



**COUNTY OF HENRICO
DEPARTMENT OF FINANCE
PURCHASING DIVISION
CONTRACT EXTRACT
NOTICE OF AWARD/RENEWAL**

DATE:	March 1, 2024
CONTRACT COMMODITY/SERVICE: <i>(include contracting entity if cooperative)</i>	Exhibit Design Services
CONTRACT NUMBER:	2591A
COMMODITY CODE:	906.52
CONTRACT PERIOD:	March 1, 2024 through February 28, 2025
RENEWAL OPTIONS:	4 remaining one-year renewal periods through 2029
USER DEPARTMENT:	Rec and Parks
Contact Name:	Julian Charity
Phone Number:	804-652-1416
Email Address:	Cha129@henrico.us
HENRICO COOPERATIVE TERMS INCLUDED:	Yes
SUPPLIER: Name:	Riggs Ward Design, LC
Address:	2315 West Main Street
City, State:	Richmond, VA 23220
Contact Name:	Bob Riggs
Phone Number:	804-690-2046
Email address:	briggs@riggsward.com
ORACLE SUPPLIER NUMBER:	8825
BUSINESS CATEGORY:	Small
PAYMENT TERMS:	Net 30
DELIVERY:	As needed
FOB:	Destination
BUYER: Name:	Jon Creger, VCA, VCO
Title:	Procurement Analyst II
Phone:	804-501-5664
Email:	Cre057@henrico.us

This contract is the result of a competitive solicitation issued by the Department of Finance, Purchasing Division. A requisition must be generated for all purchases made against this contract and the requisition must reference the contract number.

I. SCOPE OF SERVICES

A. The Successful Offeror shall provide exhibit design services needed to develop elements of the visitor experience at exhibit spaces for Henrico County Recreation and Parks.

B. Design Service Requirements.

Design services for the proposed contract shall include at minimum, the following:

1. Developing a thorough understanding of the context and goals of the Exhibition.
2. Development of the Exhibition concept.
3. Preparation of schematic design drawings, specifications, and cost estimates.
4. Design of the Exhibition and all of its non-specialized artisan-crafted components (including all 3D components, structures to house multimedia, graphics, drawings and specifications inclusive of any associated materials necessary to successfully integrate all objects into the Exhibition design, object mounts).
5. Layout of all Exhibition components (including but not limited to platforms, object risers and display cases, object layouts, case layouts, wall panels, audio-visual experiences, specialized floor, wall and ceiling structures and treatments, and contextual/theatrical recreations and environments);
6. Coordination with the HCRP on infrastructure requirements;
7. Coordination with HCRP audiovisual team on lighting needs and build lighting into fabrication schedule;
8. Project documentation (contract drawings and specifications, etc.).
9. Fabrication and installation timetable.
10. Project management.
11. Fabrication and installation quality assurance and coordination services.
12. All specifications, drawings, and associated materials necessary for the fabrication, construction, and installation of the Exhibition.
13. Exhibit fabrication/installation services.

B. Successful Offeror Requirements and Responsibilities.

1. Offerors shall provide a project manager to attend on-site project kick-off meetings with HCRP staff.
2. Offerors shall provide a competent, well-trained and experienced staff that exhibits professionalism and service excellence. The Offeror shall provide on-site supervision at all times.
3. No subcontracting is allowed without prior authorization from HCRP personnel.

II. COUNTY RESPONSIBILITIES

A. The County will designate an individual to act as the County's representative with respect to the work to be performed under this contract. Such individual shall have the authority to transmit instructions, receive information, and interpret and define the County's policies and decisions with respect to the contract.

B. Henrico County Recreation and Parks shall:

1. Provide historical text and imagery to the firm for design, reproduction, and installation.
2. Provide any original artwork or artifacts for wall mounting.
3. Provide approval of design drafts.



COMMONWEALTH OF VIRGINIA

County of Henrico

**Non-Professional Services Contract
Contract No. 2591A**

This Non-Professional Contract (this “Contract”) entered into this 5th day of February 2024, by Riggs Ward Design, LC (the “Contractor”) and the County of Henrico, Virginia (the “County”).

WHEREAS the County has awarded the Contractor this Contract pursuant to Request for Proposals No. 23-2591-9JEC, as modified by Addendum 1 dated October 10, 2023 and Addendum 2 dated October 17, 2023 (the “Request for Proposals”), for Exhibit Design Services.

WITNESSETH that the Contractor and the County, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the services to the County as set forth in the Contract Documents.

COMPENSATION: The compensation the County will pay to the Contractor under this Contract shall be in accordance with Appendix A.

CONTRACT TERM: The Contract term shall be for a period of one year. The County may renew the Contract for up to four one-year terms giving 30 days’ written notice before the end of the term unless Contractor has given the County written notice that it does not wish to renew at least 90 days before the end of the term.

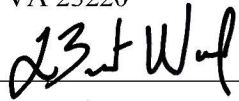
CONTRACT DOCUMENTS: This Contract hereby incorporates by reference the documents listed below (the “Contract Documents”) which shall control in the following descending order:

1. This Non-Professional Services Contract between the County and Contractor.
2. The General Contract Terms and Conditions included in the Request for Proposals.
3. The Negotiated Modifications (Exhibit A).
4. Contractor’s Best and Final Offer dated January 18, 2024 (Exhibit B).
5. Contractor’s Original Proposal dated September 22, 2023 (Exhibit C).
6. The Scope of Services included in the Request for Proposals.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound hereby.

[Remainder of page intentionally left blank; signature page to follow]

Riggs Ward Design, LC
2315 W. Main Street
Richmond, VA 23220



Signature

Brent Ward, Principal

Printed Name and Title

February 15, 2024

Date

County of Henrico County, Virginia
P.O. Box 90775
Henrico, VA 23223-0775



Signature

Oscar Knott, CPP, CPPO, VCO

Printed Name and Title

02/27/2024

Date

Date

APPROVED AS TO FORM:



Assistant County Attorney

2/27/2024

Date

Date

Appendix A

Pricing Menu of Service Offerings for Contract 2591A

Service Offering	Hourly Rate
Creative Directing	\$150/hr
RWD Project Management	\$100/hr
Exhibit Design	\$120/hr
Graphic Design	\$90/hr
UI/UX Design	\$120/hr
Programming	\$120/hr
Media Development	\$120/hr
Installation Support	\$120/hr
Color-Ad Project Management	\$90.18/hr
Wood Fabrication Supervision	\$71.36/hr
Metal Fabrication, Paint and CNC Supervision	\$71.36/hr
Graphics Shop Supervision	\$71.36/hr
AV Integration Technician	\$89.20/hr

riggs wardSM

A/V MEDIA

DESIGN

PLANNING

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October 20, 2023

Jon Creger
VCA, VCO
Procurement Analyst II
400 Sausilita Drive
Richmond, VA 23227

Mr. Creger,

The Riggs Ward Design (RWD) team is excited to submit our qualifications to the County of Henrico for exhibit design services for the Three Lakes Nature Center. Our firm understands the varied set of skills needed to undertake this project, drawing from our visitor experience design expertise as well as our knowledge of the site. Our team has developed several exhibits of similar scope and content, including parks, gardens, nature centers and preserves, natural history museums, science museums, and visitor centers all across the country and specifically in similar ecosystems throughout the southeast. Our team is very familiar with the County of Henrico as a client, having worked with the County on numerous exhibit and wayfinding projects. These include the previous exhibit at Three Lakes Nature Center, which was designed by RWD and fabricated by Color-Ad, Inc. RWD would be honored to build on our long-standing relationships by working together on this project.

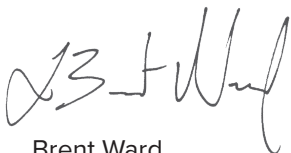
RWD has a full in-house staff that includes experts with educational backgrounds and expertise in exhibit design, graphic design, media development and programming, science, and natural history. Our partnership with Color-Ad, Inc. augments our qualifications for the project, bringing to the team five decades of craftsmanship and fabrication experience. We have worked together on numerous successful projects and have built strong collaborative relationships based on mutual respect and a shared passion for producing quality experiences.

As you will see, the majority of the projects featured in this proposal demonstrate our depth of experience working with objectives and content very similar to that of the Three Lakes Nature Center project. The RWD team will work as an extension of your organization and become a vocal advocate for each project within the community.

