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## **Request for Proposals (RFP)**

### **Fort Caspar Museum Feasibility Study**

Prepared by the City of Casper, Wyoming  
December 13, 2023

The City of Casper, Wyoming will accept proposals until **4:00 p.m., local time, Monday, February 5, 2024**, from consulting firms that specialize in assessing the feasibility of museum collections and/or expansion.

Contact: Zulima Lopez, City of Casper Parks, Recreation and Public Facilities Director

Address: Casper Service Center  
1800 East K Street  
Casper, WY 82601

Phone: 307-235-8361

E-mail: [zlopez@casperwy.gov](mailto:zlopez@casperwy.gov)

The Request for Proposal is available on the City's website at [City of Casper \(casperwy.gov\)](https://www.casperwy.gov) or from Zulima Lopez, City of Casper Parks, Recreation and Public Facilities Director, 1800 East K Street, Casper, Wyoming 82601, (307) 235-8361, [zlopez@casperwy.gov](mailto:zlopez@casperwy.gov).

Proposals received after the deadline of 4:00 p.m. local time on February 5, 2024, will not be considered. If there are any questions regarding any part of the Request for Proposals, they should be directed to Zulima Lopez at [zlopez@casperwy.gov](mailto:zlopez@casperwy.gov) or Museum Supervisor, Rick Young, at [ryoung@casperwy.gov](mailto:ryoung@casperwy.gov).

This is a qualification and cost competitive selection process.

**This study is being funded by the Fort Caspar Museum Association.**

Publish Date: December 13, 2023

REQUEST FOR PROPOSALS  
Fort Caspar Museum Feasibility Study  
City of Casper, Wyoming

**Request for Proposals**

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The City of Casper, in partnership with the Fort Caspar Museum Association, invites proposals to develop a Fort Caspar Museum feasibility study. The objective is to conduct a comprehensive assessment regarding the feasibility of the acquisition of a donated Pony Express collection with an estimated value of \$1.5 million. The study will assess the viability of accepting the collection, specifically related to impacts to visitors and operating expenses, as well as explore factors critical to the museum's success with or without the new collection. This includes a current evaluation of and future planning for the museum and historic grounds to ensure residents and visitors have access to desirable, diverse, and sustainable museum experiences.

The City of Casper will accept proposals until 4:00 p.m. local time on February 5, 2024. Three (3) hard copies of the proposal, and one (1) electronic copy of the proposal sent via email to [zlopez@casperwy.gov](mailto:zlopez@casperwy.gov), shall be submitted to the following address by 4:00 p.m. local time, February 5, 2024.

Zulima Lopez  
Parks, Recreation and Public Facilities Director  
City of Casper  
1800 East K Street  
Casper, WY 82601  
307-235-8361

Proposals can be accepted on-site weekdays during our open hours, and personnel will be available for delivery signatures if needed. Copies of related studies can be submitted in hard copy or via separate email.

**Introduction**

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The City of Casper and Fort Caspar Museum have a unique opportunity to acquire the largest known collection of Pony Express items, with an estimated value of \$1.5 million. The purpose of the feasibility study is to inform decision-making regarding acceptance of the Pony Express collection by providing relevant data and analysis concerning the City's return on investment. The study will consider factors such as the cultural and historical significance of the collection; estimated visitor and revenue impacts; level of expansion to the museum needed to store and display the collection; expansion construction estimates; and ongoing operating costs.

**Scope of Work**

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Preference will be given to the consultant that can demonstrate expertise in museum and collection feasibility studies at the most competitive price. Representatives from the City of Casper and the selected consultant may refine a final scope of work. At a minimum, the feasibility study should include:

1. **Collection Valuation:**
  - Describe the value of the donated collection based on historical significance, rarity, and market trends.
2. **Visitor Impact Assessment:**

- Analyze the potential increase in museum visitors resulting from the new collection.
- Estimate economic impact on the local community (e.g., tourism revenue, job creation).
- 3. **Expansion Necessity and Size:**
  - Assess the need for additional space to store and display the acquired collection.
  - Recommend an optimal expansion size based on projected collection growth.
- 4. **Staffing Requirements:**
  - Determine staffing needs for managing the museum operations post-acquisition.
  - Consider curatorial, administrative, and visitor services roles.
- 5. **Construction and Ongoing Costs:**
  - Evaluate construction costs for the proposed expansion.
  - Estimate ongoing operational expenses related to the expanded facility.
- 6. **Return on Investment (ROI):**
  - Quantify the potential ROI from increased visitors, enhanced reputation, and community engagement.
  - Provide a cost-benefit analysis.
- 7. **Current Operations Assessment:**
  - Review existing museum operations, including visitor experience, programming, and amenities.
  - Identify areas for improvement.
- 8. **Market Analysis:**
  - Study the local and regional market to identify untapped opportunities.
  - Evaluate fee structures and recommend adjustments if necessary.
- 9. **Funding Mechanisms:**
  - Identify possible funding sources (grants, sponsorships, donations) to support the museum's goals and objectives.

