

LOUGHEED HOUSE RE-IMAGINED REQUEST FOR PROPOSALS

Project Coordinator

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.



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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. 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.



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PROJECT OBJECTIVES:

The redevelopment of the permanent exhibitions and interpretation in 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. To do this, we need a Project Coordinator that will meet the following objectives:

1. Advocate for the visitor experience and the story; help define the exhibit's messaging, determine interpretive strategies, and ensure that the content is clear, concise, and compelling in all design and communications.
2. Facilitate team meetings with community partners identified through our Community Engagement project as well as local researchers and museum professionals.
3. Undertake research in local archives and collections and building off the Exhibit Plan and Preliminary Interpretive Plan will assist in developing the following exhibit content:
 - a. Interpretive Master Plan
 - i. Interpretive Grid
 - ii. Storyline
 - iii. Digital Delivery Plan
 - b. Content Brief
 - i. Exhibit Overview
 - ii. Style Board
 - c. Exhibit Development
 - i. Exhibit Outline
 - ii. Exhibit Script
 - iii. Visitor Experience Narrative

The exhibit content listed above will include:

- a. All stories to be told in the exhibit



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- b. Sourcing of objects, photographs, and archival documents that can be used to illustrate these stories
 - c. Interpretive strategies used to communicate in the exhibit
 - d. Interactive and audio/visual elements
 - e. Recommendations on content for an Audio Guide
4. Help manage timelines for the design, communications and marketing of the project and work closely with a Communications Consultant and Exhibit and Graphic Designer(s).

The Project Coordinator will report to the Curator of Lougheed House. Project milestones and deliverables are to be completed in collaboration with the Project Team.



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PROJECT BUDGET:

Consultant fee	\$20,000
Travel	up to \$5,000

PROJECT MILESTONES AND DEADLINES:

Objective	To Be Completed By
Complete hiring of vendor for project	March 2020
Research and Interpretation Development: Consultation with community partners; Research in local archives and collections; Development of an Interpretive Master Plan and Interpretive Grid	April 30, 2020
Concept Development: Development of a Content Brief which will include an overview of the exhibit and interpretive strategies to be used; Development of a style board; Consult with designer on initial look-and-feel for the exhibit	May 28, 2020
Schematic Design: Development of an Exhibit Outline which will include a draft object list, preliminary interactives, and A/V, as well as potential curriculum connections; Development of the overarching visitor experience narrative	August 27, 2020
Design Development: Produce an Exhibit Script which will include the final outline, draft text and object lists, interactives and A/V outline; Develop a draft of curriculum connections; Work with the designer to develop initial floor plans and graphic design; Develop an initial fabrication and installation timeline and suggested budget	October 1, 2020
Final Design: Final exhibit content including final text, final object lists, and sources confirmed; Approval of final designs; Final fabrication and installation timeline and budget developed	December 17, 2020
Evaluation: 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 such as interpretive strategies; potential technologies to be used; archives and collections to be accessed; and a plan to address inclusive design and accessibility.

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 delivering each of the project requirements, including any experience related to project coordination, community engagement, exhibit development, and museum interpretation.

Please note that Lougheed House is a National and Provincial Historic Site therefore there are restrictions on how the physical structure of the house can be used and modified. Please keep this in mind as you develop your proposal.

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

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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