You will find that many of our references will proclaim that we are the most professional, organized, and enjoyable firm that they have ever worked with on any project. Should you have any questions about our proposal, please contact me at 804.254.1740 ext. 207 or via email at bward@riggsward.com

We look forward to hearing from you!

Best regards,




Brent Ward
Principal, Authorized Contact

ATTACHMENT A PROPOSAL SIGNATURE SHEET

My signature certifies that the proposal as submitted complies with all requirements specified in this Request for Proposal (“RFP”) No. # 23-2591-9JEC – Exhibit Design Services

My signature also certifies that by submitting a proposal in response to this RFP, the Offeror represents that in the preparation and submission of this proposal, the Offeror did not, either directly or indirectly, enter into any combination or arrangement with any person or business entity, or enter into any agreement, participate in any collusion, or otherwise take any action in the restraining of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.

I hereby certify that I am authorized to sign as a legal representative for the business entity submitting this proposal.

LEGAL NAME OF OFFEROR (DO <u>NOT</u> USE TRADE NAME):
Riggs Ward Design, LC
ADDRESS:
2315 W. Main St.
Richmond, VA 23220
FEDERAL ID NO: 54-1868308
SIGNATURE: 
NAME OF PERSON SIGNING (PRINT): Brent Ward
TITLE: Principal
TELEPHONE: (804) 254-1740 ex. 207
FAX:
EMAIL ADDRESS: bward@riggsward.com
DATE: September 22, 2023

ATTACHMENT B BUSINESS CATEGORY CLASSIFICATION FORM

Company Legal Name: Riggs Ward Design, LC

This form completed by: Signature: Susan Gilbert Title: Coordinator/Producer

Date: September 22, 2023

PLEASE SPECIFY YOUR **BUSINESS CATEGORY** BY CHECKING THE APPROPRIATE BOX(ES) BELOW.

(Check all that apply.)

- SMALL BUSINESS
- WOMEN-OWNED BUSINESS
- MINORITY-OWNED BUSINESS
- SERVICE-DISABLED VETERAN
- EMPLOYMENT SERVICES ORGANIZATION
- NON-SWaM (Not Small, Women-owned or Minority-owned)

SUPPLIER REGISTRATION – The County of Henrico encourages all suppliers interested in doing business with the County to register with eVA, the Commonwealth of Virginia’s electronic procurement portal, <http://eva.virginia.gov>.

eVA Registered? Yes No

If certified by the Virginia Minority Business Enterprises (DMBE), provide DMBE certification number and expiration date.

8623 NUMBER 2/4/2024 DATE

DEFINITIONS

For the purpose of determining the appropriate business category, the following definitions apply:

"Small business" means a business, independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or annual gross receipts of \$10 million or less averaged over the previous three years. One or more of the individual owners shall control both the management and daily business operations of the small business.

"Women-owned business" means a business that is at least 51 percent owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest is owned by one or more women who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

"Minority-owned business" means a business that is at least 51 percent owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

"Minority individual" means an individual who is a citizen of the United States or a legal resident alien and who satisfies one or more of the following definitions:

1. "African American" means a person having origins in any of the original peoples of Africa and who is regarded as such by the community of which this person claims to be a part.
2. "Asian American" means a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands, including but not limited to Japan, China, Vietnam, Samoa, Laos, Cambodia, Taiwan, Northern Mariana Islands, the Philippines, a U.S. territory of the Pacific, India, Pakistan, Bangladesh, or Sri Lanka and who is regarded as such by the community of which this person claims to be a part.
3. "Hispanic American" means a person having origins in any of the Spanish-speaking peoples of Mexico, South or Central America, or the Caribbean Islands or other Spanish or Portuguese cultures and who is regarded as such by the community of which this person claims to be a part.
4. "Native American" means a person having origins in any of the original peoples of North America and who is regarded as such by the community of which this person claims to be a part or who is recognized by a tribal organization.

"Service disabled veteran business" means a business that is at least 51 percent owned by one or more service disabled veterans or, in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more individuals who are service disabled veterans and both the management and daily business operations are controlled by one or more individuals who are service disabled veterans.

"Service disabled veteran" means a veteran who (i) served on active duty in the United States military ground, naval, or air service, (ii) was discharged or released under conditions other than dishonorable, and (iii) has a service-connected disability rating fixed by the United States Department of Veterans Affairs.

"Employment services organization" means an organization that provides community-based employment services to individuals with disabilities that is an approved Commission on Accreditation of Rehabilitation Facilities (CARF) accredited vendor of the Department of Aging and Rehabilitative Services.

ATTACHMENT C
Virginia State Corporation Commission (SCC)
Registration Information

The Offeror:

is a corporation or other business entity with the following SCC identification number:

_____ S022715-9 _____ **-OR-**

is not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust **-OR-**

is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the Bidder in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from Bidder's out-of-state location) **-OR-**

is an out-of-state business entity that is including with this bid/proposal an opinion of legal counsel which accurately and completely discloses the undersigned Bidder's current contracts with Virginia and describes why those contracts do not constitute the transaction of business in Virginia within the meaning of §13.1-757 or other similar provisions in Titles 13.1 or 50 of the Code of Virginia.

Please check the following box if you have not checked any of the foregoing options but currently have pending before the SCC an application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for bids:

STATEMENT OF SCOPE

Successful exhibits for the Three Lakes Nature Center Project will include engaging, thoughtful, and educational displays that reflect the character and mission of the site through advanced technical design. To achieve these goals, the project team needs to be competent, well-trained, and experienced, and exhibit superior professionalism and service excellence at all times.

The scope of this project begins with discovery, where the team will develop a thorough understanding of the context and goals of the exhibit. From here, an initial exhibit concept will be created, and then further developed into schematic design drawings, with specifications and a refined budget.

Next, the team will design and layout the exhibit and all of its components. The exhibit may include platforms; object risers and display cases; object and case layouts; wall panels; audiovisual experiences; specialized floor, wall, and/or ceiling structures and treatments; and/or scenic elements.

The RWD team will be responsible for coordination with the HCRP on infrastructure requirements, lighting needs, and fabrication and installation timelines. RWD will work to ensure quality assurance and smooth project management, including having team members attend on-site meetings when necessary.

OUR TEAM

We're an interdisciplinary studio. We've studied art and technology, science and architecture, museology and urban planning. We've explored history. Local history. American history. World history. History through art and artifacts. History through design and landscape and language. History through the stories of the people that have passed through the places and spaces we build and inhabit.



BOB RIGGS

Principal in Charge, Creative Director

As Principal in Charge and Creative Director, Bob Riggs oversees all aspects of the design process. Bob has over three decades of professional experience in conceptualization, production, and exhibit and graphic design.



CAROLINE CARPENTER

Director of Marketing

Caroline Carpenter is the Director of Marketing and Administration. In addition to her role as Director, Caroline serves as a project manager. Her training in leadership and design makes her a clear and effective communicator and allows her to serve as a liaison between RWD and the client.



MIKE RADTKE

Associate & Construction Administration Lead

Mike Radtke brings years of exhibit design experience to every project. He is skilled in Vectorworks and AutoCAD, and responsible for the production of conceptual and working drawings for exhibit fabrication, project management, and production schedule coordination with other departments.

OUR TEAM



MARK TALIAFERRO

Senior Exhibit Designer

Mark Taliaferro works as a Senior Exhibit and Industrial Designer at RWD. With his diverse background in both design and fabrication and over two decades of experience, Mark is highly skilled in 3D modeling, rendering, and project management.



ROB STEELE

Graphic Designer

As Senior Graphic Designer, Rob Steele specializes in creating striking graphics, accessible environments, and attractive signage for all visitors. Rob's close attention to detail drives his creativity and allows him to design captivating environmental and exhibit graphics, wayfinding, and signage.



BREANNE GILL

Architectural Designer

Breanne Gill is a talented Architectural Designer eager to utilize her skills to create a meaningful impact in any space. Breanne prioritizes community engagement and creating a quality visitor experience in her designs and ensures each space she creates is inclusive to all audiences.



TAYLOR VAN NESS

UI/UX Designer

Taylor Van Ness is a multidisciplinary designer with RWD, specializing in UI/UX design and large format print graphics. In her design work, Taylor pays close attention to detail and brings a creative perspective to each project.

