

## AGREEMENT

24-0958-RFP

### Weedon Island and Brooker Creek Educational Refurbishment

This Agreement (the "agreement" or "contract") is entered into on the date last executed below ("Effective Date"), by and between Pinellas County, a subdivision of the State of Florida whose primary address is 315 Court Street, Clearwater, Florida 33756 ("COUNTY") and Exhibit Concepts, Inc. whose primary address is 700 Crossroads Court, Vandalia, OH 45377 (hereinafter "CONTRACTOR") (jointly, the "Parties").

### ***NOW THEREFORE, the Parties agree as follows:***

#### **A. Documents Comprising Agreement**

1. This Agreement, including the Exhibits listed below, constitutes the entire agreement and understanding of the Parties with respect to the transactions and services contemplated hereby and supersedes all prior agreements, arrangements, and understandings relating to the subject matter of the Agreement. The documents listed below are hereby incorporated into and made a part of this Agreement:
  - a. This Agreement
  - b. Pinellas County Standard Terms & Conditions, located on Pinellas County Purchasing's website, effective 6/14/2023, posted at <https://pinellas.gov/county-standard-terms-conditions/>
  - c. Solicitation Section 4, titled Special Conditions attached as Exhibit C.
  - d. Solicitation Section 5, titled Insurance Requirements attached as Exhibit D.
  - e. Contractor's response to Solicitation Section 6, titled Scope of Work / Specifications attached as Exhibit E.
  - f. Contractor's response to Solicitation Section 9, titled Pricing Proposal attached as Exhibit F.
2. In the case of a conflict, the terms of this document govern, followed by the terms of the attached Exhibits, which control in the order listed above.

#### **B. Term**

1. The initial term of this Agreement shall be through delivery, installation, and acceptance of all goods/services by County representative.

#### **C. Expenditures Cap**

1. Payment and pricing terms for the initial term are subject to the Pricing Proposals in Exhibit F. County expenditures under the Agreement will not exceed \$2,700,000.00 for the contract term without a written amendment to this Agreement.

**D. Entire Agreement**

1. This Agreement constitutes the entire agreement between the Parties.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their undersigned officials, who are duly authorized to bind the Parties to the Agreement.

For Contractor:

Signature: 

Print Name and Title: E. Ellen Campbell-Kaminski President and COO

Date: 11/7/2024

For County:

Signature:

Print Name and Title:

Date:

**APPROVED AS TO FORM**

By: Joseph A Morrissey  
Office of the County Attorney

## 4. Special Terms & Conditions

### 4.1. INTENT

It is the intent of Pinellas County to establish an Agreement for Weedon Island and Brooker Creek Educational Refurbishment to be ordered, as and when required.

### 4.2. NON-NEGOTIABLE TERMS

While the County prefers that no exceptions to its contract terms be taken, the solicitation does authorize respondent to take exception to terms as part of its submittal. The County has deemed the following contract terms in the County's Standard Terms & Conditions <https://pinellas.gov/county-standard-terms-conditions/> to be non-negotiable:

Section 3: Compliance with Applicable Laws (all terms)

Section 7: Indemnification & Liability (all terms)

Section 8: Insurance & Conditions Precedent

Section 10(G): Governing Law & Venue

Section 12(A): Fiscal Non-Funding

Section 13: Confidential Records, Public Records, & Audit (all terms)

Section 19: Digital Content (all terms) *(if the Agreement includes software, online, or digital content services)*

Any terms required by law

### 4.3. PRICING/PERIOD OF CONTRACT

Unit prices submitted of listed items will be held firm for the duration of the Agreement. Duration of the Agreement will be through delivery and acceptance of all goods/services by County representative.

### 4.4. TERM EXTENSION(S) OF CONTRACT

Not Applicable

### 4.5. NON-MANDATORY SITE VISIT:

The sole purpose of the site visit is to provide a tour of the site(s) that will be supported by the contract. The scope of work and/or solicitation specifications shall not be discussed during this visit. All questions relating to this solicitation and the scope of work or technical specifications must be submitted in writing.

The Non-Mandatory Site Visit will be held at the following location, date, and time:

1800 Weedon Drive NE St. Petersburg, FL 33702 and 3940 Keystone Road Tarpon Springs, FL 34688

Wednesday July 31, 2024

9:00 am and 2:00 PM

#### 4.6. PRE-COMMENCEMENT MEETING

Upon award of the Agreement, the County will coordinate a pre-commencement meeting with the successful Contractor. The meeting will require Contractor and the County Representative to review specific Agreement details and deliverable documents at this meeting to ensure the scope of work and work areas are understood.

#### 4.7. ORDERS

Within the term of this Agreement, County may place one or more orders for goods and/or services at the prices listed on the Pricing Proposal section of this solicitation, which is incorporated by reference hereto.

#### 4.8. ASBESTOS MATERIALS

The Contractor must perform all Work in compliance with Federal, State and local laws, statutes, rules, regulations and ordinances, including but not limited to the Department of Environmental Protection (DEP)'s asbestos requirements, 40 CFR Part 61, Subpart M, and OSHA Section 29 CFR 1926.58. Additionally, the Contractor must be properly licensed and/or certified for asbestos removal as required under Federal, State and local laws, statutes, rules, regulations and ordinances. The County is responsible for filing all DEP notifications and furnish a copy of the DEP notification and approval for demolition to the successful Contractor. The County will furnish a copy of the asbestos survey to the successful Contractor. The Contractor must keep this copy on site at all times during the actual demolition.

#### 4.9. SERVICES

***The terms below are applicable if the Solicitation includes the provision of SERVICES:***

- A. **ADD/DELETE LOCATIONS SERVICES** - The County reserves the right to unilaterally add or delete locations/services, either collectively or individually, at the County's sole option, at any time after award has been made as may be deemed necessary or in the best interests of the County. In such case, the Contractor(s) will be required to provide services to this agreement in accordance with the terms, conditions, and specifications.

#### 4.10. GOODS & PRODUCTS

***The terms below are applicable if the Solicitation includes the purchase of GOODS or PRODUCTS:***

- A. **DELIVERY/CLAIMS** - Prices quoted will be FOB Destination, freight included and unloaded to location(s) within Pinellas County. Actual delivery address(s) will be identified at time of order. Successful Contractor(s) will be responsible for making any and all claims against carriers for missing or damaged items.



#### 4.11. QUANTITIES

Any quantities stated are an estimate only and no guarantee is given or implied as to quantities that will be used during the Agreement period. Estimated quantities are based upon previous use and/or anticipated needs.

#### 4.12. PERFORMANCE SECURITY

Not Applicable

## 5. Insurance Requirements

### 5.1. INSURANCE (General)

The Vendor must provide a certificate of insurance and endorsement in accordance with the insurance requirements listed below, prior to recommendation for award. The Vendor shall obtain and maintain, and require any subcontractor to obtain and maintain, at all times during its performance of the Agreement in Phase 1 insurance of the types and in the amounts set forth. For projects with a Completed Operations exposure, Vendor shall maintain coverage and provide evidence of insurance for 2 years beyond final acceptance. All insurance policies shall be from responsible companies duly authorized to do business in the State of Florida and have an AM Best rating of VIII or better.

### 5.2. INSURANCE (Requirements)

- A. Submittals should include, the Vendor's current Certificate(s) of Insurance. If Vendor does not currently meet insurance requirements, Vendor shall also include verification from their broker or agent that any required insurance not provided at that time of submittal will be in place prior to the award of contract. Upon selection of Vendor for award, the selected Vendor shall email certificate that is compliant with the insurance requirements. If the certificate received is compliant, no further action may be necessary. The Certificate(s) of Insurance shall be signed by authorized representatives of the insurance companies shown on the Certificate(s).
- B. **The Certificate holder section shall indicate Pinellas County, a Political Subdivision of the State of Florida, 400 S Fort Harrison Ave, Clearwater, FL 33756. Pinellas County, a Political Subdivision shall be named as an Additional Insured for General Liability. A Waiver of Subrogation for Workers Compensation shall be provided if Workers Compensation coverage is a requirement.**
- C. Approval by the County of any Certificate(s) of Insurance does not constitute verification by the County that the insurance requirements have been satisfied or that the insurance policy shown on the Certificate(s) of Insurance is in compliance with the requirements of the Agreement. County reserves the right to require a certified copy of the entire insurance policy, including endorsement(s), at any time during the Bid and/or contract period.
- D. If any insurance provided pursuant to the Agreement expires or cancels prior to the completion of the Work, you will be notified by CTrax, the authorized vendor of Pinellas County. Upon notification, renewal Certificate(s) of Insurance and endorsement(s) shall be furnished to Pinellas County Risk Management at [InsuranceCerts@pinellascounty.org](mailto:InsuranceCerts@pinellascounty.org) and to CTrax c/o JDi Data at [PinellasSupport@ididata.com](mailto:PinellasSupport@ididata.com) by the Vendor or their agent prior to the expiration date.
  - 1. Vendor shall also notify County within twenty-four (24) hours after receipt, of any notices of expiration, cancellation, nonrenewal or adverse material change in coverage received by said Vendor from its insurer Notice shall be given by email to Pinellas County Risk

Management at [InsuranceCerts@pinellascounty.org](mailto:InsuranceCerts@pinellascounty.org). Nothing contained herein shall absolve Vendor of this requirement to provide notice.

2. Should the Vendor, at any time, not maintain the insurance coverages required herein, the County may terminate the Agreement,.
- E. If subcontracting is allowed under this Bid, the Primary Vendor shall obtain and maintain, at all times during its performance of the Agreement, insurance of the types and in the amounts set forth; and require any subcontractors to obtain and maintain, at all times during its performance of the Agreement, insurance limits as it may apply to the portion of the Work performed by the subcontractor; but in no event will the insurance limits be less than \$500,000 for Workers' Compensation/Employers' Liability, and \$1,000,000 for General Liability and Auto Liability if required below.
1. All subcontracts between the Vendor and its Subcontractors shall be in writing and are subject to the County's prior written approval. Further, all subcontracts shall
    - a. Require each Subcontractor to be bound to the Vendor to the same extent the Vendor is bound to the County by the terms of the Contract Documents, as those terms may apply to the portion of the Work to be performed by the Subcontractor;
    - b. Provide for the assignment of the subcontracts from the Vendor to the County at the election of Owner upon termination of the Contract;
    - c. Provide that County will be an additional indemnified party of the subcontract;
    - d. Provide that the County will be an additional insured on all insurance policies required to be provided by the Subcontractor except workers compensation and professional liability;
    - e. Provide a waiver of subrogation in favor of the County and other insurance terms and/or conditions
    - f. Assign all warranties directly to the County; and
    - g. Identify the County as an intended third-party beneficiary of the subcontract. The Vendor shall make available to each proposed Subcontractor, prior to the execution of the subcontract, copies of the Contract Documents to which the Subcontractor will be bound by this Section C and identify to the Subcontractor any terms and conditions of the proposed subcontract which may be at variance with the Contract Documents.
- F. Each insurance policy and/or certificate shall include the following terms and/or conditions:
1. The Named Insured on the Certificate of Insurance and insurance policy must match the entity's name that responded to the solicitation and/or is signing the agreement with the County.

