

October 10, 2023

Mr. Morris Heide  
Director, Parks, Recreation, and Tourism  
City of Independence Missouri  
416 W. Maple Ave  
Truman Memorial Building  
Independence, MO 64050

Re: City of Independence  
Contract Amendment for Tourism and Museum Master Plan date November 9, 2022  
PGAV Project No. 53679-00

Dear Morris,

PGAV (Peckham Guyton Albers & Viets, Inc.) is pleased to provide the following proposal for additional professional services to the City of Independence, Missouri. This scope adjustment to the Tourism and Museum Master Plan will advance development of programmatic content and learning objectives in preparation for the new Museum.

### **General Description**

The City of Independence seeks to plan, design, and build a new world-class museum and cultural center estimated at 120,000 square feet, making it a major addition to the cultural landscape of Independence and the Kansas City metro area. The museum would replace the National Frontier Trails Museum and include performing arts function currently housed at the Sermon Center. The 21<sup>st</sup> century cultural institution will build Independence's fame as the Queen of the Trails while also celebrating the people who built a life and community here. Highly interactive exhibits and experiences along with inclusive storytelling will create a museum that belongs to everyone in the community and appeals to diverse audiences, young and old.

### **Scope of Services**

Interpretive planning for the museum and cultural center is a phase of work that is not site specific and can precede exhibit and architectural design. The process includes content research, asset assessment, and an outline of themes for the topics and experiences outlined in the master plan. (See Attachment "A").

### **Schedule**

PGAV will perform the services outlined in the work plan within 26 weeks from signed authorization.

### **Subsequent Phases / Additional Services**

This agreement is for the services as described in Attachment "A" – Scope of Work. The city may elect to engage PGAV for Additional Services other than those defined in the Scope of Work. In this instance, PGAV will forward a letter to Morris Heide outlining the additional scope, additional fees, and reimbursable expenses associated with these extra services such as:

- Architectural Design
- Schematic Design and Content Development of Exhibits and Media
- Design Development of Exhibits and Media Preproduction
- Production Design of Exhibits and Media including AV System Design (Bid Ready)
- Exhibit Fabrication Administration and Art Direction
- Media Production

### **Professional Fees**

PGAV will charge a professional fee of \$258,600 for the basic services described in Attachment “A” – Scope of Work. We will bill for these services monthly as incurred.

The Front-End Evaluation, Product Testing, and content experts are third parties. The cost of these services is in addition to the basic services. PGAV will pass through the cost of these services at cost without markup. Estimated fees for the services are:

- Front-End Evaluation: \$31,800
- Product Testing: \$28,000
- Content Experts: TBD

### **Reimbursable Expenses**

In addition to fees, PGAV will bill for expenses directly related to the project including travel, expedited shipping, and printing. Expenses will be billed monthly at cost without markup. The estimated cost of expenses, based on the scope description, is \$10,000 including the evaluation scope.

### **Summary**

Jennifer Goeke and I will both be available as contacts throughout this process.

If you have any questions or need any additional information, please don't hesitate to call. If this contract amendment is acceptable, we would appreciate your assistance preparing an official contract amendment. We look forward to working with you and your team on this exciting project.

Sincerely,



Tom Owen, Vice President

\_\_\_\_\_  
Morris Heide  
City of Independence

Date

Attachments: Attachment A: Scope of Work Interpretive Planning

# **ATTACHMENT A: SCOPE OF WORK INTERPRETIVE PLANNING**

## **INDEPENDENCE MUSEUM AND CULTURAL CENTER**

An interpretive plan is an essential strategic document in the development of individual exhibits, programs, and the overall museum. It is the initial step in the planning and design process for informal learning-based institutions like museums, historic sites, and other cultural facilities where interpretation is used to communicate messages, stories, information and experiences.

The Tourism and Museum Master Plan identified a preliminary list of interpretive topics and experiences. The interpretive planning process will involve consultations with content experts and provide an organizational framework of content for use in exhibit and program design.

### **CLIENT RESPONSIBILITIES**

The City of Independence will create a museum interpretive planning committee to work with PGAV on a regular basis through the planning process. The committee should consist of 3-5 members able to represent the interests of the city and/or with knowledge of museum planning.

### **PROJECT SCOPE**

The building program allocates 35,000 square feet of permanent exhibits, all requiring interpretive planning. 5000 square feet of changing exhibit space, the performance stage, Shop Independence, and the Independence Café are not included in this scope.

The Independence Tourism and Museum Master Plan includes several examples of experience ideas and suggestions of themes for the museum. This list would serve as the starting point for interpretive planning. Themes and exhibit ideas will be organized into 2-3 major galleries and 3-4 smaller galleries. Topics include:

- Independence Origin Story
- Trails history
- Tails of the Five Trails plus Rails
- Queen City of the Trails
- Hiram Young Workshop
- History/Futures Lab
- Trails in Popular Culture
- Local history: African American/The Neck
- First Inhabitants
- Young Explorers Area
- Interactive Outdoor Learning

# **ATTACHMENT A: SCOPE OF WORK INTERPRETIVE PLANNING**

## **INDEPENDENCE MUSEUM AND CULTURAL CENTER**

### **WORK PLAN**

#### *Step 1: Agenda*

PGAV will develop an agenda to facilitate a workshop with the staff project team. The agenda will include information requests and topics for discussion to help staff prepare and coordinate participation of appropriate individuals.