OUR TEAM



NICK GUTKOWSKI
Media & Web Designer

Nick Gutkowski is an AR and XR Developer with RWD. Nick's interests in human-computer interaction, combined with his background in head-worn augmented reality, mobile application development, and historic sites make him an asset to any team.

OUR TEAM

Color-Ad, Inc. is a full service custom fabrication company specializing in the production of interpretive and interactive storytelling elements for museums, visitor centers, corporate environments, and other experiential spaces. Our staff consists of a full time team of craftsmen, designers, engineers, project managers, and front office personnel. We have a total combined 56,675 square feet of production and office space tailored specifically for the design, management, and production of large and complex custom fabrication projects.



HEATHER MCDADE

Project Manager

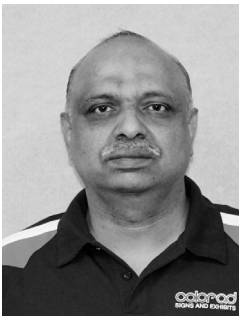
As the Project Manager, Heather will serve as the single primary point of contact between Color-Ad and RWD. She will be responsible for overseeing every aspect of fabrication for all exhibit elements in the project. She will ensure that scheduling, coordination, oversight, and communication is effective for all work produced by Color-Ad.



ZACHARY SCOTT

Wood Fabrication Supervisor

As Wood Fabrication Supervisor, Mr. Scott will be responsible for supervising all aspects of Color-Ad's exhibit fabrication. His responsibilities include maintaining the standards and methods of wood shop fabrication and the on-time satisfactory completion of the project through quality control checks.



VENKI SRINIVASARAO

Metal Fabrication, Paint, & CNC Supervisor

Mr. Srinivasarao's responsibilities include maintaining the standards and methods of metal, CNC, and finishing production and the on-time satisfactory completion of the project through quality control checks. Mr. Srinivasarao will manage, monitor, and schedule the flow of production through our metal, CNC, and paint departments..



BEVERLY ROBERTS
Graphics Shop Supervisor

Ms. Roberts will be responsible for supervising our in-house team of 5 full time graphic design and production specialists. She is responsible for coordinating all aspects of graphic production while maintaining high standards and methods of production for all graphic output.



JEFF GROGAN
AV Integration Technician

Mr. Grogan's will coordinate with the AV Director/Producer to ensure all AV equipment, control systems, and wiring integrates smoothly into the final exhibits. He is responsible for providing and installing all AV equipment, testing and troubleshooting equipment, and preparing equipment for use, including audio, video, and digital interactives.

BOB RIGGS

EDUCATION AND HONORS

Bob Riggs earned a Bachelor of Fine Arts, with a concentration in Communication and Design from Virginia Commonwealth University. In his professional career, Bob has received numerous awards including the Washington Book Publishers Design Award, The Print Casebooks' Best in Exhibition Design award, the Potlach Award of Merit, and the Frances Smyth-Ravenel Prize for Excellence in Publication Design.

CAREER SUMMARY

Riggs Ward Design
Principal in Charge & Creative Director
1997–Present

Franklin Street Communications
Exhibit Manager
1996–1997

1717 Design Group
Senior Exhibit Designer
1989–1996

SELECT RWD EXPERIENCE

Visitor Centers

Boy Scouts of America J.W. & Hazel Ruby West Virginia
County of Henrico:

- Henrico Meadow Farm Parsons Center
- Three Lakes Park Nature Center and Aquarium

Latta Plantation Visitors Center

Outer Banks Center for Wildlife Education

North Carolina Division of Parks and Recreation:

- Merchants Millpond State Park
- Raven Rock State Park
- Stevens Creek Nature Center

South Carolina National Heritage Corridor:

- Region II: Discovery Center
- Region III: Discovery Center and Retail Area

James R. Wilkins CCC Visitor Center

West Virginia University Visitor Resource Center

Nature Centers

Eno River State Park

Lumber River State Park

Merchants Millpond State Park

Quest at Latta Plantation Nature Preserve

Raven Rock State Park

Stevens Creek Nature Preserve and Educational Center

Three Lakes Nature Center

CAROLINE CARPENTER

EDUCATION AND HONORS

Caroline Carpenter earned a Bachelor of Arts in Art History and Studio Art, with an interest area in painting, from the University of North Carolina at Wilmington and a Master of Arts in The History of Decorative Arts at the Smithsonian Associates.

CAREER SUMMARY

Riggs Ward Design
Director of Marketing and Administration
2018–Present

Rivers Agency
Marketing Producer
2017–2018.

Trigroup Studios, Inc.
Designer and Photo Stylist
2015–2017

Waterford's Antiques and Auctioneers
Research and Catalog Writer
2015

KGD Architecture
Marketing and Proposal Coordinator
2011–2014

SELECT RWD EXPERIENCE

Project Management

Beaverdam Reservoir
Currituck Maritime Museum
Desert Caballeros Western Museum
Graveyard of the Atlantic Museum
Hampton Waterwalk
Historic Corolla Boat Museum
Jordan Point Park
National Park Service
 Cape Lookout National Seashore
 Cumberland Island National Seashore
 First State National Historic Park
Reservoir Park, NOVA Parks and Loudoun Water
Widewater State Park
University of Texas, Dolph Briscoe Center
 Crossroads and Connections
 Flash of Light Wall of Fire
University of Virginia, Darden School of Business

MIKE RADTKE

EDUCATION AND HONORS

Mike Radtke has a Bachelor of Science in Professional Photography from the Rochester Institute of Technology and a Master of Arts in Architecture from the State University of New York at Buffalo.

CAREER SUMMARY

Riggs Ward Design
Associate & Construction Administration Lead
2001–2022

1717 Design
Designer and Project Manager
1996–2001

Hadley Exhibits, Inc.
Designer and Project Manager
August 1993–July 1996

SELECT RWD EXPERIENCE

Exhibit Design

Black History Museum and Cultural Center of Virginia
Boy Scouts of America Bechtel Summit Reserve Visitor Center
National Park Service:
Cape Lookout National Seashore
Cedar Breaks National Monument
Cumberland Island National Seashore
First State National Historical Park,
Guilford Discovery Center
Richmond National Battlefields
Olustee Battlefield
Valentine Richmond History Center: War is Hell

Visitor Centers

County of Henrico: Three Lakes Park Nature Center and Aquarium
North Carolina Dept. of Environment and Natural Resources:
Outer Banks Center for Wildlife Education
North Carolina Division of Parks and Recreation:
Merchants Millpond State Park
Raven Rock State Park
South Carolina National Heritage Corridor Region II and II
Discovery Centers
University of Virginia Rotunda Visitor Center
U.S. Department of Agriculture, National Forest Service: James R. Wilkins CCC Visitors Center
Virginia Tech Visitor and Undergraduate Admissions Center
West Virginia University Visitor Resource Center

MARK TALIAFERRO

EDUCATION AND HONORS

Mark Taliaferro earned a Bachelor of Fine Arts in Studio Art from Virginia Polytechnic Institute & State University, and a Master of Arts in Industrial Design from Savannah College of Art and Design.

CAREER SUMMARY

Riggs Ward Design
Senior Exhibit Designer
2017–Present

Discovery Place Inc.
Manager, Exhibition Design/Build
2016–2017
Manager, Exhibits Experience
2011–2016
Coordinator, Exhibit Operations
2008–2011

Teakwood Enterprises
On-Site Project Manager
1999–2004

SELECT RWD EXPERIENCE

Exhibit Design

Cape Lookout National Seashore
Currituck Maritime Museum
First State National Historic Park
Fort Fisher Museum
Graveyard of the Atlantic Museum
Jamestown/Yorktown Foundation, Tenacity: Women in Jamestown
and Early Virginia, awarded the 2020 AASLH Leadership in History
Award of Excellence
Loudoun Water, Beaverdam Reservoir Park
Maymont Foundation
Mercer Music at Capricorn
Miami Dade College Jay I Kislak Foundation Exhibition

Visitor Centers

Eno River State Park
Washington Crossing Visitor Center

Nature Centers

Eno River State Park
Lumber River State Park
Quest at Latta Plantation Nature Preserve
Stevens Creek Nature Preserve and Educational Center

ROB STEELE

EDUCATION AND HONORS

Rob Steele earned an A.A.S. in Communication Design and an A.A.S. in Interactive Specialization from Northern Virginia Community College. In his professional career, Rob has been honored with numerous awards such as the Tom Suzuki Scholarship, the Vincent Hammond Visual Arts Scholarship, and exhibited work in two juried shows.