2. Companies issuing the insurance policy, or policies, shall have no recourse against County for payment of premiums or assessments for any deductibles which all are at the sole responsibility and risk of Vendor.
3. The term "County" or "Pinellas County" shall include all Authorities, Boards, Bureaus, Commissions, Divisions, Departments and Constitutional offices of County and individual members, employees thereof in their official capacities, and/or while acting on behalf of Pinellas County.
4. All policies shall be written on a primary, non-contributory basis.

The minimum insurance requirements and limits for this Agreement, which shall remain in effect throughout its duration and for two (2) years beyond final acceptance for projects with a Completed Operations exposure, are as follows:

### 5.3. WORKERS' COMPENSATION INSURANCE

Worker's Compensation Insurance is required if required pursuant to Florida law. If, pursuant to Florida law, Worker's Compensation Insurance is required, employer's liability, also known as Worker's Compensation Part B, is also required in the amounts set forth herein.

#### A. Limits

1. Employers' Liability Limits Florida Statutory
  - a. Per Employee \$ 500,000
  - b. Per Employee Disease \$ 500,000
  - c. Policy Limit Disease \$ 500,000

If Vendor is not required by Florida law, to carry Workers Compensation Insurance in order to perform the requirements of this Agreement, County Waiver Form for workers compensation must be executed, submitted, and accepted by Risk Management. The County Waiver Form is found at <https://pinellas.gov/services/submit-a-workers-compensation-waiver-request/>. Failure to obtain required Worker's Compensation Insurance without submitting and receiving a waiver from Risk Management constitutes a material breach of this Agreement.

### 5.4. COMMERCIAL GENERAL LIABILITY INSURANCE

Includes, but not limited to, Independent Vendor, Contractual Liability Premises/Operations, Products/Completed Operations, and Personal Injury.

#### A. Limits

1. Combined Single Limit Per Occurrence \$ 1,000,000
2. Products/Completed Operations Aggregate \$ 2,000,000
3. Personal Injury and Advertising Injury \$ 1,000,000

4. General Aggregate \$ 2,000,000

5.5. BUSINESS AUTOMOBILE OR TRUCKER'S/GARAGE LIABILITY INSURANCE

To cover owned, hired, and non- owned vehicles. If the Vendor does not own any vehicles, then evidence of Hired and Non-owned coverage is sufficient. Coverage shall be on an "occurrence" basis, such insurance to include coverage for loading and unloading hazards, unless Vendor can show that this coverage exists under the Commercial General Liability policy.

A. Limit

1. Combined Single Limit Per Accident \$1,000,000

5.6. Professional Liability

A. Limit

Per Occurrence \$1,000,000

Aggregate \$1,000,000

5.7. PROPERTY INSURANCE

Vendor will be responsible for all damage to its own property, equipment and/or materials.

## 6. Scope of Work / Specifications

### 6.1. OBJECTIVE/JUSTIFICATION

The overall objective of this proposal is to seek the services of a qualified firm qualified to perform all services required for the fabrication and installation of the Weedon Island Preserve Cultural and Natural History Center and Brooker Creek Preserve Environmental Education Center.

### 6.2. BACKGROUND

The exhibit redesign was initiated to update old exhibits, fix, and replace broken interactives and décor and improve interpretive clarity, readability, appeal to children, and ADA accessibility at Brooker Creek and Weedon Island. Some elements from the existing exhibits will be cleaned and reused, and signage will be replaced for both Centers. The visitor experience will be place-based, immersive, interactive, and informational. Each section will carry visitors through different aspects of each Center. The exhibits will engage a broad audience to celebrate the discoveries and unique ecology and cultural history of each Preserve. Realistic décor, scenery, and graphics will create the feeling of being inside different ecosystems. It will help visitors become familiar with the different plants and animals at the Preserves. Artifacts will showcase ancient Weedon Island culture and complement interpretation. Many low-tech, hands-on interactives will allow kids to engage easily scientific and historical content easily.

Renker Eich Parks Architects was the contractor who took the project to 60% design. Renker assembled the design team, consisting of Frina Design, Gecko Group, and Search.

Frina Design Exhibit Design consultant, Pattie Smith of Frina Design, has worked with the Gecko Group, Search, and stakeholders representing Parks and Conservation Resources (PCR) and the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) to develop and design the exhibit in this RFP.

#### Weedon Island Background

Weedon Island Preserve is an expansive 3,190-acre natural area located on Tampa Bay. This coastal system, comprised of aquatic and upland ecosystems, is home to numerous species of native plants and animals, an educational facility, and a rich cultural history. Indigenous peoples occupied this site for thousands of years. Today, the preserve protects this wide diversity of natural and cultural resources for current and future generations. Weedon Island Preserve is also a well-known birding and fishing site. Weedon Island Preserve Cultural and Natural History Center features exhibits to help visitors understand natural Florida, ancient and modern peoples and how the two shaped each other. Our exhibit gallery, Weedon Island Preserve: Connecting People and Place, with 6,000 square feet of interactive exhibits, appeals to all ages.

#### Brooker Creek Preserve Background

Brooker Creek Preserve is approximately 8,700 acres, and the largest natural area in Pinellas County. It consists primarily of forested wetlands and pine flatwoods. Bordered by dense urban development, the Preserve provides both a unique refuge for native flora and fauna, as well as an opportunity for citizens to explore the natural beauty of wild Florida. The Preserve also serves to protect a significant portion of the Brooker Creek Watershed. A complex of hiking and equestrian trails provides visitors an opportunity

to explore the Preserve's many ecosystems. Brooker Creek Preserve Environmental Education Center lies within Pinellas County's largest natural area, Brooker Creek Preserve, and is part of Parks and Conservation Resources the Center supports the applied management and ecological monitoring objectives of the division through educational programming and volunteerism. The Center provides a window into natural Florida through interpretive programs and guided nature tours with educational instruction, exhibits and public outreach activities, presentations and workshops, and other events. Residents and visitors alike who are curious to learn more about the Preserve and its history can experience, discover, and better understand the connections between people and the land through Center offerings.

### 6.3. SCOPE OF WORK

The Firm selected for this project will provide professional exhibit fabrication, installation, and other specialty services. To build and install the exhibits and components and produce graphics as required by PCR and UF/IFAS. All fabrication and installation must be finalized and approved by the Owner. All proposals must be made on the basis of and either meet or exceed the requirements in the RFP documents.

### 6.4. REQUIREMENTS

#### Specific Tasks

1. The contractor shall furnish all labor, materials and equipment required to perform the work indicated and specified by bid documents, technical specifications, and drawings. Work includes fabrication and installation of exhibit components, custom furniture, and graphic production. Exhibit components include but are not limited to:
  - a. Decorative millwork
  - b. Seating and other furniture
  - c. Exhibit lighting (as indicated in drawings)
  - d. Graphics
  - e. Exhibit furniture, Artifact cases, and other structures
2. Prepare and submit for review for both Centers: A complete package that illustrates the full exhibit design-how it will be built, where every component is located, and how each works within the space. This package should include exhibition identification, exhibition descriptions, a database of exhibit components, measured CAD plans with content, floorplans, elevations artifact lists, measured graphic design elements and samples, draft scripts with details for audiovisual components, interactive exhibits, final text, sound and lighting specifications, production schedules and a fabrication cost estimate for both Centers.
3. Fabrication shall be to museum quality, with particular attention paid to high-quality fit and finish, durability, and ease of maintenance. For the purpose of this RFP, "museum quality" shall be defined to be in accordance with the American Association of Museum certification requirements and with defects not discernible to the human eye. All individual freestanding units must withstand 100 pounds of lateral force without tipping at five feet from the finished floor. Interactive elements must survive to use and abuse by visitors without failure and without danger to visitors.
4. Exhibit structures: fabricate all exhibit elements, including, but not limited to, cabinetry, panels, platforms, vitrines, natural and historic theming, or other elements which constitute the six basic

structural elements of the space. All components must be easily serviced and repaired (particularly access audio/video equipment) by established contractors. Component construction shall allow PCR/IFAS museum staff to make repairs when possible. Component parts of each element shall be easily replaceable rather than replacing the entire exhibit.

5. Electrical and mechanical: purchase (except where noted as provided by others), fabricate, assemble, and install into exhibit structures, and thoroughly test all electrical and mechanical devices. This includes one semi-stock aquarium system.

6. Graphics: review and prepare all Owner-furnished material; scan original photographs, the final placement of text and graphics, adjustments to graphic layouts, and conversion digital files for specified imaging system output.

7. Graphic production: includes, but is not limited to, digital images, label copy plaques, vinyl graphics, photo-etched or sandblasted images, and cut-out décor, figures, or letters. The exhibit Design Consultant expects to provide the bulk of the required nature images on CD, but all PCR/IFAS museum-furnished materials shall be returned to Exhibit Design Consultant unaltered and undamaged. Protection from loss and physical damage shall be the responsibility of the vendor at all times during construction and installation until acceptance of the project by the Owner.

8. Architectural modifications: The vendor will be expected to coordinate their work with the Architect or Construction Manager as needed.

9. Submit control samples. Samples include fabricated and un-fabricated physical examples of materials, products, and units of work. Samples may be both complete units and smaller portions of units of work, either for limited visual inspection or, where indicated, for more detailed testing and analysis.

10. Set up and Installation: Set up and install on-site all elements and materials.

11. Commissioning. The vendor shall develop a commissioning protocol for all assemblies and interactive exhibits, including media elements.

12. Training on operation, routine maintenance, and long-term upkeep of the installed components shall be included in the project scope. Train museum staff pre-opening.

13. Project closeout: preparation of all closeout components, including but not limited to assembly manuals, maintenance manual, and closeout package (includes electronic and hard copies of all drawings and graphic art files). Product and equipment data is to be provided to PCR and UF/IFAS in the form of an Operations and Maintenance Manual at the completion of the project. Data includes standard printed information on materials, products, and systems not specially prepared for the Project.