## **Selection Process**

Proposals should include: (1) a proposal, not to exceed four (4) single-sided pages illustrating a work plan and detailed timeline for the proposed services, qualifications, experience, references, budget and schedule. The page limit will not apply to cover sheet, cover letter, table of contents, resumes, or copies of a related study. Copies of related studies can be submitted in hard copy or via separate email.

Proposals will be evaluated and ranked based on the following review criteria:

| <b>Review Criteria</b>               | <b>Description</b>   | <b>Weight</b> |
|--------------------------------------|--|---------------|
| Project Cost                         | Total cost of the proposal with all primary objectives met.  | 40%           |
| Qualifications and Experience        | Demonstrated technical expertise, experience, and ability of consultant.   | 25%           |
| Past Performance on Similar Projects | Success on previous projects in the way of project quality, budget, schedule, and cost control. Considered are references from past projects.                      | 25%           |
| Project Understanding                | Knowledge of project area, background, needs, goals, limitations, and special considerations. This category includes proposed approach to completing project work. | 5%            |
| Ability to meet project schedule     | Demonstrated time and resources to stay on schedule and meet desired project completion date.  | 5%            |

The City of Casper and stakeholders will evaluate all submittals to determine which Consultants have the experience and qualifications that are the best fit for this project. The City may request interviews with Consultants and/or additional information which may include, but is not limited to, the following: detailed methodology description; work program details; project management methods; communication methods with the entity representatives and the public; identification of key personnel and project roles; and data expected to be provided by the City of Casper or project partners.

## TENTATIVE SELECTION AND PROJECT SCHEDULE

**This timeline is subject to change based on feedback from submitting consultants.**

|                            |   |
|----------------------------|---|
| December 13, 2023          | RFP released  |
| January 22, 2024           | Written Question Deadline                               |
| January 29, 2024           | Questions and Answers available on website by 5:00 p.m. |
| <b>February 5, 2024</b>    | <b>Proposals Due</b>                                    |
| February 5-16, 2024        | Proposal Review/Interviews/Selection by subcommittee    |
| February 19, 2024          | Notice of Award   |
| February 19-March 15, 2024 | Contract Negotiation and authorization                  |
| Summer 2024                | Project Completion                                      |

All written questions shall be submitted to Zulima Lopez at [zlopez@casperwy.gov](mailto:zlopez@casperwy.gov) by 4 p.m. local time, Monday, January 22, 2024. The answers to these questions will then be posted as an addendum to this RFP on the City of Casper website: ([http://casperwy.gov/business/rfps\\_public\\_notices/](http://casperwy.gov/business/rfps_public_notices/)) by 5 p.m. local time on January 29, 2024.

### **Conflicts of Interest:**

Each proposing firm shall specifically address any possible conflicts of interest and the Consultant's position or response as to whether or not such other work or relationship may be deemed a conflict of interest with this study.

### **Special Qualifications:**

The qualification statement shall identify any specific credentials that might make the Consultant uniquely skilled to provide the requested services. These may include similar work experience related to another community of similar size or a project of similar design.

### **Subcontractors:**

The Consultant shall be responsible to retain and pay for the services of any subcontractor necessary to complete the work. The use of local subcontractors is encouraged. The City of Casper and the Consultant must mutually agree to the use of any subcontractor whom the Consultant desires to retain.

### **Ownership:**

The City of Casper will retain full ownership of any and all data and materials derived from this project. The City will also retain full control of the distribution and use of the data. The Consultant is prohibited from using or redistributing the data without prior approval of the City of Casper.

### **Response Material Ownership:**

The material submitted in response to the RFP becomes the property of the City and will only be returned to the Consultant at the City's option. Responses may be reviewed by any person after a contract is entered into with the successful Consultant. The City of Casper has the right to use any or all ideas presented in reply to this request. Disqualification of a Consultant does not eliminate this right.

### **Acceptance of Proposal Content:**

The contents of the proposal of the successful Consultant may become a contractual obligation if the City wishes to execute a contract based on the submitted proposal. Failure of the successful Consultant to accept these obligations in a contract may result in cancellation of the award and such Consultant may be removed from future solicitations.

### **Project Budget**

A detailed and complete line item project budget for all phases of agreed upon work and scope shall be developed following the notification of consultant selection. In the event of a failure by the Consultant and the City to reach a satisfactory agreement on scope of work and budget, negotiations will be terminated and another Consultant will be selected.

**Reference Checks:**

The City of Casper reserves the right to contact any reference or any client listed in the documents for information which may be helpful in evaluating the Consultant's performance on previous assignments. Consultant shall include a list of organizations (local and otherwise) for this purpose.

**Personnel Changes:**

The City of Casper reserves the right to re-negotiate or terminate the contract if there is a significant (50%) change in the Consultant's key personnel or with any change with the Consultant's Project Manager. In addition, the City may remove any key personnel from the Consultant's team if that person is deemed unsuitable or a hindrance to the cooperative completion of the project.