CAREER SUMMARY

Riggs Ward Design
Senior Graphic Designer
2018–Present

Cannon Design
Environmental Graphic Designer
2014–2018

Max Print Graphic Systems
Graphic Designer/Production Assistant
2013–2014

NOVA Studio
Senior Graphic Designer
2013

SELECT RWD EXPERIENCE

Graphic Design

Cape Lookout National Seashore
Currituck Maritime Museum
Eno River State Park
First State National Historical Park
Graveyard of the Atlantic Museum
Hampton Waterwalk
Henrico County Government Centers
Maymont Gardens
Norfolk Botanical Gardens
Oregon Military Museum
Rappahannock Station Battlefield Park
Reservoir Park
University of Miami
University of North Carolina
McCorkle Place
University of Texas, Dolph Briscoe Center
Crossroads and Connections
University of Richmond
VMFA on the Road
Widewater State Park

BREANNE GILL

EDUCATION AND HONORS

Breanne Gill graduated from the University of Virginia in 2023 with a Bachelor of Science degree in Architecture.

CAREER SUMMARY

Riggs Ward Design
Architectural Designer
2023-present

University of Virginia
Student Instructor Assistant for ARCH 2710
2022

RevArt
Art Curator
2022

VMDO Architects
Architectural Intern
2022

Bottleshot Cold Brew Coffee
Sales, Marketing, & Design Intern
2021

SELECT RWD EXPERIENCE

Exhibit Design
Fort Fisher Visitor Center
Carver-Price Legacy Museum
Nicholls Coastal Center

TAYLOR VAN NESS

EDUCATION AND HONORS

Taylor Van Ness graduated Magna Cum Laude with a Bachelor of Fine Arts in Architectural Design with a minor in Studio Art from James Madison University. While in school, Taylor was a member of the Honors College and participated in a summer architectural studio course at Umbau Inc. Studio in Vienna, Austria. Taylor received the James Madison University SADAH Senior Achievement Award for architectural design.

CAREER SUMMARY

Riggs Ward Design
UI/UX Designer | Graphic Designer
2019–Present

VMDO Architects
Intern
2018

GROW Oyster Reefs
Research Assistant/Fabricator
2017–2019

James Madison University
Woodshop And Fabrication Lab Assistant
2019

SELECT RWD EXPERIENCE

Graphic Design & Exhibit Design

Currituck Maritime Museum
Eno River State Park
Fort Fisher State Historic Park
Graveyard of the Atlantic Museum
Latta Plantation & Nature Center
Library of Congress
National Park Service:
Cape Lookout National Seashore
Cumberland Island National Seashore
First State National Historical Park
Stevens Creek

UX/UI

Currituck Maritime Museum
Graveyard of the Atlantic Museum
Library of Congress
Morehead Planetarium & Science Center
National Park Service
First State National Historical Park
Savannah Jazz
Tampa Bay History Center

NICK GUTKOWSKI

EDUCATION AND HONORS

Nick earned a Bachelor and Master of Science in Computer Science from Virginia Polytechnic University in Blacksburg, Virginia. His thesis, “Designing Cultural Heritage Experiences for Head-Worn Augmented Reality,” examined design processes when developing head-worn augmented reality experience for cultural heritage institutions. As a student, Nick served as a Mentor and Mentor Liaison within the Galileo/Hypatia Living Learning Communities.

CAREER SUMMARY

Riggs Ward Design
Media & Web Developer
2022-present

Vytak Studios
Junior Experience Designer
2021–2022

Virginia Polytechnic University
Graduate Assistant
2020–2021

Virginia Tech ARIES
Immersive Developer
2019

Virginia Polytechnic University
AR Software Developer Intern
2019

SELECT RWD EXPERIENCE

AV Development

Ashland Museum
Carver-Price Legacy Museum
CIA Museum
DAR Museum
Great Bridge Battlefield Museum and Visitors Center
Jefferson School
Library of Virginia
Lumber River State Park
Metro Water
Museum of Tolerance
North Carolina Museum of Art
Savannah Jazz Organization
Southampton County Nat Turner Trail
St. Charles County Heritage Museum
VMFA On the Road

HEATHER MCDADE

EDUCATION AND HONORS

VA Commonwealth University
B.F.A. Interior Design, 1991

White House Visitor Center, 2016 NPS National Accessibility
Interpretive Design Award

PROFESSIONAL CERTIFICATIONS

National CPR Foundation
CPR/AED/First Aid, Renewal Date Nov. 2017

CAREER SUMMARY

Color-Ad, Inc.
Project Manager
2011-Present
Project management assistance, exhibit design and Project Manager
1999-2005
Sales Associate
1992-1999

Phoenix Design/Andel Inc.
Associate designer and detailer
1991-1992

SELECT COLOR-AD EXPERIENCE

Project Management
White House Visitor Center
Kislak Gallery of Discovery and Exploration
City of Hope Exhibition, Smithsonian
Faberge Gallery at Virginia Museum of Fine Arts
Washington Monument Exhibits
Daniel Boone Wilderness Trail Interp. Center
Chaco Culture National Historic Park
Fort Larned National Historic Site

ZACHARY SCOTT

EDUCATION AND HONORS

Osborn Senior HS
Graduate, 1994

PROFESSIONAL CERTIFICATIONS

Occupational Health DOT Commercial Driver
Fitness Determination Certified

CAREER SUMMARY

Color-Ad, Inc.
Fabrication Shop Supervisor
2001-Present
Exhibit Specialist
1995-2001

SELECT COLOR-AD EXPERIENCE

Wood Fabrication Supervisor
Abraham Lincoln Birthplace
Jimmy Carter National Historic Site
Lodgepole Visitor Center at SEKI
Fort Larned National Historic Site
Haleakala National Park
Boston Mill Visitor Center at CUVA
Devils Tower National Monument
Sunset Crater Volcano National Park
Alaska Public Lands Information Center
Bryce Canyon National Park
ABMC Manila American Cemetery
ABMC Normandy American Cemetery

VENKI SRINIVASARAO

EDUCATION AND HONORS

SJP Bangalore University, India, 1986
B.S Mechanical Engineering-Heat and Power Tech

HMT Limited, Banalore
Technician Apprentice/Mechanical 1987-1988

Farington University, Online, 2003
M.B.A. (Manufacturing Management)

Fred Pryor Seminars, 2007
Coaching Skills for Managers and Supervisors

CAREER SUMMARY

Color-Ad, Inc.
Production Manager
2006-Present

Awal Plastics W.L.L.
Production Manager
1998-2006

RAMMS India Private Ltd
Vendor Manager
1994-1998

AMCO Batteries, Ltd.
Senior Production Supervisor
1988-1994

SELECT COLOR-AD EXPERIENCE

Metal Fabrication, Paint, & CNC Supervisor
Jimmy Carter National Historic Site
Lodgepole Visitor Center at Sequoia Nat. Park
Fort Larned National Historic Site
Boston Mill Visitor Center at Cuyahoga Valley
Steamtown National Historic Site
Alaska Public Lands Information Center
ABMC Manila American Cemetery
ABMC Normandy American Cemetery

BEVERLY ROBERTS

EDUCATION AND HONORS

Virginia Commonwealth University
B.S. in Business/Marketing, 1991

CAREER SUMMARY

Color-Ad, Inc.
Graphic Designer/Technician
2008-Present

Graphics Gallery
Graphics Project Manager (Museum Exhibits)
1998-2008

SELECT COLOR-AD EXPERIENCE

Graphics Shop Supervisor
NPS Fort Union National Monument
UMD Jones Hill House Weight Room
NPS Fort Frederica National Monument
B&O Railroad Museum
Library of Congress- Join In Exhibit
NPS National Mall and Memorial Parks
NPS Antietam National Battlefield
UCAR-Wyoming Supercomputing Center
Cane River Creole NHP
American Postal Workers Union
NPS HOSP Fordyce Bathhouse
NPS Great Sand Dunes National Park
ABMC Netherlands American Cemetery
FDR Memorial

JEFF GROGAN

EDUCATION AND HONORS

Liberty HS
Graduate, 1999

CERTIFICATIONS

ICIA Installation Lvl 1 certified, InfoComm Academy 2006
National CPR Foundation certified CPR / AED / First- Aid, Renewal
Date Nov. 2020

CAREER SUMMARY

Color-Ad, Inc.
AV Project Manager
2005-Present
Exhibit Specialist
2003-2005

Saunders, Karp & Megrue
IT Manager and System Administrator
2001-2003

SELECT COLOR-AD EXPERIENCE

AV Integration Technician

Jimmy Carter National Historic Site
Lodgepole Visitor Center at SEKI
Fort Larned National Historic Site
Haleakala National Park
Boston Mill Visitor Center at CUVA
Steamtown National Historic Site
Devils Tower National Monument
Sunset Crater Volcano National Park
Alaska Public Lands Information Center
Bryce Canyon National Park
ABMC Manila American Cemetery
ABMC Normandy American Cemetery

CERTIFICATIONS

GOVERNMENT CONTRACTS

Default or Termination

RWD has not defaulted on any government contract in the last five years or since the company's incorporation.