14. Warranties for installed components shall be provided as follows: utilities shall be warranted for two years, and exhibit components shall be warranted for one year, both from the date of project acceptance by PCR and UF/IFAS.

#### Project Management:

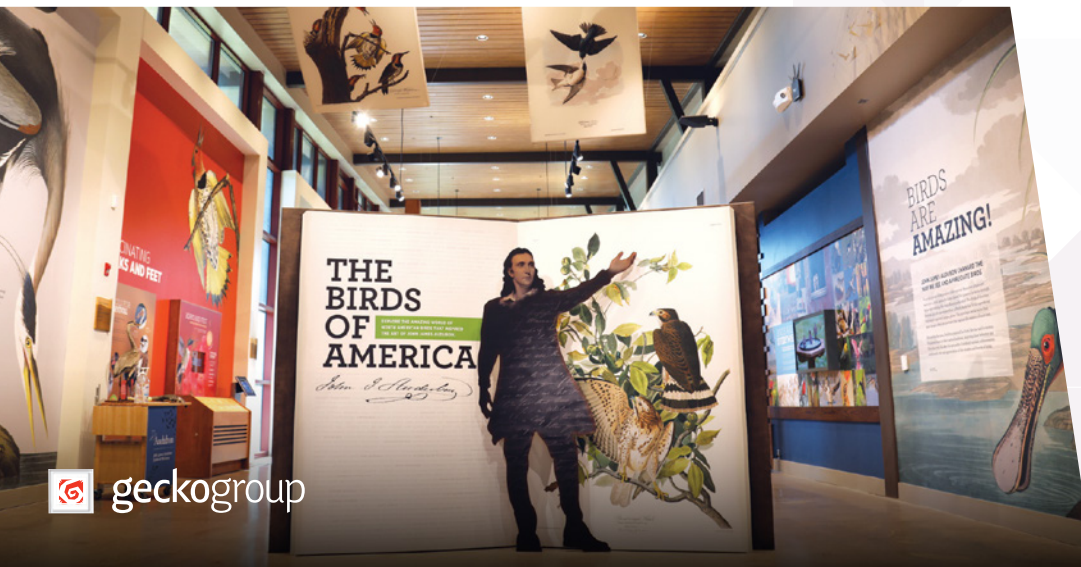
The vendor must establish one person to serve as the project manager and liaison to the PCR/IFAS project managers. The vendor will work with the PCR/IFAS team to establish overall project deadlines. The vendor will inform the project's needs, maintain a cohesive schedule and coordinate, oversee, and manage the work produced. The vendor must produce a work plan and schedule for all parties to ensure timely completion of the project. The schedule will include stages and review points for PCR and UF/IFAS and regular meeting dates (via phone or in person) as an integral part of the process. The meetings will track fabrication status and establish additional communication methods for future needs.



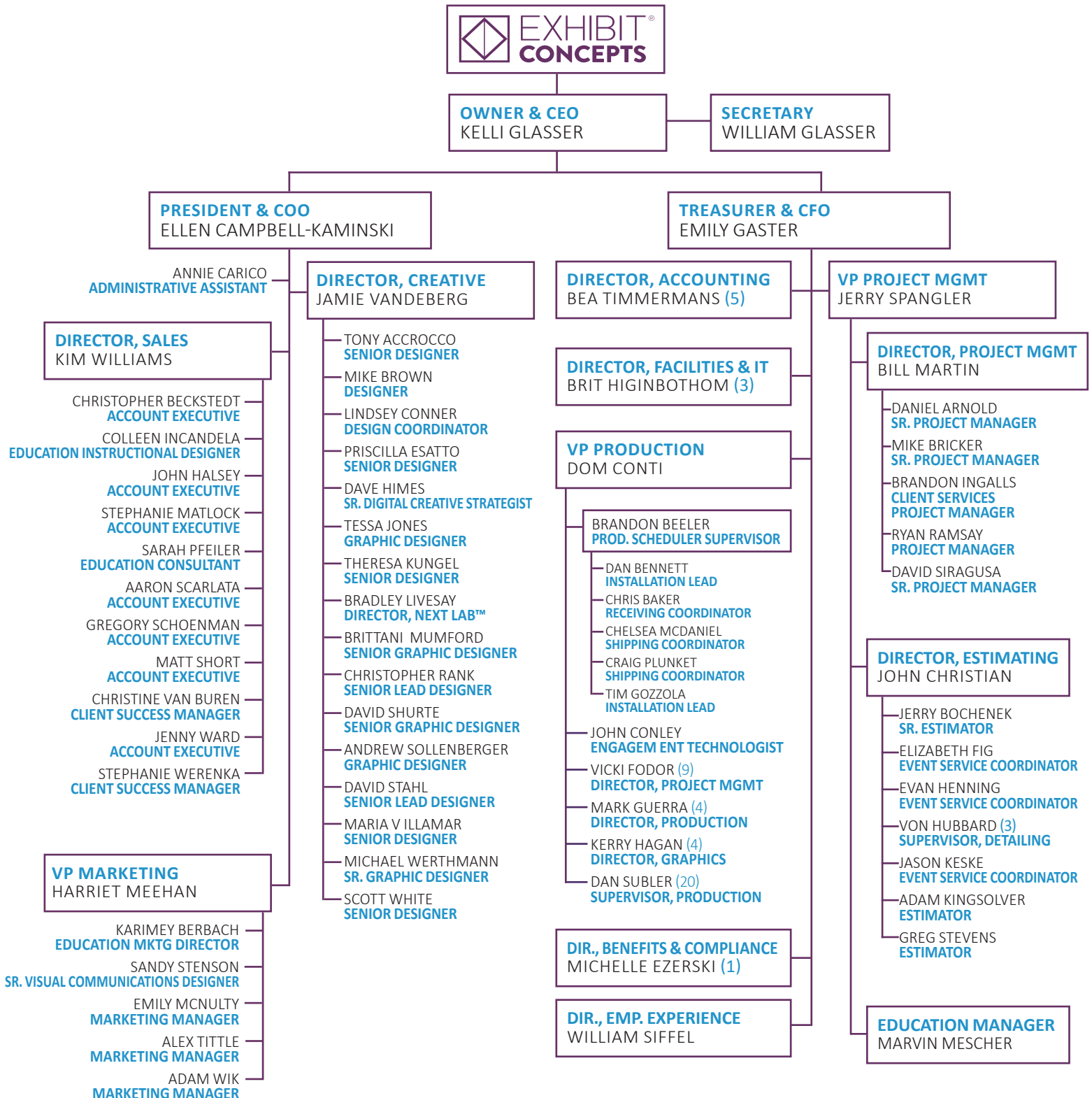
# ABOUT OUR TEAM



Exhibit Concepts, Inc will be the contract holder and project manager overseeing this project. Exhibit Concepts will oversee project success, working in partnership with Gecko Group as our design subcontractor. Gecko Group will coordinate all design solutions, in partnership with Frina Design. Additionally, Exhibit Concepts will provide all fabrication and installation services, working closely with Gecko Group and Frina Design to ensure that concepts are successfully produced to proposed design specifications.



# ORGANIZATIONAL CHART





# ABOUT EXHIBIT CONCEPTS

Established 1978 — Second Generation Owned  
**Certified Womens Business Enterprise**  
 Corporate Headquarters in Dayton, Ohio  
 200K+ Square Feet of Production & Warehousing  
 1,895+ Projects Annually  
 130+ Employees



RED RIVER VALLEY MUSEUM, BOND GALLERY  
 Vernon, Texas

Exhibit Concepts, Inc. established 1978, is an award-winning event marketing partner that designs, produces and manages branded experiential environments.

At Exhibit Concepts, we know what it takes to tell a story in an unforgettable way. It's rooted in a deep understanding and appreciation for the attendee's journey, with the belief that every touchpoint is considered an essential part of the overall experience. We obsess over the visitor's experience.

Our goal is to bring our client's story to life in the most compelling, memorable, and inspirational way possible. We bring new, unexpected, and unforgettable ideas to the table to create spaces that stand out and inspire.



Exhibit Concepts is a Woman Owned Business and is certified through the Women's Business Enterprise National Council (Certification #2005117249).

## AWARDS & HONORS



2019 SECRETARY'S  
ACHIEVEMENT AWARD



2019 SMALL BUSINESS  
OF THE YEAR AWARD



Experts in the Design, Production, and Management of Experiential Environments  
**EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB**

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# EXHIBIT CONCEPTS CORE SERVICES & CAPABILITIES

## CORE COMPETENCIES

Our team brings together some of the best people in the industry, providing turnkey solutions from strategy and design, through production and installation, and beyond.

- Account Management
- Project Management
- Design
- Estimating
- Detailing
- Production (Graphic Production, Fabrication, Shipping, Warehousing / Inventory Management / Storage)
- NEXT Lab™: Innovative Technology Solutions
- Installation

## SERVICES

We're much more than an award-winning exhibit house. Thanks to our diversified areas of business and talent, we know what it takes to make your story unforgettable.

- Museums
- Experiential Education Spaces
- Trade Show Exhibits
- Corporate Events
- Interior Environments
- Mobile Vehicle Tours
- Experiences and Engagements
- Virtual Solutions



BRUKNER NATURE CENTER | Troy, Ohio





# MYRIAD BOTANICAL GARDENS

Oklahoma City, Oklahoma

Myriad Botanical Gardens and the Crystal Bridge Conservatory, a 15-acre destination in Oklahoma City, has long been a valued asset for the state. Welcoming nearly a million visitors a year, Exhibit Concepts was trusted to help remodel and reshape the visitor experience at the conservatory. In partnership with ADG Blatt Architects, Charles Sparks + Company, Gecko Group, Murase Associates, Lingo Construction, and Optic Nerve, Exhibit Concepts worked hand-in-hand with partners and stakeholders to provide a truly world-class environment. Opened in 2022, the reimagined Crystal Bridge Conservatory features multi-sensory interactive galleries, classrooms, sculptures and even a two-story cascading waterfall.

## DESIGN & PROJECT MANAGEMENT:

Gecko Group

## INSTALLATION, FABRICATION & PROJECT MANAGEMENT:

Exhibit Concepts

## CONTACT INFORMATION:

Maureen Heffernan  
President/CEO  
Park Management Company  
123 South Hudson Avenue  
Oklahoma City, OK 73102  
MHeffernan@myriadgardens.org  
(405) 445-7081







# CLEVELAND MUSEUM OF NATURAL HISTORY

RALPH PERKINS II WILDLIFE CENTER, Cleveland, Ohio

## CHALLENGE

Create an unforgettable experience where visitors learn about Ohio's rich biodiversity through a fully immersive natural environment that brings people closer than ever to native Ohio plants and animals.

