

# LOUGHEED HOUSE RE-IMAGINED REQUEST FOR PROPOSALS

## Communications and Community Engagement Consultant

It is an exciting time to join Lougheed House as we continue grow as a cultural hub for Calgary and our Beltline community. We are evolving our organization and are looking for individuals interested in being a part of this journey. Lougheed House was built in 1891 and is a Provincial and National Historic Site. Designed by Ottawa architect James R. Bowes for Senator James and Isabella Lougheed, it is one of the earliest surviving mansions of its kind on the Canadian prairies today. Located in the Beltline district of Calgary amid several acres of heritage gardens and green space, the House is also an accredited museum and significant Calgary landmark. It features a regular exhibition program, and hosts events, tours, and learning opportunities for visitors of all ages. Please visit our website for more information: [www.lougheedhouse.com](http://www.lougheedhouse.com).



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## BACKGROUND:

Since it opened in 2005, Lougheed House National and Provincial Historic Site, which includes a museum collection, has focused its exhibitions and visitor experience on the early history of the House. With minimal involvement from the local community in the development of the permanent exhibitions, it does not reflect Calgary's diverse histories, nor has it kept pace with new ways of engaging community to ensure meaningful and accessible experiences which interpret the past. To understand who we serve & to identify community needs, we recently undertook a Community Engagement Project which led to the development of a Community Engagement Framework, Exhibit Plan, and a Preliminary Interpretive Plan for the redevelopment of our permanent exhibits to include more community voices and diverse histories.

*Lougheed House Re-Imagined* is a plan to redevelop the permanent exhibitions on the second floor of Lougheed House, while also updating signage and interpretation throughout the entire house and green spaces. The second floor of Lougheed House is currently configured as a typical historic house museum with didactics and historic furnishings that explore the life of the house's original owners, the Lougheed family. The displays have remained largely unchanged since the museum's inception in 2005 and are not reflective of our current community.

The House is located on 2.8 acres of green space maintained by a team of 35 volunteer gardeners, which are accessed by over 80,000 Calgarians annually. As part of *Lougheed House Re-Imagined*, we are also planning a redevelopment of our gardens and outdoor spaces. This project is a significant opportunity to greatly enhance our internal capacity in the development and management of our gardens as welcoming spaces, and in the relaunch of the volunteer program in order to grow our diversity of membership and better address community needs.



## PROJECT OBJECTIVES:

The redevelopment of the permanent exhibitions, interpretation, and green spaces at Lougheed House to meet the following outcomes:

1. Implement an innovative model of co-creation
2. Provide a welcoming space where Calgarians can explore an aspect of Calgary's social history that may offer a surprising and new perspective on their city
3. Create space for dialogue about Calgary's past, present, and future civic identity
4. Connect Lougheed House history to Calgary history by positioning Lougheed House as a witness to Calgary's history
5. Create a space where people can actively engage with history through interactive displays and technology
6. Provide learning opportunities and curriculum connections for students K-12
7. Refresh the House's reputation in the community as a cultural hub and a place for everyone

We will consistently place community collaboration at the center of programming and exhibitions development. There are two major aspects to the project: **storytelling about the project and community engagement**. The Consultant will communicate aspects of the project to the community, solicit feedback and input from various stakeholders using a variety of engagement strategies, and communicate the outcomes of this engagement back to our stakeholders, creating a positive feedback loop of engagement.

To do this, we need a Communications and Community Engagement Consultant that will meet the following objectives:

1. Develop and implement a Communications and Engagement Plan that outlines a strategy to engagement with:
  - a. Community Partners
  - b. Members/Visitors
  - c. Volunteers
  - d. General Public
  - e. Board members
  - f. Donors/Funders

The Plan should include a variety of engagement methods including both active and passive, online and face-to-face, concentrated and sustained, intimate and generalized engagement. Examples could include open houses, 1-on-1 interviews, workshops, info hubs, round tables, pop-ups, surveys, etc. The Plan should build off Lougheed House's Community Engagement Framework.

2. In collaboration with Lougheed House's internal staff, contractors, and the Head Gardener implement the plan. This will include:
  - a. Hosting a of variety engagement sessions
  - b. Creating digital content for project communications



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c. Creating audio and video content for social media channels

3. Develop content for print collateral, i.e. marketing booklet, postcards, slide deck, etc.

The Communications and Community Engagement Consultant will work collaboratively with the Curator, Programs Manager, and Head Gardener to deliver cohesive and compelling content. They will ensure that community input is sought out and included at every phase of the project, and that updates to the project are communicated effectively and transparently to the community.

**PROJECT BUDGET:**

Consultant fee	\$15,000
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**MILESTONES AND DEADLINES:**

Objective	To Be Completed By
Complete hiring of vendor for project	March 2020
<b>Communications and Engagement Plan</b>	April 30, 2020
<b>Implementation of Plan</b>	May to November 2020
<b>Evaluation:</b> Project evaluation and debrief with all partners	January 2021



## WHAT TO INCLUDE IN YOUR SUBMISSION:

Describe in detail your proposal to address the requirements outlined in this RFP, including details about previous communications and engagement plans including methods used.

Provide a brief history and profile of yourself and your experience delivering services for organizations similar to Lougheed House. Provide examples of your past clients comparable to our organization; include contact name, telephone number, services provided and length of service. If available, provide examples of your experience working with historic sites, museums, or heritage organizations.

Describe the project process and methodology including sample deliverables from past projects of similar size and scope. Document examples of your experience in designing/developing and delivering each of the project requirements. Include information on which engagement strategies and models you have used in the past.

**Rights for all materials produced as part of the project will be held by Lougheed House Conservation Society.**

## PROPOSALS SHOULD BE SENT BY MARCH 22, 2020 11:59 MST TO:

Kirstin Evenden, Executive Director  
[kevenden@lougheedhouse.com](mailto:kevenden@lougheedhouse.com)

Lougheed House Conservation Society  
707 13<sup>th</sup> Avenue SW  
Calgary, AB T2R 0K8  
(403) 244-6333  
lougheedhouse.com

**In advance of submitting your proposal, please contact Lougheed House Curator, Caroline Loewen, to request copies of the Community Engagement Framework, Exhibit Plan, and Preliminary Interpretive Plan, that were previously developed as part of the initial Community Engagement and Research Phases of this project.**

Caroline Loewen, Curator, [cloewen@lougheedhouse.com](mailto:cloewen@lougheedhouse.com)



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