No government or government organization/department has terminated a contract with RWD for cause in the last five years or since the company's incorporation.

Procurement Bans

Neither RWD nor any RWD officers, directors, partners, or owners is currently barred from participating in any procurements by any federal, state, or local government body.

PROJECT APPROACH

A strong partnership with Three Lakes Nature Center staff will be the bedrock of our exhibit development process, drawing on their and our respective expertise to craft bespoke, community-rooted plans and designs. Synthesizing the power of local input and a tireless commitment to quality design, the RWD team will put together multiple options for practical yet enchanting exhibits. This system consistently produces fresh and inviting experiences for all audiences.

We approach every project with emphasis on the visitor's experience and the input of community and stakeholder partners. Our tried-and-true design-build methodology is built around constant collaboration and communication that considers a variety of perspectives, but not strictly tied to a formulaic trajectory. This holistic, flexible approach allows the team to embrace out-of-the-box avenues for addressing exhibit themes without abandoning traditional exhibit design wisdom. Through continued analysis throughout the planning process, our team will weigh the value of each proposed solution and determine the best fit for the space, the message, and the client.

Over 25 years in the industry, RWD has developed strong relationships with a wide variety of professionals in the museum field. Our process of collaboration with fabricators, and specifically Color-Ad, Inc., is efficient and based on mutual respect. As we move into the fabrication and installation phase of the project, we will facilitate and document regular communication with our subcontractor to ensure that the project moves forward as planned. With Color-Ad, Inc on board from the very beginning, we can work with them from start to finish to ensure budget-friendly designs.

Three Lakes Nature Center draws a diverse audience whose needs are varied and continually evolving. RWD will work in tandem with the Three Lakes team to attract, engage, entertain, and ultimately satisfy all these visitors now and in the years to come. You can rely on our skilled, capable, and collaborative team to navigate through the complex exhibit design process, guided by simple truths and decades of experience. Please see our detailed design methodology by phase on the following pages.

In order to best use the team's available resources, we will be approaching this project as a single holistic experience, not split into phases by area. This will allow us to incorporate the live exhibit tanks (by others) with our designs. To satisfy the center's desire for an installation in April 2024 we will install a temporary Prototype Exhibit at that time, and then install permanent exhibits in the exhibit space and classrooms concurrently later on.

TIMELINE

Phase Description	Start Date	End Date	Calendar Days
Phase I: Schematic Design	11/2/23	1/1/24	60
Notice of Award	11/2/23		
Kick-off Meeting	11/9/23		
Delivery of all existing assets by the Client	11/17/23		
Submission of Schematic Design Package to the Client	12/14/23		
Review of Phase I by Client	12/14/23	1/1/24	18
Phase II: Design Development	1/1/24	2/26/24	56
Design meeting to review comments from Schematic Design Package	1/1/24		
Presentation of 100% Design Package to the Client	2/12/24		
Review of Phase II by Client	2/12/24	2/26/24	14
Phase III: Construction Documents	2/26/24	6/3/24	98
Design meeting to review comments from Design Development Package	2/26/24		
Presentation of 50% Construction Documents to Client	3/25/24		
Review of 50% Submittal by Client	3/25/24	4/8/24	14
Presentation of 100% Construction Documents to Client	5/20/24		
Review of Phase III by Client	5/20/24	6/3/24	14
Installation of Prototype Exhibit	5/20/24	6/3/24	14
Phase IV: Construction Administration, Fabrication, and Installation	6/3/24	4/18/25	319
Kick off meeting with Fabricator	6/3/24		
On-site Installation Meeting	11/14/24		
Walkthrough with Punchlist	4/11/25		
Exhibit Complete	4/18/25		

SERVICE AND QUALITY ASSURANCE

SERVICE

Preventing Over-Expenditure

The schedule and budget of any project are key elements that need to be managed and clearly communicated at every step. They will be updated and submitted alongside each deliverable to ensure the project continues on track. While we have a long track record of delivering projects on time and on budget, sometimes things happen that are out of the project team's control. In case of such events we will take steps to identify a realistic schedule, clearly communicate the problems and our proposed solutions, and make a point to continually update the team with any new developments.

Customer Service

There is heart and soul in every exhibit RWD puts together. We believe in doing things right, creating exhibits and experiences that we can be excited about. This means meeting challenges and delivering what we say we will, with a sharp artistic eye and attention to detail. Our long history of achievement and reliability is a testament to the pride we take in our work.

We always strive to anticipate the needs of our clients to make for a stress-free process. We prize positive communication and collaboration, and bring a good attitude with us wherever we go. Even when projects hit snags, we are supportive, optimistic, and easily available for consultation. Your project is our project — we want you to succeed!

QUALITY ASSURANCE

Fabrication Quality Assurance

Our quality assurance program is a crucial factor in spotting and resolving internal issues as they occur throughout the project. The dedication and mindfulness of our team members form the foundations of our quality assurance program.

Our quality assurance program is a multi-phased, three-tiered process. This means we inspect each exhibit element at least three times before we allow it to be reviewed by the client or approve it for installation. Our quality control team consists of:

- The craftsman or graphic specialist producing the element
- The shop supervisor
- The project manager

We train all of our professionals in Color-Ad's quality assurance fundamentals so that every member of the team is working towards the same quality standard. At Color-Ad, quality assurance doesn't mean just making sure the product looks good, but also to make sure the end product fulfills the functional needs of the client and visitor. Each team member evaluates the exhibit element for the following needs:

- Appearance: museum quality finish, consistency with like elements.
- Technical fabrication: durability, stability, ease of maintenance, ease of access and installation.
- Design intent: ensuring the element functions as the designers and client intended, ensuring the element conforms to specs, ensuring the element appropriately fits into the pieces around it, ensuring the element properly delivers the interpretive message.
- Visitor use: how the visitor will likely interact with the piece, any issues that affect its universal accessibility or functionality.

The first step in our quality assurance process is to eliminate any chance for assumptions by our craftsmen and graphic specialists. Before production begins, our project manager, shop supervisor, and craftsmen/graphic specialists meet to discuss the fabrication drawings, specifications, and project schedule. They discuss any potential issues, answer any questions, and clarify any uncertainties.

Once the production starts, the appropriate shop supervisor monitors the daily progress on the exhibit piece. The project manager examines the piece once it is substantially complete but more often than not, he or she will also review the piece during production on the shop floor. If a member of our team discovers an issue while producing an exhibit element, it is conveyed to the shop supervisor. It then follows the chain of communication up to the project manager. Together, the team defines the solution and implements the corrective measures going forward. This process continues throughout the project with every exhibit piece and repeats the process each time the piece moves through a different department.

The client team will be a valuable member in the prevention of issues by providing feedback on all documents, samples, and shop inspections throughout the submittal and fabrication stages of the project.

Warranty

All products and components including, but not limited to, metal structures, graphic panels, paints, and vinyl, manufactured and installed by Color-Ad, Inc., in partnership with our subcontractors, are warranted for a period of one (1) year from the date of completion against defective product or workmanship, apart from standard back to back warranties from the manufacturers/suppliers.

Technical Support

RWD will provide warranty, maintenance, and operations support for one year post-installation. After this initial period, annual support contracts can be arranged.

The first form of support will include a manual describing issues that may arise and solutions will be provided at closeout. This document will include all high-level information as well as specific instruction for common troubleshooting. RWD will also conduct training for the Three Lakes Nature Center team responsible for maintaining the gallery.

