

REQUEST FOR QUALIFICATIONS

For a Creative, Interpretive Display Installation
Town of Vail Welcome Centers

PROJECT BACKGROUND & DESCRIPTION

The Town of Vail is a certified Mountain IDEAL sustainable destination, which is recognized by the Global Sustainable Tourism Council and is designated a top 100 Sustainable Destination by Green Destinations. The Town of Vail is currently developing a Destination Stewardship Plan to guide Vail's management of the tourism economy within the local community. The criteria for the Destination Stewardship Plan require that it be based on the major tenants of sustainable tourism management practices, incorporating social and cultural sustainability, and an assessment of environmental issues and risks.

To build in concert with the Town of Vail's Destination Stewardship Plan, the Vail Welcome Centers look to upgrade our current displays with new creative and interpretive exhibits. The Town of Vail has two Welcome Centers, located in Vail and Lionshead villages, attracting more than 158,000 guests annually. The Welcome Centers are open 365 days a year for guests to relax and learn more about the town, Vail Mountain, and surrounding areas.

The Town of Vail is seeking a qualified firm to develop creative and interpretive displays for the Vail Village and Lionshead Welcome Centers.

Project Goals

- Engage and educate visitors on Vail's outdoor recreation, environmental sustainability practices, culture, history, and other themes outlined by the current [Mountain IDEAL standard](#).
- Ensure guests have an enjoyable and informative experience in the centers.

Core Messaging

- The Town of Vail Welcome Centers seek to engage and educate visitors on Vail's outdoor recreation, environmental sustainability practices, culture, and history as other themes outlined by the current Mountain IDEAL standard.
- Develop a creative and engaging way to educate visitors on Vail's outdoor recreation, environmental sustainability practices, culture, and history.
- Raise awareness for Vail's commitment to maintaining our Mountain IDEAL Certified Sustainable Destination designation and Top 100 Sustainable Destination designation.

SCOPE OF WORK

- Review existing displays with the selected consultant.
- Review locations of existing displays and add new locations within the Welcome Centers.
- Stakeholder meetings with key community members to determine specific scope of work.

- Using reviews of displays, locations, and stakeholder feedback, establish a scope of work for planning, designing, construction needs, and installation.

SUBMITTAL REQUIREMENTS & QUALIFICATIONS

- **Statement of Qualifications:** statement covering resources, expertise, client list, and references. If a team, partnering firm, or organization is proposed, include background information on all participating members. Include standard billing rate(s) range.
- **Relevant Work Experience:** examples of previous work relevant to creative, interpretive displays, and environmental sustainability. Detail specific case studies that demonstrate abilities in these areas and approximate cost range.
- **Approach to Scope of Work:** indicate the style or approach intended to develop the messaging strategy and accomplish the listed goals.

SELECTION CRITERIA

The successful candidate will provide examples and demonstrate the ability to:

- Manage expenses to approved budgets, demonstrate accountability, and meet deadlines.
- Establish positive working relationships with stakeholders.
- Be resourceful, flexible, dedicated, and results oriented.
- Bring creative solutions and problem solving to the project.
- Experience integrating sustainable materials into projects.
- Communicate a positive message to a diverse audience with varying interests.

BUDGET

1. The total budget for the project is \$200,000 (inclusive of two digital displays/monitors)
2. Budget is inclusive of all fees, travel, design, insurance, permits, fabrication, labor, installation, and contingency

TIMELINE

RFQ Question and Answer Period Submit questions via email to canneberg@vailgov.com Question responses will be available HERE starting February 14, 2022	February 7 - 18, 2022
RFQ Due Date	February 25, 2022
Candidate Selection Process Narrow results to a maximum of 3 firms Conduct interviews, and site visits will be available upon request	February 28 - March 4, 2022
Contract Award	March 8, 2022

CONTACT AND SUBMITTAL

Responses are due by 5 PM MST no later than Friday, February 25, 2022.

All responses will be submitted via email to canneberg@vailgov.com.

Inquiries should be directed to:

Christine Anneberg, Welcome Centers Associate

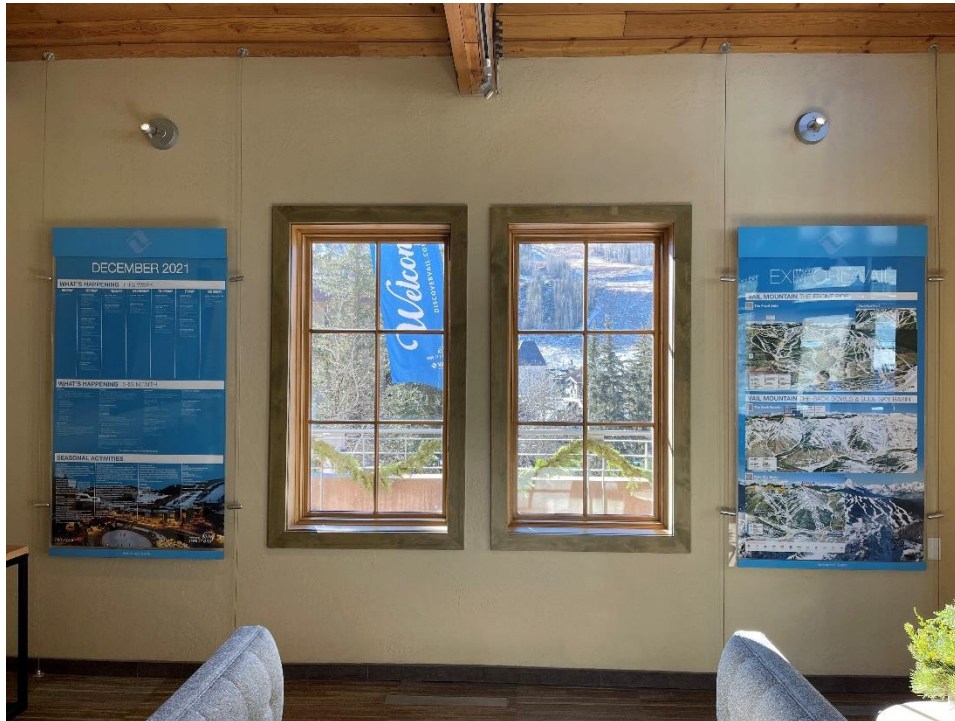
Town of Vail

970-479-3520

canneberg@vailgov.com

ATTACHMENTS:

1. Vail Village Welcome Center current displays
 - a. The southern wall, east side of VVWC
 - b. The southern wall, west side of VVWC
 - c. The western wall, west side of VVWC
 - d. The northern wall, west side of VVWC
 - e. The western wall, inside the entrance of VVWC
2. Lionshead Village Welcome Center current displays
 - a. The northern wall, east side of LHWC
 - b. The northern wall, west side of LHWC



1 A)



1 B)



1 C)



1 D)



1 E)



2 A)



2 B)