## SOLUTION

Exhibit Concepts developed graphic layouts, produced exterior graphics, and fabricated interactives, through a winding forest path and soaring walkways that immersed visitors in the environments of Ohio's wildlife. Guests experienced the world from the perspective of Ohio's wildlife through such unique interactives as: Perch Like a Crow, Climb Like a Coyote, Porcupine Quill Touch, Parallel Play Chute and more.







# CLEVELAND MUSEUM OF NATURAL HISTORY

RALPH PERKINS II WILDLIFE CENTER, Cleveland, Ohio

*continued*



## SCOPE OF WORK:

Fabrication, Installation

**PROJECT MANAGEMENT:** Exhibit Concepts

**EXHIBIT DESIGN:** Thinc Design

## PROJECT SIZE:

2 acres

## PROJECT BUDGET:

\$532,881

## COMPLETION:

2016

## CONTACT INFORMATION:

Maria Burke  
Exhibits and Design Manager  
1 Wade Oval Drive  
Cleveland, Ohio 44106  
(216) 231-4600 Ext. 3248  
mburke@cmnh.org



Experts in the Design, Production, and Management of Experiential Environments

EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

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# RED RIVER VALLEY MUSEUM

BOND GALLERY | Vernon, Texas

## CHALLENGE

Create an experience that helps visitors to discover the relationships between animals, habitats, and survival adaptations, and learn about the real and lasting effects of conservation efforts.

## SOLUTION

Exhibit Concepts designed, fabricated, and installed exhibits that invited visitors to step into the daily lives of animals and to see the world from their perspectives, through detailed casework, scenic elements, graphics, and immersive lighting and sounds.







# RED RIVER VALLEY MUSEUM

BOND GALLERY | Vernon, Texas

continued



## SCOPE OF WORK:

Design, Fabrication, Installation,  
Project Management

## PROJECT SIZE:

4,050 sq. ft.

## PROJECT BUDGET:

\$760,200

## COMPLETION:

2020

## CONTACT INFORMATION:

Sherry Yoakum, Director  
Red River Valley Museum  
4600 College Drive  
Vernon, Texas 76384  
(940) 553-1848  
rrvm1@yahoo.com





# HUESTON WOODS STATE PARK

College Corner, Ohio

## CHALLENGE

Build a new nature center including custom signage and interactive displays to help Hueston Woods State Park engage visitors of all ages.

## SOLUTION

Exhibit Concepts helped fabricate the facility's interior, complete with live animals, including fish, reptiles, and honeybees



Experts in the Design, Production, and Management of Experiential Environments

EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

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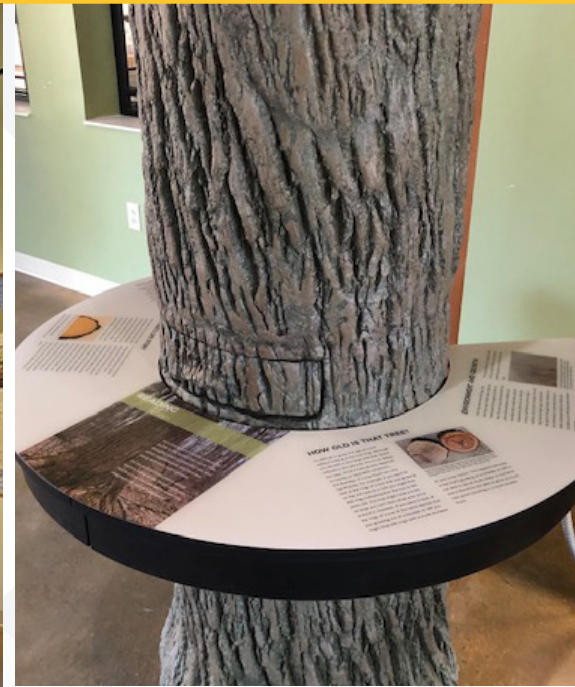




# HUESTON WOODS STATE PARK

College Corner, Ohio

*continued*



## SCOPE OF WORK:

Fabrication, Installation

## PROJECT MANAGEMENT:

InterActive Group, LLC

## PROJECT SIZE:

929 sq. ft.

## PROJECT BUDGET:

\$69,498

## COMPLETION:

May 2022

## CONTACT INFORMATION:

Paul Haynes, AIA, President  
InterActive Group, LLC  
27 E. Russell Street, Suite 200  
Columbus, Ohio 43215  
phaynes@interactive-group.net  
(614) 485-4886







# BRUKNER NATURE CENTER

Troy, Ohio

## CHALLENGE

Inspire appreciation and understanding of wildlife conservation through the amazing insects, mammals, birds, reptiles, and plant life native to the preserve.

## SOLUTION

Exhibit Concepts designed, fabricated and installed nature center exhibits, wildlife habitats, graphics, and interactive components to help visitors learn more about environmental education and wildlife rehabilitation.



Experts in the Design, Production, and Management of Experiential Environments

EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB

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# BRUKNER NATURE CENTER

Troy, Ohio

*continued*



## SCOPE OF WORK:

Design, Fabrication, Installation,  
Project Management

## PROJECT SIZE:

3,500 sq. ft.

## PROJECT BUDGET:

\$470,082

## COMPLETION:

Phase 1, 2011

Phase 2, 2016

## CONTACT INFORMATION:

Deb Oexmann  
5995 Horseshoe Bend Road  
Troy, Ohio 45373  
deb@bruknernaturecenter.com  
(937) 698-6493

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# ABOUT GECKO GROUP



## FIRM OVERVIEW

Gecko Group is a leading environmental design firm in the Heritage, Tourism, Museum, Nature Center, Aquarium and Zoo marketplace. We help education-focused destinations create authentic, positive visitor experiences.

### Creative

For over 20 years, Gecko Group has been creating engaging impactful interpretive plans, managing complex exhibit design projects, and developing stunning and practical wayfinding systems. We have experiences in all phases of project development from initial concept brainstorming through fabrication and installation. We're known for our collaborative design process, creative interpretive approaches, cost-effective solutions, and strong team communication necessary for projects involving multiple partners.

### Experienced

Our design disciplines concern the strategic and visual aspects of interpretive graphics, wayfinding and signage, and exhibit design that shape the idea of place. We are successful at communicating to diverse audiences across a variety of media. Our breadth of capabilities is especially useful in complex environments – we understand the multiple platforms on which organizations need to communicate to their constituents and visitors. We are adept at telling stories that are meaningful and engaging and that meet institutional goals.

### Collaborative

Gecko Group believes in a team approach to project solutions. We work to immerse ourselves in your culture. We bring our expertise and experience in creative design solutions to the team. We recognize the importance of understanding your institution's personality and support an equitable exchange of information and ideas. Gecko Group's team members are holistic thinkers, keeping a sharp eye on both the immediate and the long-term impacts of the solutions we provide.

Located in West Chester, Pennsylvania, Gecko Group was incorporated in 1988 and WBE nationally certified in 2020. Members of AZA, AIGA, SEG, AAM, NAI and sponsors & members of MAAM and NAME.



## SERVICES

- Exhibit Development & Design
- Content Development
- Label Writing
- Hands-on Interactives
- Multimedia Interactive Design
- Interpretive Graphics
- Wayfinding
- Donor Recognition

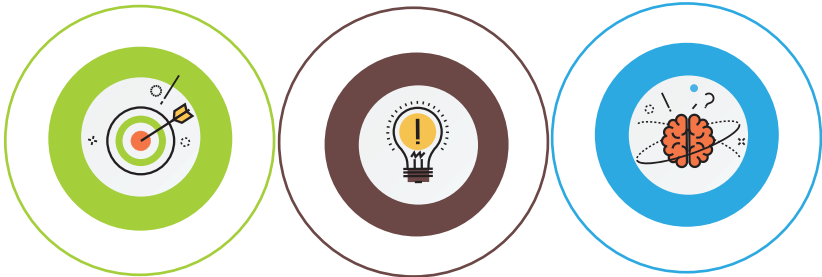
# PROCESS ILLUSTRATION



## EXHIBIT DESIGN & DEVELOPMENT PROCESS



Our team shares common principles in our design approach to both interpretive development and exhibit design, as well as fabrication services. We are guided by a detailed process that yields creative and cost effective results. Our assessment of the work to date on the Weedon Island Preserve and Brooker Creek Preserve projects is illustrated below. This visual provides a better understanding of where the projects are in the overall process and the steps still remaining to design completion before fabrication can begin.



PLANNING	SCHEMATIC DEVELOPMENT	DESIGN DEVELOPMENT
Identify the methodology for a successful outcome.	Start 3D space planning and developing the content	Polish and develop the ideas created in schematic design
Gather assets and determine exhibit goals	Get creative and generate ideas for the exhibit experience	Visualize the experiences
Engage stakeholders	Concept interactive ideas	Plot out locations for all elements
Develop schedules and milestones	Develop look and feel and graphic approach	Write the stories for objects, signage and media
	Develop media needs and wireframes	Finalize the stories and graphics
	Draft tone and voice for label copy	Document the collections and conservation requirements
		Create story boards for media and test concepts

# DESIGN VALUE ENGINEERING



As a result of conducting on site Discovery assessments of both Brooker Creek and Weedon Island Nature Center exhibits, this team has the capability to Smart Engineer a design package to ensure maximum value. Our experienced cost estimators and project managers work closely with the Designer and our detailing staff to identify areas where materials or techniques might enhance value without sacrificing quality or design intent.

In cases where the design calls for modifications to existing exhibits, this team will determine the advantages and any disadvantages of reusing the current infrastructure, versus creating a new alternative.

Concept designs will be translated into shop ready drawings by our experienced detailers using AutoCAD. They will work closely with the designer and our fabrication staff to guarantee that the proposed exhibit components are buildable, durable and the details are true to the design intent.

## **Smart Engineering in Design:**

Simplifications to all multimedia approaches could be a large bucket in which we could save cost through reductions in multimedia development, drawing details, copywriting, and graphic design.

Simplifications to large immersive exhibits, like the Mangrove at Weedon or the Playscape at Brooker, could see a significant savings if we scale back these two spaces.

Additionally, securing content, whether digital or physical, to be used in exhibits or in av media, requires time and resources. Similarly, when clients provide research, print ready images, content editing and writing, job cost can be smart engineered.

## **General Interactive and Hands-on elements:**

During the Discovery process it was said more low-tech exhibit elements are desired since many of the original “high tech” elements had failed. With limited internal resources staffed to manage exhibits, high tech experiences will pose to be a maintenance challenge and cost prohibitive. Knowing this, our recommendation during Final Design would include pulling out up to 50% of the new interactive elements shown in the Concepts.