The second mode of support is our on-call audiovisual staff. RWD is available for support through phone or email weekdays from 9am to 6pm and on weekends and holidays based on availability. Resolution times for the interactive are expected to be resolved within a minimum of two hours, with an average of six hours. On-site support visits can be scheduled if necessary.

REFERENCES

STEVENS CREEK NATURE PRESERVE

Contact Information

Daniel McNamee
Partner
NeighboringConcepts
(704) 374-0916 ex. 2508
daniel@neighboringconcepts.com

Year Work Was Completed

2022

QUEST AT LATTA NATURE PRESERVE

Contact Information

Heath Wickline
Principal/Project Manager
BB+M Architecture
(704) 334-1716
Hwickline@bbm-arch.com

Year Work Was Completed

2021

ENO RIVER STATE PARK

Contact Information

Amy Sawyer
Interpretive Designer
North Carolina State Parks and Recreation
919-780-8165
amy.s.sawyer@ncparks.gov

Year Work Was Completed

2023

STEVENS CREEK NATURE CENTER & PRESERVE

Stevens Creek Nature Center & Preserve
Mecklenburg County, North Carolina

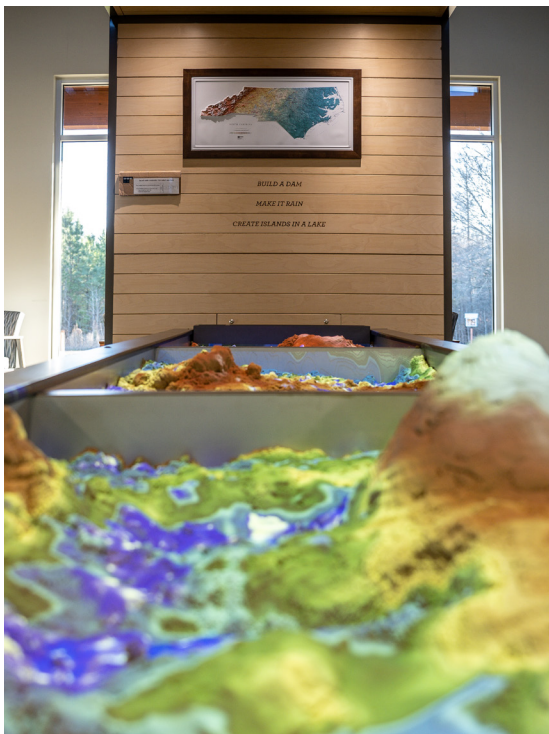


Stevens Creek Nature Center & Preserve, a 281-acre tract of land encompassing a forest, creek, and garden. This playful exhibit cultivates a sense of wonderment at the marvels of nature, brought to life by a series of interactives, including a touch tank designed to resemble a creek bed, a digital sandbox, and a truly impressive large-scale model of a mussel. Informative graphics and a biotic resources table provide immersive opportunities for visitors to learn about the surrounding nature preserve, while a giant Pirate Perch fish with accompanying glochidia models is suspended from the ceiling.

The exhibit's full effect is a whimsical and eye-catching deep-dive into North Carolina's natural features that not only inform the visitor, but invites them to see, touch, and connect with the region's landscape.

STEVENS CREEK NATURE CENTER & PRESERVE

Stevens Creek Nature Center & Preserve
Mecklenburg County, North Carolina



QUEST AT LATTA NATURE PRESERVE

Latta Nature Preserve
Mecklenburg County, North Carolina



RWD designed exhibits for Quest at Latta Nature Preserve that spark curiosity through both seeing and doing. Two striking interactive tables draw visitors in and facilitate hands-on learning for all ages, while dynamic graphics and sleek displays complete the 3,200 square feet of exhibition space.

The two interactive tables invite visitors to touch and connect. One represents the water cycle, complete with a whimsical cloud and miniature cityscape, while the other emphasizes a sense of place with a model of the nearby Mountain Island Lake through the projected future. Visitors can relate to the elements they are used to seeing—a rainy day, a familiar lake—while discovering overarching narratives they may not have considered.

With the exhibit focusing primarily on the site's history and water quality, the space incorporates an aquarium feature housing a menagerie of fish. Turtles, snakes, and lizards are also on view in separate spaces tailored to their correlated ecoregions.

QUEST AT LATTA NATURE PRESERVE

Latta Nature Preserve
Mecklenburg County, North Carolina



OUTER BANKS CENTER FOR WILDLIFE EDUCATION

North Carolina Wildlife Resources Commission
Corolla, North Carolina

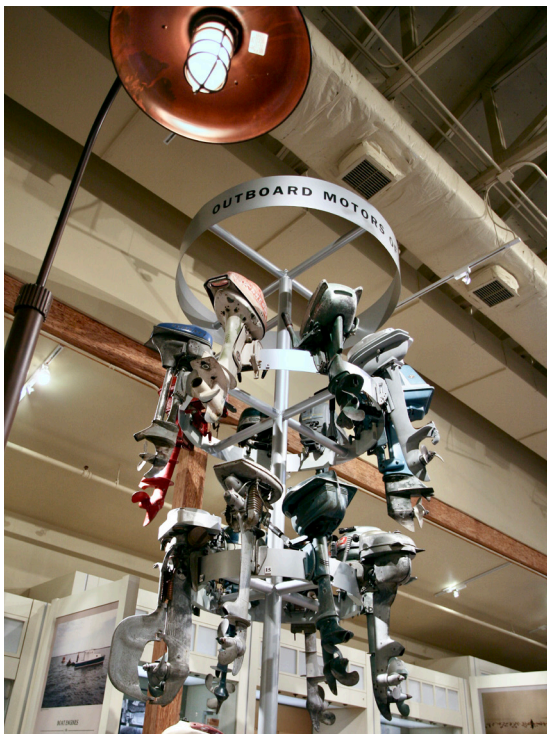


RWD designed the 5,000 square foot permanent exhibition, *Life by Water's Rhythms*, in the Outer Banks Center for Wildlife Education. The gallery features a 8,000 gallon freshwater aquarium with regional species of fish from the Currituck Sound, dramatic wildlife habitat dioramas, one of the nation's largest collections of artisan-made working decoys, hands-on and computer interactives, as well as interpretive displays informing visitors of the region's centuries-old hunting and fishing heritage.

This new facility joined the Whalehead Club historic mansion (also featuring exhibits designed by RWD) and the Currituck Beach Lighthouse in the beautiful 39-acre sound front Currituck Heritage Park. Signage and wayfinding for the park were designed by RWD.

OUTER BANKS CENTER FOR WILDLIFE EDUCATION

North Carolina Wildlife Resources Commission
Corolla, North Carolina



J.W. AND HAZEL RUBY WEST VIRGINIA WELCOME CENTER

Boy Scouts of America and the Summit Bechtel Reserve
Mount Hope, West Virginia



RWD worked with the Boy Scouts of America and Summit Bechtel Reserve to complete exhibition design and media programming for the J.W. and Hazel Ruby West Virginia Welcome Center.

Interactive exhibition components include a 3-D digital map of the Summit Bechtel Reserve, a scouting guest book, a merit badge display, six exploratory kiosks, outdoor simulations that stream GoPro footage on two 70" 4K monitors, and an augmented reality sandbox that teaches boy scouts about the local terrain. Guests can explore, examine, and interact with all aspects of the site.

Graphics and artifacts throughout the space provide context for the history of the Boy Scouts, West Virginia's natural resources, and the significance of the Ruby Foundation. When the center opened in July 2017, it welcomed more than 25,000 scouts in its first week in celebration of the BSA Annual Jamboree.

J.W. AND HAZEL RUBY WEST VIRGINIA WELCOME CENTER

Boy Scouts of America and the Summit Bechtel Reserve
Mount Hope, West Virginia



VIRGINIA MUSEUM OF NATURAL HISTORY

Virginia Museum of Natural History
Waynesboro, Virginia



RWD is currently working on designs for the Virginia Museum of Natural History's developing Waynesboro campus. These designs rise to the challenge of capturing Virginia's vibrant and diverse natural history, including displays of rare and unique artifacts.

