



## Legislation Details (With Text)

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**Title:** Resolution Authorizing Contract in the Amount of \$250,000 Between the City of Greensboro and Studio Displays, Inc., for Community Input and Exhibit Design and Installation of the Ruth Wicker Tribute to Women at Barber Park

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. MWBE Memo for Ruth W Womens Tribute.pdf, 2. Studio Displays, Inc.pdf, 3. 18-0008 Resolution Ruth Wicker Tribute to Women Exhibit Space.pdf

Date	Ver.	Action By	Action	Result
1/16/2018	1	City Council	adopt	Pass

Resolution Authorizing Contract in the Amount of \$250,000 Between the City of Greensboro and Studio Displays, Inc., for Community Input and Exhibit Design and Installation of the Ruth Wicker Tribute to Women at Barber Park

Department: Parks and Recreation  
Council District: 1

Public Hearing: N/A  
Advertising Date/By: N/A

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**PURPOSE:**

The Ruth Wicker Tribute to Women at Barber Park is part of the Barber Park Phase II park development and consists of the construction of an exhibit space and community building, previously approved by City Council. The purpose of the Ruth Wicker Tribute to Women is to create an innovative and unique venue to honor and showcase contributions of women that have impacted, influenced, transformed, or shaped the rich history of Greensboro in a variety of ways. Due to the specialized nature of the project, an exhibit design firm is needed to develop the content and design of the space, in keeping with the trust donation received from the Mrs. Ruth Wicker Estate.

**BACKGROUND:**

In 2009, the Parks and Recreation Commission and City Council approved the Barber Park Master Plan Phase II to include the construction of a new community building/tribute to women and other recreational improvements to the park. On June 16, 2009, the City Council approved a resolution accepting a \$900,000 donation from the Last Will and Testament and Revocable Trust of Ruth Wicker for the design and

construction of the tribute space. Local Architect, Shermin Ata, was commissioned by the City to provide professional design services for the project. In early 2010, community meetings were held to provide an update to and receive input from community residents on the design of the site and proposed amenities. City Council approved the contract with Holden Builders in 2016 for the construction of the community building and exhibit space.

Due to the specialized nature of the exhibit space, community stakeholders met in July 2017 to collaborate on the vision for the exhibit space, to develop strategies for community engagement, and to provide feedback on criteria for soliciting exhibit design firms. A Request for Qualifications (RFQ) process soliciting design firms began in August 2017; however, the City did not receive any responses. A subsequent revised RFQ was issued in October 2017, upon which the City received three responses to provide community engagement and exhibit design services for the Ruth Wicker Tribute to Women. A stakeholder group completed a weighted review process of the three proposals in October 2017, with two firms selected for in-person interviews. At completion of interviews in November 2017, Studio Displays, Inc. from Pineville, NC was selected.

Due to the unique requirements of the primary scope of work and nature of the project, MWBE teaming arrangements were not available. Thus, the MWBE office did not set goals for the project. Firm respondents, however, received additional evaluations points based on MBE/WBE participation (Attached). The unique and specialized services of exhibit design and the fabrication of exhibits are completed in-house by Studio Displays, Inc. Although Studio Displays, Inc. is a WBE firm outside of the 10-county area, they have committed to making a good faith effort to seek out and provide opportunities to sub-consultant firms in the 10- county area once the scope and project design is formalized.

At its January 10, 2017, the Parks and Recreation Commission recommended approval of Studio Displays Inc. as the selected exhibit design firm for the community engagement, content development, exhibit design and installation of the Ruth Wicker Tribute to Women. The Commission directed staff to bring this item to Council for consideration. Once the contract is, approved, the project planning, design and installation process will begin and is anticipated to be completed by Fall 2018.

**BUDGET IMPACT:**

Funds for this contract are budgeted in Account #472-5008-01 and a budget adjustment will be required to move funds into the appropriate account.

**RECOMMENDATION / ACTION REQUESTED:**

It is recommended by the Parks and Recreation Commission that City Council approve the execution of a contract with Studio Displays, Inc. in the amount of \$250,000 for the community engagement, design, and installation of exhibits for the Ruth Wicker Tribute to Women at Barber Park.