Recommendations could include replacing these interactives with more physical or visual elements, kept simple, tested and rich with interpretive messaging. To support this direction, in the Preserve section (400) there are a significant number of media / computer interactives. The number of units should be culled down reducing both the equipment, media investment as well as content development (writing) and prototyping costs.



# DESIGN VALUE ENGINEERING

*cont'd.*



## **Media “people” AV (Sec 300):**

The design team included silhouettes in the schematic plan to replace the semi-operational shadow people. There was mixed feeling about how they worked, whether the original (2006) concepts and tech was salvageable and probably most important the team does not want to show what the people may have looked like since this culture is ancient and there is not any first-hand information about the genetics of the Weeden People. Omit any mention of silhouettes but keep line item for revising the tech.

## **Early People (sec 300):**

This theme is central to the reason the preserve was preserved and should be given equal financial investment as the other areas. Although there are some potential cost savings, we recommend a discussion over the pros\cons before proceeding. For example, Weeden People (note spelling is different) stories not completely developed. Will AWIARE or other locals working with County help tackle the interpretation and technical aspects of the archaeology / methods history and study stories? This is one example where some “interpretive” costs may be able to be reduced by omitting: Fire FX, Birds-eye Mural, and limit prop purchase.

## **Preserve Section (400):**

This area is overflowing (and packed tight) with exhibit elements, themes, reused parts etc. Our recommendation includes working with the staff to cull the content down to give the section more “elbow room” with fewer interactives, props, wall elements. Big ticket / less direct messaging items include: the Biodiversity Wall, She Shed, Research and Monitoring interactive, Climate Change Conversation, and several other elements could be discussed for Smart Engineering purposes.

## **Delivery \ Site work \ Installation:**

To streamline the delivery and installation process for this project, we could see a potential savings in both freight and time cost with a more hassle-free approach to delivery and installation. Using the county resources and a well developed plan, this team could identify the most cost effective way to receive project elements, to deliver exhibits to the sites, and to support installation needs. For example, having a county facility for receiving elements, staging elements and transferring elements between sites may reduce job cost. Both sites pose challenges for delivery adjacent to the main access doors. Additionally, preparations could be made by the county for any pre-installation steps which may normally be handled by this team’s installation crew.

Overall value in Smart Engineering comes down to a strong plan for execution and one which does not sacrifice the overall design intent nor visitor experience. We welcome further discussions on how to reduce cost while we refine the early Concepts into more Final Designs.



211 West Chestnut Street, West Chester, PA 19380 | p 610 430 0305 | f 610 430 8633 | www.geckogroup.com

geckogroup

project	Visitor Center Exhibit Design
client	Middle Creek Wildlife Management Area   Pennsylvania Game Commission West Cocalico, Pennsylvania
services	Interpretive & Interactive Development Assistance Exhibit Design Interpretive Graphics Project Management

The Visitor Center at Middle Creek Wildlife Management Area is the hub for visitors ranging from students and scout troops, birders and hikers, photographers and naturalists, and hunters and anglers. Gecko Group worked with the Pennsylvania Game Commission and USA Exhibits to design and develop highly hands-on exhibits and interactives to enhance and enrich visitors' educational experience at Middle Creek while emphasizing the role that research and hunters play in waterfowl management and wildlife management. With the high volume of visitors, the new exhibits are designed and constructed with durability and safety in mind. USA fabricated and installed the exhibits.





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project	Crytal Bridge Conservatory
client	Myriad Gardens
services	Interpretive Development, Script/Label Writing, Exhibit & Interactive Design, Graphic Design, Project Management

The Crystal Bridge Conservatory is a unique experience, an escape into the tropics set within the beautiful public garden landscape in the center of urban Oklahoma City. When Myriad Botanical Gardens decided to transform their Crystal Bridge Conservatory, Gecko Group got to work. Collaborating with the project team, we worked to develop and design a new experience that would be a must-see destination for Oklahoma City. The interpretive approach connected visitors of all ages to the natural world through integrated, immersive, and hands-on experiences spread throughout the conservatory's three floors. As they explore, visitors discover that plants are remarkable living beings. They appreciate how plants are amazingly adapted to survive and recognize how they benefit all life. They encounter how plants shape our world and how they are affected by the impacts of our choices.





**geckogroup**

610 430 0305 | [geckogroup.com](http://geckogroup.com)

#### JOHN JAMES AUDUBON CENTER AT MILL GROVE

The museum exhibits reflect the National Audubon Society's focus on bringing together science, education, advocacy, conservation efforts and collaboration. Anchor stations present key themes and orient visitors to some of the amazing qualities of birds and Audubon's remarkable work through a mix of traditional interpretive panels, coupled with tactile, auditory, and hands-on interactive elements and engaging digital multimedia.

#### SERVICES:

- Content Development & Writing
- Space Planning & Exhibit Design
- Graphic Design & Illustration
- Media Design & Programming
- Project Management
- Fabrication & Installation Interface

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project Exhibit Design – Bureau of Forestry, Weiser State Forest

client Department of Conservation and Natural Resources (DCNR)

services Content Development, Exhibit Design, Interpretive Graphics Development, Multimedia Design & Programming, Project Management, Fabrication Oversight and Installation

Working with DCNR, Bureau of Forestry, Gecko Group developed a comprehensive interpretive exhibit plan for the Bureau’s new district offices. The plan and design was developed to be replicated with minimal modifications in new offices that open over time. The exhibits elevate awareness of the Bureau of Forestry and the work they do. Visitors are introduced to the importance of biodiversity, stewardship and conservation of forest land, as well as the multitude of recreational opportunities public forests in the Commonwealth provide. Within a limited footprint, the visitor is immersed within the forest environment with a custom created life-like wall mural and dimensional scenic tree. The exhibit features, mounts, low-tech, hands-on exhibits, and a touchscreen interactive to explore conservation heroes.

# ABOUT FRINA DESIGN



FRINA DESIGN is an award winning interpretive exhibit design firm based in Tampa Bay, Florida. We provide museum quality exhibit services for a variety of nature centers, museums, non-profit organizations and parks. The firm's key focus is working with clients to discover core stories and identify the project vision, and orchestrate the organization's messages, collection and interpretive media into a unique three-dimensional experience for their audiences.

## **Pattie Ann Smith**

The Creative President of Frina Design has a long career devoted to developing and designing exhibitions. Prior to launching the design firm, she worked in world-class museums for more than twenty years – working with dedicated team members developing natural history, aquarium, history, and science-based exhibitions. The variety of subjects and audiences continue to inspire her and she is committed to creating unique experiences for her clients.

## **Description of Services**

FRINA DESIGN provides a wide range of capabilities customized to the clients' needs and project scope. In addition to our services, we have solid relations with a variety of fabricators, producers and other professionals to provide turnkey project management for our clients.

- Interpretive Planning; Research, Writing, Evaluation
- Conceptual & Schematic Exhibit Planning
- Exhibition & Graphic Design
- Multimedia Design: Hands-on Interactive & Media
- Budget Planning and Management
- Fabrication Oversight & Quality Control
- Project Management

## **Location**

3436 Powerline Road  
Lithia, FL 33547  
813-835-7537  
EIN: 41-2024998



### Select Client List

**Ocala Water Resource Division**, Ocala, FL

Exhibit Planning and Design for Ocala Wetlands Recharge Park, Ocala, FL

**Sanford International Airport**, Sanford, FL

PV-1 & NAS (Naval Air Station Sanford) History Exhibits

**REP Architects / Pinellas County**, St. Petersburg, FL

Phase 1: Exhibition Assessment and Phase 2: Preliminary Design & Interpretive Planning for Weedon Island Natural and Cultural History Center and Brooker Creek Preserve Environmental Education Center (with Gecko Group).

**AWIARE**, St. Petersburg, FL

Weedon Island Historic Canoe Interpretive Design & Graphics

**Zoo Tampa**, Tampa, FL

Phase 1 Historical Research / Exhibit Development for 14 endangered species

**Briar Bush Nature Center**, Abington, PA

Interpretive Planning and Design for Griscom Bird Observatory

**Sunken Gardens Botanical Gardens**, St. Petersburg, FL

Sunken Gardens History Center: Interpretive Planning Consultant

**TECO ENERGY**, Apollo Beach, FL

Exterior Trail Signage and Wayfinding for the Florida Conservation and Technology Center in association with its partners: Florida Fish & Wildlife and Florida Aquarium

**Florida Fish & Wildlife Commission**, Apollo Beach, FL

Suncoast Youth Conservation Center Exhibition

**Osceola County**, Kissimmee, FL

Osceola County Welcome Center & History Museum (SEMC/award-winner)  
Pioneer Village Shingle Creek: Interpretive Historic Structures Signs

**Dunedin History Museum**, Dunedin, FL

Interpretive Exhibit Planning and Design

**Mound House**, Fort Myers Beach, FL

Interior Museum Exhibits, Exterior Interpretation & Wayfinding

**Six Mile Cypress Slough Preserve**, Ft. Myers, FL

Interpretive Center Exhibits and ongoing Trail Signage Projects

**Star 2 Star Communications**, Sarasota, FL

Interpretive Displays of Private NASA Collection

**ADM2 Exhibits & Displays**, Tampa, FL

Pennekamp State Park, Florida: Interpretive Design Plan Phase 1  
Wall of Honor, City of Clearwater: Interpretive Research & Script Writing  
FARO Technologies Corporate Museum Interpretive Planning & Script Writing





Professional Biography

**Pattie Ann Smith**  
Creative President of FRINA DESIGN  
3436 Powerline Road  
Lithia, FL 33547-1802  
813-835-7537 (Office)  
813-465-0212 (Mobile)  
frinadesign@mac.com  
www.frinadesign.com

EDUCATION

- 1992 The University of the Arts, Philadelphia, PA  
**MFA** Museum Exhibition Planning and Design
- 1983 Moore College of Art, Philadelphia, PA  
**BFA** Illustration