The goal if these exhibits will be to explore the connections among water, geology, life and the passage of time at the intersection of the Blue Ridge Mountains and the Shenandoah Valley. Through participatory and specimen-based experiences, visitors will gain a deeper understanding and appreciation of Virginia's natural heritage. RWD's approach to this exhibit is guided by the strengths of the museum's collections and scholarship, with general scientific concepts illustrated with local examples emphasizing related Virginia Standards of Learning. Interactives, objects, and texts will emphasize the biogeographical regions of the Blue Ridge Mountains and the Shenandoah Valley.

VIRGINIA MUSEUM OF NATURAL HISTORY

Virginia Museum of Natural History
Waynesboro, Virginia



EL MALPAIS NCA RANGER STATION

Bureau of Land Management
Cibola County, New Mexico



The El Malpais National Conservation Area includes nationally significant geological, archaeological, ecological, cultural, scenic, scientific, and wilderness resources surrounding the Zuni-Bandera volcanic fields.

Color-Ad was responsible for providing fabrication, production, and installation for the new exhibits at the El Malpais Ranger Station. The new exhibit design plans included 3D features, 3D terrain model and etched glass welcome platform, mounted and hanging graphic panels, two feature scenic monoliths, reader rails with mounted panels and reader rails with exhibit cases, wood and drywall wall bump-outs, and incorporation of some existing features.

EL MALPAIS NCA RANGER STATION

Bureau of Land Management
Cibola County, New Mexico



CUYAHOGA VALLEY NATIONAL PARK BOSTON MILL VISITOR CENTER

Conservancy for Cuyahoga Valley National Park and the National Park Service
Summit County, Ohio



Color-Ad teamed with The Design Minds to provide a dynamic exhibit that engages visitors and encourages them to explore the Cuyahoga Valley region.

This project won the 2020 Outstanding Restoration of Historic Structures Award from the Cleveland Restoration Society. The original building was constructed in 1905. Our team collaborated extensively with the architect to ensure the space accommodated the new interpretive exhibits and the new exhibits complimented the historic nature of the building.

CUYAHOGA VALLEY NATIONAL PARK BOSTON MILL VISITOR CENTER

Conservancy for Cuyahoga Valley National Park and the National Park Service
Summit County, Ohio



HOH RAIN FOREST VISITER CENTER AT OLYMPIC NATIONAL PARK

National Park Service
Jefferson County, Washington



Color-Ad was responsible for all services including labor, materials, facilities, and travel necessary to detail, fabricate, transport to the site, and install all exhibit elements for Hoh Rain Forest Visitor Center at Olympic National Park.

Our team of in-house craftspeople and graphic production specialists produced various graphics, exhibit structures, low-tech interactives, and lighting elements. We teamed with 3rd Dimension, Inc. to produce multiple scenic reproductions, diorama elements, full size tactile models, and scale models.

HOH RAIN FOREST VISITER CENTER AT OLYMPIC NATIONAL PARK

National Park Service
Jefferson County, Washington



SAMPLE PROJECT



EXHIBIT ORGANIZATION

Project Structure

RWD will approach this project in two distinct phases: a simple Prototype Exhibit and the Final Exhibit. These phases do not reflect different exhibit areas, and we anticipate installing final designs in all exhibit locations concurrently.

The Prototype Exhibit is scheduled for completion in April 2024, enabling the Three Lakes Nature Center to kickstart its programming as planned. This initial exhibit iteration represents a streamlined version of our ultimate showcase. It will feature pop-up learning stations and graphics, alongside “Coming Soon” content designed to generate excitement among stakeholders and visitors, offering a glimpse of what the Final Exhibit will entail.

The Final Exhibit will incorporate more enduring and design-intensive elements. In contrast to the Prototype Exhibit, the Final Exhibit will introduce permanent learning stations with robust, long-lasting materials and complex interactive components. This exhibit will also include final graphics and environmental elements fully integrated with the center’s live exhibit tanks and educational programs.

Themes and Messages

RWD will design the exhibit around different ecosystem elements, each with their own unique Exploration Station. We anticipate highlighting three to four key elements. These elements will be developed in close collaboration with the Three Lakes Nature Center team to ensure that the most vital interpretive messages are given the emphasis they deserve. Potential elements may include animals, plants, pollinators, and water. We will also include a children's theme adjacent to the main entry point.

Within each station and throughout the exhibit as a whole, RWD will seamlessly integrate interpretive themes into the exhibit design and alongside live exhibit tanks. These overarching themes may include Ecosystem Diversity, Human Impact and Conservation, Water Quality and Stewardship, and Wildlife and Habitat Preservation.

MAJOR EXHIBIT ELEMENTS

Exploration Stations

Hands-on exploration is a powerful learning tool for teaching the scientists of tomorrow. Our designs will capture the wonder and beauty of the great outdoors via Exploration Stations, where visitors can directly interact and learn about the Chesapeake Bay Watershed at their own pace.

Each Exploration Station will focus on a specific ecosystem element, and the interactives and interpretation will align with that element. For instance, the Station centered on water might incorporate a kinetic sandbox to illustrate how changes in geography impact watersheds, while the Station dedicated to plants could feature live specimens and microscopes for up-close observation.

Educational Carts

RWD will also include Educational Carts to enhance the visitor experience both in the exhibits and as part of educational programs. These mobile learning stations will be designed to bring the wonders of the natural world directly to the audience, in the exhibit or in the classroom. Whether showcasing fascinating specimens, hands-on activities, or other educational resources, educational carts make learning engaging and accessible. They empower visitors to explore what elements they gravitate to, encouraging a stewardship mindset and a deeper connection to the environment. These versatile tools serve as valuable accompaniments for educators, providing an interactive and memorable way to convey essential lessons.

Live Exhibit Tanks

The Three Lakes Nature Center already has an extensive collection of live exhibit tanks, which is a valuable resource to be seamlessly integrated into the exhibit. Ensuring these tanks are utilized to their fullest potential, their placement and interpretation will harmonize with exhibit themes and adjacent interactive elements. In the initial phases of designing the Final Exhibit, RWD will conduct a comprehensive evaluation of these live exhibit tanks and provide recommendations for their placement. This process will ensure a cohesive visitor experience.

PROTOTYPE EXHIBIT

Preliminary Exploration Stations

In the simple Prototype Exhibit, RWD would like to test the Exploration Station model. While the final exhibit Exploration Stations will feature more intricate and enduring interactives, which will require a longer design-build timeline, preliminary Exploration Stations will test the concept with folding table stations and temporary signage. Any programming, specimen samples, or tactile experience will be provided by the Owner.

Graphics

To compliment the preliminary Exploration Stations, RWD will design temporary graphics that illustrate major interpretive exhibit themes and concepts. These will not be a part of the final installation.

ATTACHMENT G – HOURLY RATES

Attachment G - Pricing Menu of Service Offerings	
RFP No. 23-2591-9JEC Exhibit Design Services	
Offeror (List Below)	
Riggs Ward Design	
Service Offering (design, installation, fabrication, etc.)	Hourly Rates
Creative Directing	\$150/hr
RWD Project Management	\$100/hr
Exhibit Design	\$120/hr
Graphic Design	\$90/hr
UI/UX Design	\$120/hr
Programming	\$120/hr
Media Development	\$120/hr
Installation Support	\$120/hr
Color-Ad Project Management	\$90.18/hr
Wood Fabrication Supervision	\$71.36/hr
Metal Fabrication, Paint, and CNC Supervision	\$71.36/hr
Graphics Shop Supervision	\$71.36/hr
AV Integration Technician	\$89.20/hr

ATTACHMENT G — PROJECT BUDGET

Attachment G - Hypothetical Scenario for Graphic Design and Fabrication of Exhibit at Three Lakes Nature Center
RFP No. 23-2591-9JEC Exhibit Design Services

Offeror (List Below)		
Riggs Ward Design		
<i>One-time Costs</i>	Cost	Notes: Breakdown of cost detailing the methodology for each line item (i.e., # of hours, participants, # of days on site, etc.)
Schematic Design	\$20,000.00	Please see methodology for more information about what is provided in this phase.
Design Development	\$30,000.00	Please see methodology for more information about what is provided in this phase.
Construction Drawings	\$50,000.00	Please see methodology for more information about what is provided in this phase.
Construction Administration, Fabrication and Installation	\$265,000.00	Please see methodology for more information about what is provided in this phase.
Other one-time costs (provide details in Notes tab)	\$0.00	
TOTAL Project Cost	\$365,000.00	

EXCEPTIONS

PROJECT PHASING AND SCHEDULE

RWD will be approaching this project holistically and not by exhibit area. In order to avoid multiple rounds of staging and installing permanent exhibits, our team will design, fabricate, and install all exhibit areas concurrently. This will allow for the live exhibit tanks to be best incorporated into the visitor experience and cut down on cost.

