

## Exterior Signage and Artwork of Florida Keys Eco-Discovery Center

*Applications due May 31st, 2019 by 11:59pm*

### Overview/Background

The Florida Keys Eco-Discovery Center has been a free tourist attraction for over 11 years in Key West. Our facility is the premier destination in the Florida Keys to learn about the natural environment, Florida Keys National Marine Sanctuary, and the National Park Service.

Since opening in 2007, the Center has seen nearly 650,000 visitors, and with the newly completed construction of the Truman Waterfront Park, our visitorship has increased. This project would update the outdated exterior to match the beautiful new park which surrounds the Center, enhancing the visitor experience as well as attracting new visitors.

### Application Focus/Objective

Fabricate and install external artwork and signs that will help draw tourists to the Florida Keys Eco-Discovery Center.

### Services Needed

We are seeking services from sign companies to fabricate, install, and perform final detailing of various signs and artwork on the exterior of the visitor center. Design documents and dimensions will be provided.

### Scope

1. Fabricate and install approximately 135 feet of dimensional marine life, coral and foliage artwork along front and road side of building
2. Refinish, repaint and install existing dimensional artwork
3. Fabricate and install main entrance sign, size approximately 47 inches wide x 80 inches high x 8 inches thick including concrete footer base, metal interior structure, and painted surface with direct print or silk-screened graphics on face
4. Fabricate vinyl letters and graphics for entrance to Eco-Discovery Center
5. Final detailing of project installation

### Eligibility

Proven track record of doing similar projects in scope and scale in Key West, technical ability to complete project, and cost of project.

### Submitting Your Proposal

The National Marine Sanctuary Foundation requires responses to this RFP to be delivered electronically, via email as an Adobe™ .pdf file to [rfp@marinesanctuary.org](mailto:rfp@marinesanctuary.org). Please include "Exterior Signage and Artwork of Florida Keys Eco-Discovery Center" in the subject line. **Proposals must be received electronically no later than May 31st, 2019.** The National Marine Sanctuary Foundation will send a confirmation by email within two business days of receiving your submission that your proposal was received and all files are accessible. If you do not receive a confirmation email within two business days, please contact LJ Fletcher at [LJ@marinesanctuary.org](mailto:LJ@marinesanctuary.org) or 301-608-3040 x312. It is the submitter's responsibility to ensure that the Foundation receives the proposal prior to the specified closing date. Proposals submitted after the deadline will not be considered.

Proposals should include the following elements:

1. A description of the applicant with an explanation of why you are qualified to complete this project
2. A detailed budget proposal with line items for staff time, travel, supplies, and other significant budget elements.

3. Two examples of past work
4. References

**Payments:** The total budget for this project is not to exceed \$80,000. Upon award of the contract 30% of costs per project line item as noted above in the scope of work will be provided up front, with the remaining 70% provided upon completion of each line item.

### **Evaluation Criteria**

All applications will be screened for relevance and completeness, and will then be evaluated based on the extent to which they meet the following criteria:

- Eligibility – as noted above
- Geographic Focus – 35 East Quay Road Key West, FL 33040
- Technical Merit – Proven history of executing similar jobs with positive outcomes
- Metrics and Outcomes –
  - Thickness of material used
  - Paint and material that can withstand the harsh environment
  - Travel and installation costs
  - Craftsmanship
- Budget – as noted above
- Project Sustainability – Artwork should last at least 10 years prior to needing any maintenance

### **Questions**

Please address all questions regarding this RFP to John Genthert, in writing at [john.genthert@noaa.gov](mailto:john.genthert@noaa.gov).