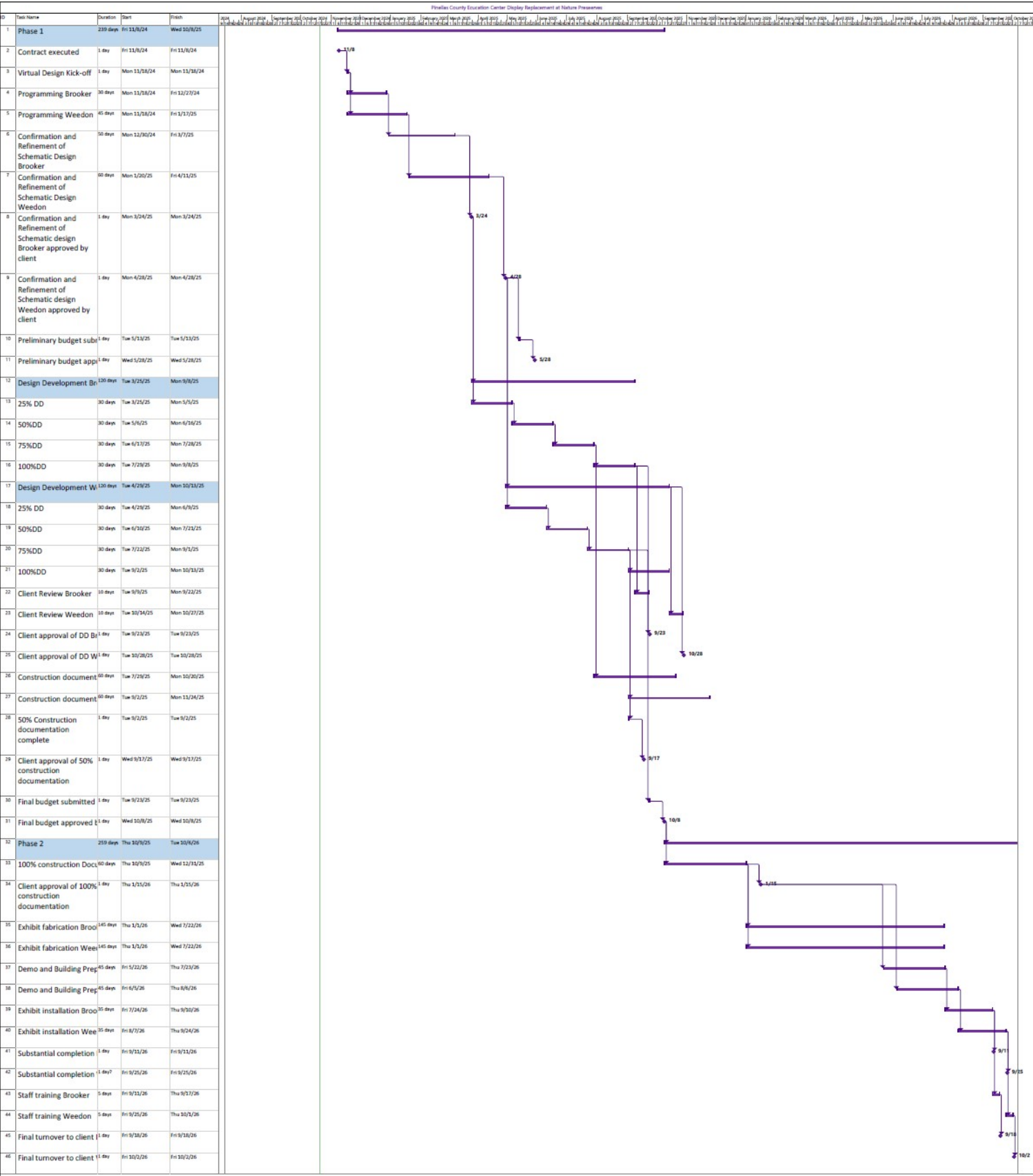
AFFILIATIONS (member since)

- 1985 AAM • American Alliance of Museums
- 1986 NAME • National Association Museum Exhibitions
- 1998 FAM • Florida Association of Museums
- 2009 AASLH • American Association of State Local History
- 2012 SEMC • Southeastern Museum Conference

MUSEUM EXPERIENCE

- 1997 – 2007 The Florida Aquarium, Tampa, FL  
Exhibit Design Manager
- 1994 – 1996 Atwater Kent Museum: The History Museum of Philadelphia, Philadelphia, PA  
Director of Exhibits
- 1992 – 1994 The New Jersey State Aquarium, Camden, NJ  
Exhibits Manager
- 1991 Vincent Ciulla Design, New York, NY  
Exhibit Designer
- 1985 – 1990 Academy of Natural Sciences, Philadelphia, PA  
Acting Exhibit Director, Exhibit Designer, Graphic Designer

# SCHEDULING



TAB 2

# KEY PERSONNEL STATEMENT

# KEY PERSONNEL STATEMENT

Exhibit Concepts, Inc., in partnership with Gecko Group, is fully equipped and ready to provide turnkey solutions for your project needs. All personnel listed in the submittal will be available for and shall be assigned to this project. Our dedicated team includes experienced field and shop personnel, a skilled design team, and leadership teams committed to ensuring success throughout all project phases. Our design, fabrication, and digital/interactive solutions resources will be at your disposal throughout the duration of this project.



GRACE MUSEUM CHILDREN'S GALLERY  
Abilene, Texas





## TAB 4

# ADDITIONAL INFORMATION



**EXHIBIT<sup>®</sup>  
CONCEPTS**

# OUR STORY



What if you showed up for work one day and found the doors chained closed and the company out of business?

For Ned Brown, the answer was simple: he started over. It was in that moment, standing outside and realizing his client's exhibits were locked inside, that he decided to follow a long held dream and founded Exhibit Concepts. Born of a strong personal investment in his client's success, Ned built the company on the foundation of excellent customer service.

We understand that our clients' exhibits, shows, facilities, and events are part of their marketing lifeblood, and we do whatever it takes to get the job done on time and accurately. Exhibit Concepts has grown since those early days, now with a 200,000 square foot facility in Dayton and a 40,000 square foot facility in Chicago to handle all of our customer's needs.

Now owned by Ned's daughter Kelli Glasser, we are proud of our certification from the Woman-owned Business Enterprise National Council (WBENC). This makes us one of the largest nationally-certified companies in our industry, and we are privileged to support several clients in the supplier diversity space.

Our vision for the future is to continue to grow and evolve. But one thing will never change and is at the root of every decision — our commitment to customer service.

# OUR DIFFERENTIATORS

## WHAT SETS US APART, SETS YOU APART

1

Obsession  
with the visitor  
journey

### VISITOR JOURNEY

We don't just say we're attendee-focused; we have experience, insights and design "chops" to back it up.

2

Experts in  
message-driven  
storytelling

### MESSAGE-DRIVEN STORYTELLING

Our proven methodology of producing and constructing compelling environments moves your audience to take action.

3

Prioritization  
of a holistic  
approach

### HOLISTIC APPROACH

We develop project strategies that create continuity, uncover efficiencies and optimize returns that exceed your expectations.

4

Commitment  
to partner  
success

### PARTNER SUCCESS

Over 40 years in business, we've seen it all — and we're depended on by clients who trust we'll expertly deliver their projects. This time. Every time.



# EXHIBIT CONCEPTS

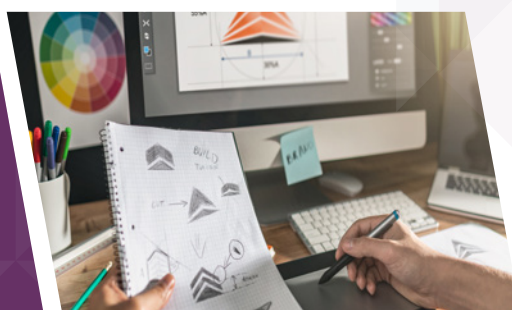
# 5D METHODOLOGY

Our proven methodology results in solutions that exceed client expectations, achieve better results, meet budget requirements and reduce error and rework. We incorporate dedicated project management resources and automation tools to stay on track, keep our clients informed and coordinate numerous interdependencies in order to produce the most compelling and memorable physical embodiment of a brand.



## DISCOVER

Discovery, Strategy,  
Conceptual Planning



## DESIGN

Theme, Visitor Journey,  
Design, Engagement



## DEVELOP

Prototype, Modeling,  
Sourcing, Fabrication



## DELIVER

Transportation,  
Installation, Project  
Management



## DEBRIEF

Analysis, Results,  
Evaluation, Impact,  
Improvement

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# CONCEPT DESIGN

## CONCEPT DESIGN PROCESS

Working with the information generated from the interpretive plan, the Exhibit Concepts team will begin preparation of the Concept Design package. Our work will be carefully coordinated with your requirements and will consist of the following tasks and deliverables:

1. Meeting to coordinate architectural/exhibit issues
2. Meeting to coordinate the integration of scripts and content into the exhibit design
3. Meeting to discuss preliminary media concepts for the presentation of information and story
4. Preparation of refined floor plans and elevations integrating exhibit systems
5. Preparation of preliminary graphic design concepts; these illustrate the hierarchy of exhibit messages, typography, graphic style, colors, and preliminary finishes
6. Preparation of preliminary materials and finishes boards
7. Coordination with the preparation of preliminary project schedule
8. Coordination with the proposed project budget
9. Presentation of the Concept Design deliverables for review and approval to proceed into Schematic Design



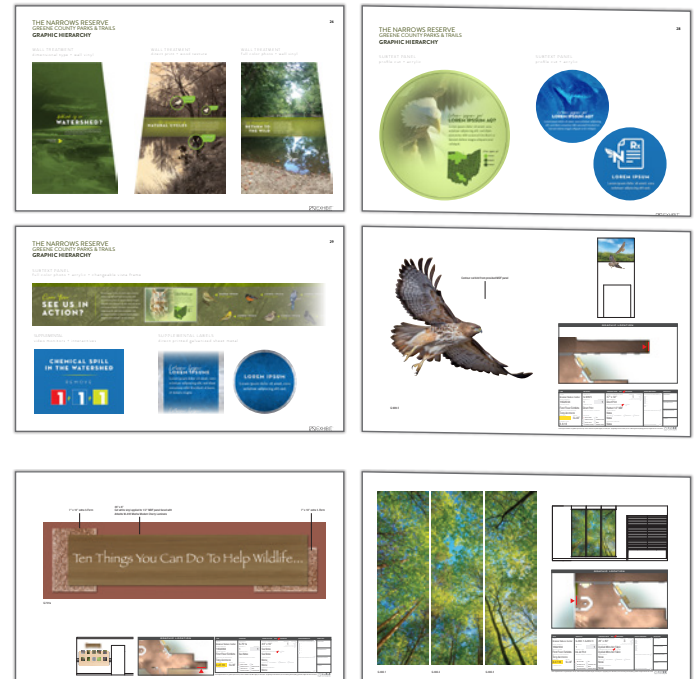
## CONCEPT DESIGN DELIVERABLES

- Preliminary concept drawings
- Final concept drawings demonstrating theme, character and feel
- Refined plans and select elevations coordinated with architecture, storylines and media concepts
- Preliminary graphic elevations
- Preliminary materials and finishes boards
- Content Notebooks with preliminary documentation of objects and images
- Refined budget estimate

# FINAL DESIGN

Following approval of the Concept Design package, the Exhibit Concepts team will begin the development work required to fully illuminate and detail the concepts for the exhibits established in the Concept Design. This work will include the following tasks:

1. Refine and detail the design concepts including the integration of the preliminary storylines, audiovisual and multimedia concepts
2. Refine the graphic design concepts into a preliminary graphics specification package, including integration of photos, maps and documents and selection of type styles, colors and finishes
3. Develop preliminary lighting design and electrical specifications
4. Coordinate all audiovisual hardware requirements
5. Schedule regular working sessions to keep everyone abreast of significant details
6. Review Schematic Design documents as they relate to applicable life safety, building code and ADA requirements
7. Presentation of the Final Design deliverables for final approval for review and consent to proceed into Detail Design Development (Bid Documentation)



# PROJECT MANAGEMENT METHODOLOGY

The proposed methodology for the project management, design, fabrication and installation of the exhibit elements will be executed as follows:

The Project Manager will coordinate the efforts of Exhibit Concepts' staff and subcontractors during the following project tasks.