We do not recommend final project completion by April 2024 and we have provided an alternative schedule.

AUDIOVISUAL PROGRAM RIGHTS

It is RWD's policy that we will not sell the rights to our audiovisual programs. Our clients may not sell programs produced by RWD, and RWD maintains the right to reference or reuse parts of the code.

ASSUMPTIONS

CONTENT DEVELOPMENT AND RIGHTS AND ACQUISITION

RWD assumes that the Owner will provide all written exhibit content, including the final exhibit text and all accompanying media.

RWD assumes that the any content rights and acquisition will be the responsibility of the Owner. RWD's scope will not include purchasing images, videos, or other materials.

DEMOLITION

RWD assumes that the Owner will be responsible for demolition, including removing the swan case, beaver case, and deer case signs; removing the naturalist office, tall signs, and insect cases; and removing the atrium displays, hallway displays, and connecting door.

SPACE MODIFICATIONS

RWD assumes that the Owner will be responsible for lighting modifications and carpet, as well as providing and immersive experience enclosures. RWD also assumes the Owner will manage the amphibian tanks, infrastructure, and any modifications to the existing rock wall tanks and hallway.

riggs wardSM

A/V MEDIA

DESIGN

PLANNING

Q&A

WOULD MATERIALS USED FOR THIS PROJECT BE SOURCED LOCALLY?

As a local firm ourselves, we understand the significance of supporting local businesses through the sourcing of materials. While the nature of exhibit construction may necessitate seeking certain specialized materials beyond Virginia, both RWD and Color-Ad, Inc. are committed to prioritizing local suppliers whenever feasible. Our preference is to explore local options first, contributing to the vitality and growth of businesses within our community. As part of the design and fabrication process, we will also specify and source sustainable materials, such as FSC certified lumber.

WHAT IS YOUR TIMELINE FOR DELIVERING THE PROJECT?

Adjustments have been made to the schedule based on the delay of the award. Final schedule will be evaluated with each submittal. Please see schedule on page 4.

HOW DOES YOUR COMPANY APPROACH THE DESIGN OF INTERPRETIVE EXHIBITS THAT ARE INCLUSIVE AND ACCESSIBLE TO DIVERSE CROWDS (DEAI FOCUSED)?

We believe in crafting exhibits that embrace diversity, equity, accessibility, and inclusivity (DEAI). Our commitment extends beyond aesthetics to ensure that our designs are welcoming to all, fostering an enriching experience for visitors with varying abilities and backgrounds.

Our dedication to DEAI principles is rooted in a deep understanding of and appreciation for the local community. We design with the intent of making every resident and visitor feel welcome, ensuring that our exhibits resonate with the diverse tapestry of individuals interested in exploring their local ecology. By embracing inclusivity in our designs, we aspire to create spaces that not only educate but also inspire a sense of belonging for everyone who engages with our exhibits. Cultural sites like the Three Lakes Nature Center and the exhibits they house are meant to empower communities to explore the stories and science of their region. We will center this mindset in the exhibits we design, creating a shared learning space for visitors of all backgrounds.

Recognizing the importance of accessibility, we prioritize creating exhibits that accommodate individuals with physical or mental disabilities. From inclusive design features to thoughtful layout considerations, we strive to make our exhibits seamlessly navigable and enjoyable for everyone.

If requested RWD can provide bilingual services, however additional costs for a translation consultant will be incorporated into the production budget.

HOW DO YOU GO ABOUT DESIGNING LIVING EXHIBITS THAT MEET THE NEEDS OF THE GUESTS, STAFF, AND ANIMALS?

As noted in Addendum #1, the live exhibit tanks are not a part of the RFP's scope of work. If requested as an additional service, RWD and Color-Ad can design these living exhibit tanks. The guiding light of our approach is constant communication and collaboration with the site staff. Our designers will design to the necessary specifications with style and elegance. While we apply our expertise to the aesthetic aspects, our proactive engagement with site staff remains constant to ensure that the exhibits seamlessly align with both visitor requirements and the care of the specimens.

HOW DO YOU ACQUIRE MODELS (ZOOLOGICAL, PALEONTOLOGICAL, BIOFACTS, ETC)?

Procuring quality models for nature centers takes an understanding of the market and a positive rapport with a variety of vendor. RWD and Color-Ad can provide assistance if the County decides to procure models. If a particular model is common, it's often available commercially and can be ordered or purchased off the shelf. Color-Ad has excellent relationships with a wide variety of vendors who can assist with this process and will leverage these relationships to find the best elements available for Three Lakes Nature Center. Color-Ad also has the in-house capability to custom fabricate more unusual or specific models in a variety of scales.

WHAT IS YOUR APPROACH TO COMMUNICATION AND WORKING WITH THE ORGANIZATION?

Having a history of collaboration with Three Lakes Nature Center, RWD and Color-Ad are ready to kick off this project on the right note—with respect, a clear understanding of the site, and a positive collaborative spirit. Starting from the kickoff meeting, we'll diligently document every project call or conference, ensuring that meeting minutes, agendas, schedules, and updates are consistently shared with the entire project team. Communication channels will be clearly defined through the team's Project Manager.

Our Project Manager will serve as the primary contact for the Three Lakes Nature Center team. If your staff has any questions, comments, or concerns about the project, the Project Manager will be there to address your needs.

We recognize that each client has their own processes, and we value the site staff's insight into their institution's needs. We'll adapt our design-build methodology, included with our proposal, to your preferred methods, whether it's a specific virtual meeting platform, file-sharing system, or scheduling process. Your convenience and preferences are our priority throughout this collaborative journey.

PROPOSED PROJECT SCHEDULE

Phase Description	Start Date	End Date	Calendar Days
Phase I: Schematic Design	2/2/24	3/28/24	55
Notice of Award	2/2/24		
Kick-off Meeting	2/9/24		
Delivery of all existing assets by the Client	2/16/24		
Submission of Schematic Design Package to the Client	3/14/24		
Review of Phase I by Client	3/14/24	3/28/24	14
Phase II: Design Development	3/28/24	5/23/24	56
Design meeting to review comments from Schematic Design Package	3/28/24		
Presentation of 100% Design Package to the Client	5/9/24		
Review of Phase II by Client	5/9/24	5/23/24	14
Phase III: Construction Documents	5/23/24	9/3/24	103
Design meeting to review comments from Design Development Package	5/23/24		
Presentation of 50% Construction Documents to Client	6/20/24		
Review of 50% Submittal by Client	6/20/24	7/8/24	18
Presentation of 100% Construction Documents to Client	8/19/24		
Review of Phase III by Client	8/19/24	9/3/24	15
Installation of Prototype Exhibit	8/19/24	9/3/24	15
Phase IV: Construction Administration, Fabrication, and Installation	9/3/24	7/17/25	317
Kick off meeting with Fabricator	9/3/24		
On-site Installation Meeting	2/14/25		
Walkthrough with Punchlist	7/10/25		
Exhibit Complete	7/17/25		

PROJECT BUDGET

COSTS

We have adjusted costs for our best and final offer for the hypothetical scenario for graphic design and fabrication of exhibit at Three Lakes Nature Center. The offer is based on not exceeding a fabrication budget of \$275,000 as the design is refined with input from the staff. The budget will be maintained with refinements to finishes, quantities, and AV media experiences. The best and final offer also includes schematic design fees to integrate stock and existing living exhibit tanks into the overall design. The team will work with the staff to properly size and locate the living exhibit tanks. If requested, the best and final offer includes developing schematic designs for the adjacent hallway to demonstrate how the exhibit's brand can extend into other areas of the building.

Attachment A

Best and Final Offer (“BAFO”) Pricing for Hypothetical Scenario for Graphic Design and Fabrication of Exhibit at Three Lakes Nature Center

One-Time Costs	Cost
Schematic Design	\$20,000
Design Development	\$25,000
Construction Drawings	\$30,000
Construction Administration, Fabrication and Installation	\$275,000
Other one-time costs	\$0
Total Project Cost	\$350,000

