase</b>	<b>Proposed Cost</b>	<b>Proposed Completion Date</b>
Conceptual Planning	\$	
Graphic Design/Illustration	\$	
Conceptual Drawings	\$	
Construction Drawings	\$	
Fabrication Services (production of the exhibits)	\$	
Installation Services (includes shipment to site & final sign-off)	\$	
Travel	\$	
<b>Total Cost/Installation completion date</b>	<b>\$</b>	

**5. FOR MORE INFORMATION**

To view the existing exhibits, log on to the website at [www.coastaldiscoverycenter.org](http://www.coastaldiscoverycenter.org). Visit the Coastal Discovery Center during its open hours on Friday, Saturday and Sunday, 11 am to 5 pm.

**Physical Location:**

Coastal Discovery Center at San Simeon Bay  
 W.R. Hearst Memorial Beach  
 SLO San Simeon Road at W.R. Hearst Memorial Beach  
 San Simeon, CA 93452  
 W.R. Hearst Memorial Beach is located directly across Highway 1 from Hearst Castle State Historic Monument® Visitor Center

**Direct proposals and inquiries to:**

Friends@hearstcastle.com

## **APPENDIX A: DESIGN STANDARDS COASTAL DISCOVERY CENTER AT SAN SIMEON BAY**

### **Color Schedule:**

- A. PMS 542
- B. PMS 631
- C. PMS 281
- D. PMS 5275
- E. PMS 3242
- F. PMS 301 (20%)
- G. PMS 120
- H. PMS 716

Dashed rule trim: PMS 542C and PMS 631C

### **Graphic Panel Styles:**

- A. Vinyl lettering mounted sub-surface to 1/2" "Ice Blue" Acrylite panel. Pin-mounted 1" apart from 1/4" "Radiant" Acrylite panel.
- B. Vinyl lettering mounted sub-surface to 1/2" Lexan panel and painted. Pin-mounted.
- C. Digital laminate mounted to PVC. Pin-mounted.
- D. Translucent digital laminate mounted to clear Lexan panel. Pin-mounted.

### **Exhibit Title Style:**

All titles are 4" dimensional lettering, mounted with 1/2" spacers unless otherwise noted. Subtitles are vinyl lettering in color C mounted sub-surface to 1/2" clear Lexan panel (oval shaped) and painted in color G. Pin-mounted.

### **Cabinet and Console Style:**

All cabinets and consoles are made of Plywood and MDF. Countertops are laminated with Formica in Wilsonart Laminate D322-60 (Blue Jay) and D341-60 (Marigold).

### **Type Styles and Sizes:**

Fonts used:

Meta Plus Book and Meta Plus Bold for body copy.

Bodoni Bold Condensed for dimensional letter titles.

All body copy on graphic panels is a minimum of 48 pt and up to 96 pt. Text in flip books is 32pt.

## **APPENDIX B: HISTORY OF SAN SIMEON BAY EXHIBIT Worksheet**

**EXHIBIT REFERENCE TITLE:** History of San Simeon Bay

**ACTUAL TITLE:** *San Simeon Bay: History of Land and Sea*

**LOCATION:** South Wall

**SIZE OF EXHIBIT AREA:** Approximately 8 feet long by 5 feet deep by 8 feet high.

**DESIRED ELEMENTS:** Map or photo of San Simeon Bay, at least one video monitor with controls, three-dimensional displays, which may include a scale replica of a whaling vessel (donated to the Center), interactive displays for all ages, ADA accessible.

**EXHIBIT THEME:** San Simeon Bay is a special place, rich in natural resources, with a long history of human use.

### **INTERPRETIVE OBJECTIVES: Visitors Will:**

- See how San Simeon Point forms a leeward bay;
- Understand that the natural formation of San Simeon Bay makes it a magnet for wildlife and people;
- Gain an appreciation for the vast diversity of human uses of San Simeon Bay over hundreds of years;
- Feel a desire to protect San Simeon Bay for future generations (stewardship).

**GENERAL DESCRIPTION:** Originally, the exhibit was designed as a “Pepper’s Ghost” with ghostlike images superimposed on a 3-dimensional diorama. The exhibit did not work, and is currently closed. Using available funds, we have completed five video vignettes to be included in the final exhibit (See text, below). The video vignettes will be placed on the website, [www.coastaldiscoverycenter.org](http://www.coastaldiscoverycenter.org) on or before June 1, 2008. Use of the video vignettes is not essential, but is desired.

**PRIMARY MESSAGE:** San Simeon Bay has a rich history of human use, spanning more than 500 years.

**SECONDARY MESSAGE:** The shape of San Simeon Bay makes it a magnet for wildlife and people.

**TERTIARY MESSAGE:** How people use the bay has changed over time.

**EVALUATION:** Visitors can describe one thing learned from the exhibit, or visitor asks docent for more information based upon what he/she has learned.

**Text for Video Vignettes: History of San Simeon Bay. View these vignettes on the website at [www.coastaldiscoverycenter.org](http://www.coastaldiscoverycenter.org).**

**1600s:** Before Spanish explorers arrived, the hillsides were covered with oak trees. Native people collected acorns, hunted wildlife, and gathered native plants, to make food and implements.

**1700s:** In the late 1700s, Spanish settlers cleared the land of oak trees to create grassland for cattle. Fur traders traveled the Pacific Ocean to harvest sea otter and other marine mammals. An outpost of Mission San Miguel was established in the hills above the bay to supervise mission activities and trade mission products with Spanish and foreign ships.

**1800s:** The gold rush of 1850 brought a new influx of settlers. Portuguese sea captain Joseph Clark hunted gray whales in San Simeon Bay. San Simeon became a seaport, exporting dairy products, animal hides and metals from local mines. The Sebastian's store was built at San Simeon Point. A new wharf encouraged steamers and other ships to visit the port.

**1900s:** In 1919, William Randolph Hearst began construction of his famous hilltop retreat, now called Hearst Castle. Steamer ships regularly brought people and materials to and from San Simeon Bay.

**2000s:** Today, San Simeon Bay is a favorite place for recreational fishing, boating, kayaking, and relaxation. Visitors can enjoy watching whales and other marine wildlife from the pier.