- 1

## PHASE I, II, III

  - Comprehensive Meetings
  - Construction Documentation and Submittals
- 2

## PHASE IV, V

  - Comprehensive Meetings
  - Exhibit Fabrication
  - Graphic Production
  - Exhibit Installation
  - Maintenance, Support, Review and Punch-Out

Each project will be issued a job number and an in-house work order will be generated under that number. The work order and supplemental work orders will list all structural and graphic requirements along with completion dates. The job number will be used to document all time and materials logged against the project. These records are stored electronically and become part of the permanent operating records of Exhibit Concepts.

The Project Manager will be present during all face-to-face meetings and conference calls during the production, fabrication, and installation phase of the project. The Project Manager will provide written minutes for all face-to-face meetings and conference calls within four (4) calendar days.

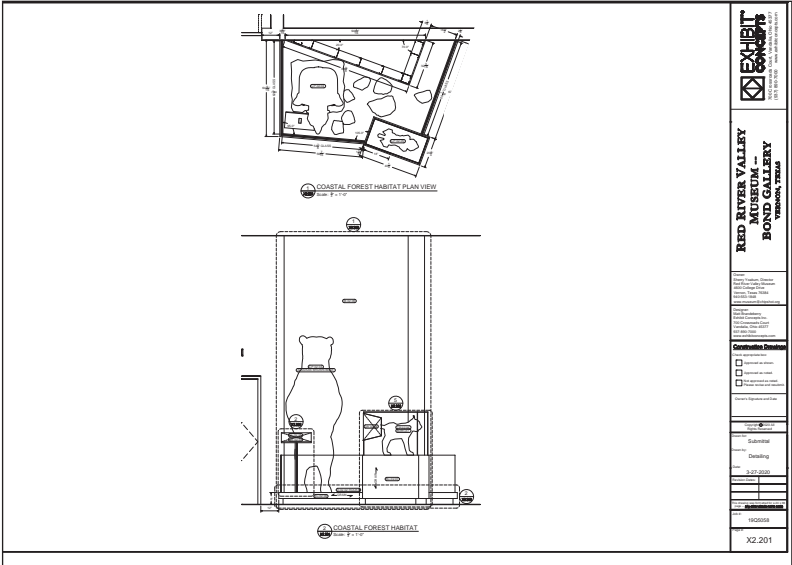
During fabrication, the Project Manager will conduct weekly inspections to monitor exhibit fabrication to ensure quality craftsmanship is maintained throughout construction.

In addition, the Project Manager and all department heads will participate in a weekly production meeting to review progress and address changes related to the project.

Upon completion of fabrication, the project manager will supervise the on-site installation. At the conclusion of the installation, the Project Manager will conduct a final inspection and staff training.



RED RIVER VALLEY MUSEUM | Bond Gallery | Vernon, Texas





# PROJECT MANAGEMENT METHODOLOGY *cont'd.*

## 1 PHASE I & II

### COMPREHENSIVE MEETINGS

The Project Manager will be present during all face-to-face meetings and conference calls during the fabrication and installation phases of the project. The Project Manager will conduct weekly meetings to facilitate all correspondence. All meetings will adhere to the agenda requirements of the project. Proposed meeting schedule will be as follows:

- A. Kick-off meeting:** This meeting will happen on-site shortly after the award to review the scope of work, team introductions, team coordination, project schedule, project costs, and quality standards and expectations.  
  
This initial meeting should include all representatives that have input regarding design and function of the exhibits. This meeting gives everyone involved the time to discuss the project details, performance goals and confirm communications procedures. This meeting will determine what additional information is required and the most efficient time to schedule each procedure.
- B. Phone Conference Meetings:** These meetings will happen weekly at a pre-set time/day.
- C. On-site Meetings:** include, but are not limited to, Design Review Meetings, General Site Visits and Coordination Reviews with Building Contractors.
- D. Prototype Review Meeting:** This meeting will be held at Exhibit Concepts to review prototypes and mock-ups.
- E. Shop review Meeting:** This meeting will be held at Exhibit Concepts to review shop production.
- F. Pre-Installation Meeting:** This meeting will be on-site to review the installation process, key personnel, safety procedures, egress within the project boundaries and time frame for the installation.
- G. Closeout Conference:** This meeting will be on-site to review all operational procedures, testing, and project record documentation.

Internally, the Project Manager will lead in a weekly production meeting to review progress, monitor the schedule, and address changes related to the project.

### Project Schedule

The time frame for this project will be documented on an overall project schedule, following the phased design and fabrication/ installation approach. Tasks are all assigned start, milestone and completion dates on this schedule. Dates for submittals and reviews are integrated and called out accordingly. This schedule will be reviewed and updated throughout the project.

### Owner/Building Interface

Working on projects where designs are complex and there are many team members requires an integrated project plan, utilizing the expertise of all members of the project team through highly collaborative working relationships. Trust in team members is paramount! Our objective is to establish open communication for all participants to focus on the best interests of the project rather than individual interests.

Specific project tasks must take place between the fabricator and the Building Representatives. Exhibit Concepts provides a high level of effort toward communicating this information including, but is not limited to:

- Updated project schedule showing details for building interface.
- Specific information on drawings showing electrical interface, both line and low volt.
- Specific information for additional blocking in walls, and confirm anchor points in ceiling.
- Site visits during all phases of the upgrade before exhibit installation to ensure specific field conditions are confirmed.
- Discussion to coordinate the protection of finished surfaces prior to installation.



THE NARROW RESERVE | Green County Parks and Trails

# PROJECT MANAGEMENT METHODOLOGY *cont'd.*

## 1 PHASE III

### CONSTRUCTION DOCUMENTATION

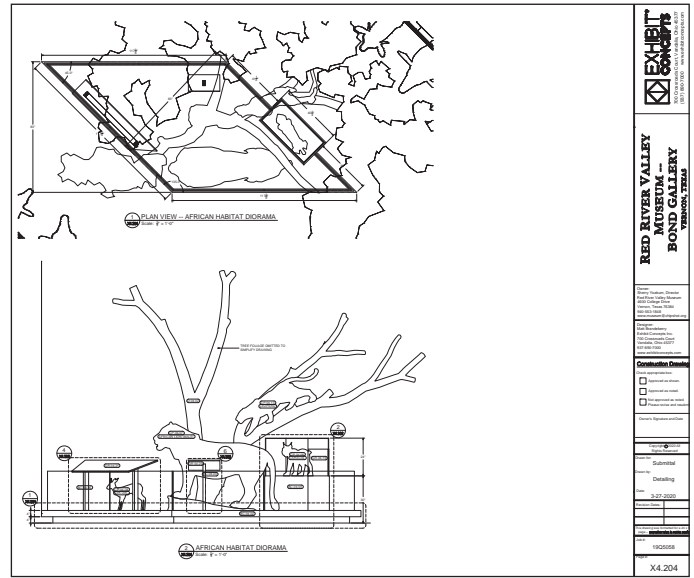
Exhibit Concepts utilizes Design Review by Autodesk (see below). The detailer will create a DWF (Design Web Format) viewing file from AutoCAD. The DWF file will then become a black and white raster file to View, Print, Measure, comment and markup.

The Designer, Owner or subcontractors can send us DWF, DXF, DWG, or a PDF that may be marked up and returned with redline comments or approvals. Exhibit Concepts utilizes this program for speed, accuracy and for the reduction of paper.

This program allows our team to keep better records internally for reviews, and comments from the shop, program manager or anybody who is involved within the fabrication or installation of the exhibit. The program keeps a log of markups, when they were made, and who made them. It allows the detailer to highlight comments that have been addressed and he or she can post comments in return with any markups that are in question.