#### *Step 2: Workshop*

PGAV will facilitate a two-day workshop onsite in Independence with staff to address:

- Project goals and parameters
- Project schedule
- Expert engagement plan
- Stakeholder engagement plan
- Metro area history and attraction synergy plan
- Collections assessment
- Front End Evaluation process and schedule
- Product Testing process and schedule

#### *Step 3: Launch Front End Evaluation and Product Testing*

Front End evaluation informs the design process based on potential visitors' perceptions and understanding of potential interpretive topics and themes. The evaluation should be launched early in the process to inform subsequent planning. A third-party research firm will conduct the evaluation.

Product testing quantifies the appeal of museum experiences built around broad topics and gauges the intent to visit for potential visitors. The process involves contracting with a third-party research firm to arrange for a panel of several hundred survey participants that represent the broad population of potential museum visitors. The images and narratives developed for the Tourism and Museum Master Plan will be used for testing.

#### *Step 4: Workshop*

PGAV will facilitate a two-day workshop onsite in Independence with staff to meet with:

- Subject matter experts for:
  - Trails history
  - Independence history
  - Metro area history
  - African American local history
  - Indigenous People's removal history
  - Early childhood development

# ATTACHMENT A: SCOPE OF WORK INTERPRETIVE PLANNING

## INDEPENDENCE MUSEUM AND CULTURAL CENTER

- Stakeholders (not limited to tourism professionals) such as:
  - Independence School System representatives
  - African American community members
  - Mormon Church representatives
  - Genealogy Center representatives
  - Metro area history attractions
- Staff knowledgeable of the museum’s collection of archives, images, media, and objects.
  - Review existing collections documentation.
  - Provide access to the collections for observation.

### *Step 5: Develop Preliminary Content Framework*

PGAV will conduct content research based on guidance from subject matter experts. Content will be categorized and documented into a content database. Content from the collections assessment will be integrated with the content. PGAV will gather examples of potential content organization or other features that can serve as points of reference for planning.

PGAV will use the resources gathered to develop preliminary approaches for the interpretive framework. For the overall museum, PGAV will develop options for:

- Meta story—an overarching idea that encompasses the entire museum message.
- Brand strategy—defines the style, voice, and attitude between the museum and visitors.
- Audience strategy—define segments, types, and needs.
- Gallery organization (how many and main topic)

For the 5-7 individual galleries, PGAV will develop options for:

- Gallery “Big idea”—a concise statement in casual language that summarizes with the exhibit is about.
- Content outline—defines main topics and sub-topics to be interpreted.
- Exhibit organization—thematic, chronological, or other approach.
- Outcomes—goals for what visitors should get from the experience including:
  - Knowledge and Understanding
  - Attitudes and Values
  - Skills
  - Behaviors
  - Enjoyment, Inspiration, and Creativity

### *Step 6: Workshop*

PGAV will facilitate a two-day workshop onsite in Independence with staff to review options for the interpretive framework. Subject matter experts will be included for a portion of the agenda.

# **ATTACHMENT A: SCOPE OF WORK INTERPRETIVE PLANNING**

## **INDEPENDENCE MUSEUM AND CULTURAL CENTER**

### *Step 7: Develop Revised Content Framework*

PGAV will develop the preferred options for the 5-7 galleries and refine the planning tools including:

- Gallery “Big idea”
- Content outline
- Exhibit organization
- Outcomes

### *Step 8: Workshop*

PGAV will facilitate a virtual workshop with staff to review revised and refined plans.

### *Step 9: Final Interpretive Plan*

PGAV will produce a final document incorporating revisions and summarizing the decisions and outcomes from the process.

### *Step 10: Final Presentation*

PGAV will present the final report to staff in-person onsite in Independence.

## **SCHEDULE**

26 weeks from project authorization.

## **DELIVERABLES**

Interpretive Plan Document including:

- Front End Evaluation Report
- Consumer Testing Report
- Framework for Ongoing Expert Engagement
- Stakeholder Engagement Summary
- Interpretive Framework for Five to Seven Individual galleries including:
  - Meta Story
  - Brand Strategy
  - Audience Strategy
  - Gallery Organization
  - Gallery “Big Idea”
  - Content Outline
  - Exhibit Organization
  - Outcomes
- Roadmap to Next Steps Following this Phase

# **ATTACHMENT A: SCOPE OF WORK INTERPRETIVE PLANNING**

## **INDEPENDENCE MUSEUM AND CULTURAL CENTER**

### **MEETINGS AND WORKSHOPS**

The proposal includes four in-person, two-day workshops onsite in Independence and a final presentation. Stakeholder and expert engagement will occur within the onsite meetings and up to five additional virtual meetings of one hour on dates to be determined.

In addition, two updates will be provided at City Council Work Sessions to keep the council informed on our process.