



National Park Foundation
Request for Proposals (RFP)

Museum Object Reproduction Consultant

Martin Luther King, Jr. National Historical Park

August 19, 2020

Proposal Deadline: 5:00 pm EST, Friday, September 11, 2020

[The National Park Foundation \(NPF\)](#) is the official charitable non-profit partner to the National Park Service (NPS). NPF, in partnership with NPS, is pleased to announce that it is accepting proposals to complete a Museum Object Reproduction project to support the [Martin Luther King, Jr. National Historical Park \(MALU\)](#), a unit of the National Park System. MALU includes the Rev. Martin Luther King, Jr. Birth home and neighboring properties on Auburn Avenue, Historic Ebenezer Baptist Church, the Park Visitor Center, Fire Station No. 6, and the recently acquired King Family Home on Sunset Avenue in Atlanta, Georgia. NPF is seeking proposals to physically and digitally reproduce seventy (70) 1-dimensional, 2-dimensional, and 3-dimensional objects to support NPS's work to design exhibitions, prepare interpretation, and preserve these critical resources and stories. NPF seeks proposals from individuals with diverse backgrounds and experiences. The Consultant(s) will be an independent consultant and not an employee of NPF.

RFP Contents:

- A. Project Overview**
- B. Scope of Work**
- C. Timeline**
- D. Evaluation Criteria**
- E. Submission Instructions**

A. PROJECT OVERVIEW

The Martin Luther King, Jr. National Historic Site (MALU) was established on October 10, 1980. The park's mission is to protect and interpret for the benefit, inspiration, and education of present and future generations the places where Martin Luther King, Jr., was born, where he lived, worked, worshipped, and where he is buried. On January 8, 2018, Public Law 115-108 expanded the Site's boundary to include more of the Auburn Historic District and redesignated the Site as a National Historical Park. The National Park Foundation (NPF) acquired the Family Home of Dr. King and his wife Coretta Scott-King, located at 234 Sunset Avenue, Atlanta, Georgia, on January 8, 2019, through a generous donation from the Fund II Foundation. NPF subsequently conveyed the property to the National Park Service / MALU.

With this new acquisition, the National Park Service is requesting reproduction of photographs, magazines, newsprints, award plaques, and architectural drawings. Preservation of the MALU museum objects are essential and timely.

Extensive renovations of the Life Home are ongoing. The reproductions will assist in this project as well as interpretation when the renovation work is complete.

B. SCOPE OF WORK

NPS and NPF will jointly recruit the Museum Reproduction Consultant. The Consultant will coordinate with the MALU assigned NPS project manager. The ideal Consultant will be a methodical, innovative, and collaborative professional with a passion and knowledge of physical and digital preservation of museum objects and ethnographic artifacts.

The Consultant will conceptualize and develop a plan to physically and digitally reproduce the seventy (70) museum objects and ethnographic artifacts in collaboration with the Park's mission.

The Consultant shall:

1. Pick up objects from NPS located at 450 Auburn Ave., Atlanta, GA 30312
2. Physically reproduce and digitally capture seventy (70) objects accurately duplicating materials, proportions, size, color, and decorative techniques
3. Cite the following elements in an NPS caption: item title in quotes, if applicable, object name, brief description, including materials and measurements, date(s), artist/maker, National Park Service, park name, catalog number
4. Handling, Packing and Shipping Museum Object
5. Deliver encrypted hard drive, original, and reproduced objects to NPS located at 450 Auburn Ave., Atlanta, GA 30312

The Consultant will coordinate with the MALU assigned project manager. The Consultant will be an independent contractor and not an employee of NPF.

ESSENTIAL FUNCTIONS/DUTIES/TASKS:

- Participate in project meetings with NPS, contractors, consultants, and partners
- Communicate required actions, deadlines and track progress with the schedule
- Confer with park management on issues, approaches, and options that arise in developing and carrying out assignments
- Provide written project updates for the NPS and NPF.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Experience in developing, manufacturing, and distributing reproductions Fabricating museum quality exact reproductions of museum objects and ethnographic artifacts (i.e. paintings, posters, small ornaments)
- Fabricating 3-dimensional reproductions of material culture and ethnographic artifacts.
- Background knowledge of museum collection, conservation and reproduction, 3-D object fabrication, and material culture preservation.
- Ability to work sensitively with museum objects
- Equipment available to do in-house work
- Experience managing reproduction projects on behalf of major museums, libraries, or cultural institutions
- Working knowledge of the Rehabilitation Act of 1973 regarding website accessibility for finished products
- Working knowledge of the Copyright Act of 1976, Trademark Act of 1946, and law as it applies to intellectual property

C. TIMELINE

DATE: Deadline for proposal due to NPF by Friday, September 11, 2020 at 5:00 PM EST
DATE: Contract award decision: November 2020

DATE: Contract Execution: December 2020

D. EVALUATION CRITERIA

All proposals will be reviewed by a selection committee comprised of representatives from the National Park Service and the National Park Foundation. Selection will be based on the applicant's ability to meet and exceed project requirements and required outcomes. The selected contractor will enter into an agreement with the National Park Foundation, which will serve as the contracting party and funder of this position.

E. SUBMISSION PROCESS

Each applicant must submit their proposal on or before 5:00 pm EST, Friday, September 11, 2020.

Proposal Packet Must Include:

Cover letter, resume and/or CV, qualifications, examples of similar past projects (preferably with the National Park Service), budget, project schedule, and the dollar amount of general liability insurance coverage, or evidence of insurability.

Proposals must be submitted via email to:

Angel Thompson
Project Manager, Cultural Resources
National Park Foundation
202.796.3144
AThompson@nationalparks.org