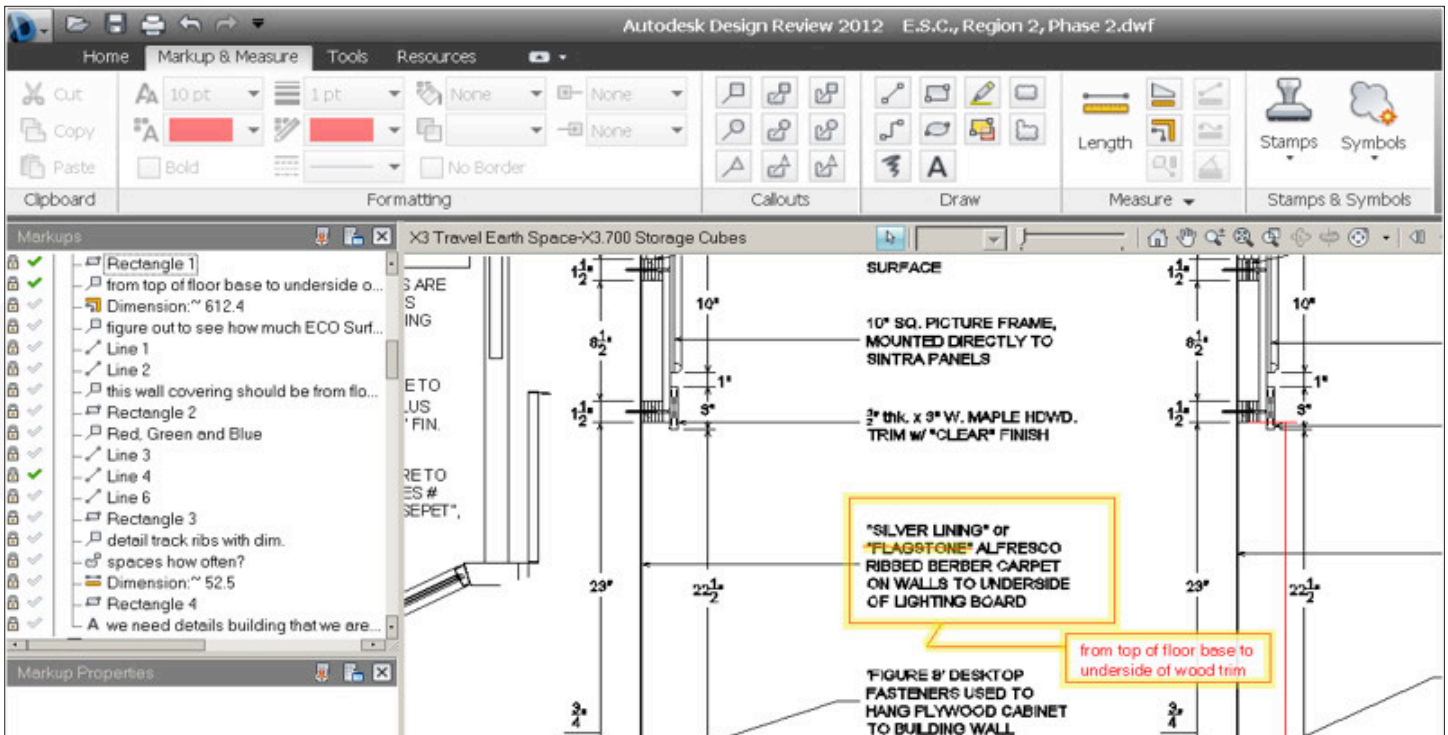
### Shop Drawing Preparation

Fabrication plans are drawn at a high level of detail to address any design issues. We will incorporate elements necessitated by code stipulations and address any budget or program problems identified at the end of the concept phase.



**RED RIVER VALLEY MUSEUM** | Bond Gallery | Detail Drawing

Your client will review drawings, mock-ups and all samples, materials or test prints as they evolve throughout the fabrication process. Submittals are presented in the form of hard copies and/or electronic files. Depending on the nature of the submittal, it may be followed by a meeting or presentation for clarification and discussion. Submittals will happen simultaneously with the construction documentation phase.



**AUTODESK DESIGN** | REVIEW SAMPLE

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# PROJECT MANAGEMENT METHODOLOGY *cont'd.*

## 2 PHASE IV & V

### EXHIBIT FABRICATION

In-house fabrication allows Exhibit Concepts to produce everything from specified prototypes to complete galleries. Our technicians are accomplished in carpentry, composite fabrication, finished painting, and other processes. In-house fabrication means we are able to work directly with the design team to ensure value-added functionality and superior aesthetics to the exhibit as it is being fabricated.

- Project Management
- Subcontract Management
- CNC Machining
- Lathe Machining
- A/V and Media Integration
- Interactive and Responsive Electronics
- Graphic Production Management

### GRAPHIC PRODUCTION

Our in-house capabilities include digital print output, mounting, laminating and installation. Our digital imaging programs enable us to adjust or enhance client supplied digital art. Final images can be produced using our digital printers on a wide range of materials including film, paper, canvas and vinyl as well as direct printing on various substrates.

### NAVIGATING POTENTIAL CHALLENGES

Exhibit Concepts follows a proven project methodology which helps teams navigate an efficient and successful project path. The Exhibit Concepts team is trained to identify and prevent potential problems, while also quickly collaborating with our clients on any necessary steps to overcome obstacles during a project.

### EXHIBIT INSTALLATION

Exhibit Concepts works closely with our clients through every phase of their project with detailed work plans and timelines for final installation.

- On-Site Project Managers and Installation Teams
- Detailed Installation Work Plans
- Custom Packing and Crating
- Indoor and Weatherproof Outdoor Installations
- Operating and Management Manuals
- Maintenance and Support Instructions

### MAINTENANCE, SUPPORT, REVIEW AND PUNCH OUT

Every exhibit we fabricate shows our pride in workmanship. We build exhibitry with the client and visitor in mind as durability under extreme conditions and simplicity of maintenance are key factors. Comprehensive maintenance manuals and follow-up repair services ensure an ongoing, engaging visitor experience with every exhibit we craft.

- Warranty
- Exhibit Refurbishment
- Operation and Maintenance Manuals
- Continued advice and support



# QUALITY ASSURANCE PROCEDURES

## DETAILING

Concept designs will be translated into shop ready drawings by our experienced detailers using AutoCAD. They will work closely with the designer and our fabrication staff to guarantee that the proposed exhibit components are buildable, durable and that the details are true to the design intent. The Client will approve all drawings before fabrication begins.

## SUBMITTALS

Submittals are presented in the form of hard copies and/or electronic files. Depending on the nature of the submittal it may require a meeting or conference call for clarification and discussion. Generally, we feel it is important to informally review our submittals prior to the complete documented submittal. This will allow the project team an opportunity to direct Exhibit Concepts to make any specific additions, inclusions, or revisions prior to the material being presented for approval.

All Submittals will be sent to the designer for first review. Each submittal will include all the proper documentation as outlined in the design documents, along with the correct allowance for Designer review and approval. No work will begin until the Client has approved all submittals and drawings.

## PROTOTYPES

In some cases a prototype of a full size graphic may be required to see the relationship of font sizes, for human factor comparisons, or when a drawing doesn't tell you enough. For complex interactives we develop prototypes to evaluate their performance and durability. Something that looks good on paper may not work in reality and can lead to costly mistakes if corrective measures are not taken.

## GRAPHICS PRODUCTION

Our graphic technicians specialize in producing quality high-impact graphics to the client's specifications. Our in-house capabilities include digital print output, mounting, laminating and installation. Our digital imaging programs enable us to adjust or enhance client supplied digital art. Final images can be produced using our digital printers on a wide range of materials including film, paper, canvas and vinyl.

The Client will approve all graphics before they are put into production. The approval sheets will be posted on a FTP site for review.



# FABRICATION & INSTALLATION SERVICES



Exhibit Concepts has a proven track record of producing and installing museum-quality exhibit components. Our team brings together some of the best in the business when it comes to award-winning, fabrication. Whether we're working from our own designs or working with a design partner, we're experts at bringing your creative vision to life.

We build prototypes, models, and source materials to ensure fabrication goes smoothly, and that what you see in the design phase is what you really get in fabrication. We also take a critical eye to every opportunity for value engineering, aligning your objectives with your designs and suggesting materials and methods that achieve your goal with the most cost-effective solutions.

As an ongoing and post-production quality control measure, we have large areas within our 232,000 sq. ft. buildings that are specifically dedicated to the complete set-up, integration, and testing of all exhibit components. This allows our production team, and our client, to view all elements working together under real-world conditions to ensure perfect alignment prior to delivery and installation.

Final delivery begins in our warehouse, where items are carefully packaged in crates, loaded onto the truck, and then installed and overseen by on-site supervisors.

Service delivery is the cornerstone of our business. We fabricate, prep, and install our projects flawlessly, with nothing missing or incorrect. We take every measure to deliver on-time, on-budget, and on-target, every time.



## GAMIFICATION



## HANDS-ON INTERACTIVE



# NEXT lab™

Take engagement to the next level with our NEXT Lab™! NEXT Lab is a dynamic, experiential and creative team dedicated to developing unique virtual and digital experiences that align with your strategic objectives.

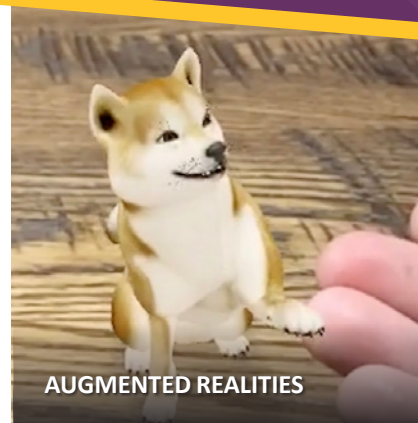
Our goal is to immerse your audience in unforgettable stories that inspire them to act, learn, and grow. Engagement is the key to transforming information into compelling messages and hands-on experiences.



## VIDEOGRAPHY &amp; INTERACTIVE MEDIA



## INTERACTIVE MEDIA



## AUGMENTED REALITIES



## MEDIA &amp; CONTENT MARKETING



PRICING BREAKDOWN

(Weedon\Brooker) Schematic Drawings are being used to set the basis of the scope; however, the design is not final therefore subject to change in stylizing, type, material, scale and technology- without sacrificing the Visitor’s Experience and the Design Intent already approved by Pinellas County in their current Design Packages.

Pinellas County Parks		10/21/2024
Phase 1		
Design Package		
Phase 1, [REDACTED] will include the following sub-phases: Program Verification, Schematic Design, Design Development, preparation of 50% complete Construction Documents, and development of the Lump Sum Price proposal.		\$750,000.00
Design Phase Compensation Schedule		
Beginning of Project 10%		\$75,000.00
Programming Completion		\$92,175.00
SD Completion		\$138,250.00
50% Design Development		\$184,500.00
100% Design Development		\$184,500.00
50% Construction Documentation		\$38,275.00
Lump Sum Estimate		\$37,300.00
Total		\$750,000.00
Phase 2		
Exhibit Fabrication/Shipping/Installation		
Phase 2, the preparation of 100% Complete Construction Documents, completion of the Building Permit Phase, and the construction of the Project. Identified within Exhibit S are key personnel of the Design Builder’s subconsultants		\$1,875,000.00
Allowance for Exhibit Fabrication, Photography and Illustrations		\$75,000.00
Fabrication/Installation Phase Compensation Schedule		
100% Construction Documentation		\$40,000.00
Materials Procurement & Submittals		\$150,000.00
20% Exhibit Fabrication		\$197,000.00
40% Exhibit Fabrication		\$197,000.00
60% Exhibit Fabrication		\$197,000.00
80% Exhibit Fabrication		\$197,000.00
100% Exhibit Fabrication		\$197,000.00
50% Exhibit Demo		\$125,000.00
100% Exhibit Demo		\$150,000.00
50% Installation		\$175,000.00
100%Installation		\$175,000.00
Allowance TBD		\$75,000.00
Total		\$1,875,000.00
Exhibit Totals		\$2,700,000.00
Exclusions		
No Sales Tax Included, dependent upon client providing tax-exempt certificate		
2024 © Exhibit Concepts, Inc. [REDACTED]		