

**CONTRACT FOR SERVICES
CITY OF BISBEE**

**EXHIBIT DESIGN & PRODUCTION SERVICES FOR THE CAMP NACO
PROJECT/NACO HERITAGE ALLIANCE**

THIS CONTRACT is made this 26 day of July, 2024, by and between the City of Bisbee (hereinafter “the City”) and Ideum, Inc. (hereinafter “the Contractor”). Contractor and City may hereinafter be referred to individually as a “Party” or collectively as the “Parties.”

WHEREAS the City is in need of certain services, as more particularly specified in the Notice of Solicitation designated as the “Exhibit Design Services for the Naco Heritage Alliance and the Camp Naco Project” and as incorporated herein by reference; and

WHEREAS the Contractor has offered to perform the proposed work in accordance with the terms of this Contract;

NOW, THEREFORE, in consideration of the promises and covenants stated herein, **IT IS HEREBY AGREED THAT:**

1. The Contractor promises and agrees to perform the work and to provide the services as described in the “Notice of Solicitation” and the “Specifications, Scope of Work or Requirements,” each of which is incorporated herein by reference. This work shall be provided in a good and competent manner, and to the satisfaction of the City, or its designees. This work shall also be performed in a manner that is consistent with the “Standard Terms and Conditions, City of Bisbee Contract,” which are incorporated into this Contract by reference, and any special terms and conditions which may be attached to this Contract.
2. The Contractor further agrees to provide all of the services required by this Contract in a complete and acceptable form, as is customarily provided according to professional standards applicable to completion of this type of service work.
3. This Contract shall remain in effect for a period from **JULY 26, 2024** through **December 31, 2025** unless otherwise terminated as provided for herein.
4. The City will compensate the Contractor for its performance, and the Contractor agrees to accept as complete payment for such full performance, a sum not to exceed **\$79,156** as per the cost proposal dated **July 26, 2024**.
5. Payment shall be made by the City to the Contractor on the basis of invoices.
6. Termination. This Contract may be terminated by either Party upon 60 days written notice.
7. E-verify Requirements. To the extent applicable under Arizona Revised Statutes



("A.R.S.")

§ 41- 4401, Contractor and its subcontractors warrant compliance, and are contractually obligated to comply, with all federal immigration laws and regulations that relate to their employees and their compliance with the E-verify requirements under A.R.S. § 23-214(A) ("Immigration Warranty"). Contractor's or its subcontractor's failure to comply with Immigration Warranty shall be deemed a material breach of this Agreement and may subject Contractor to penalties up to and including termination of this Agreement at the sole discretion of the City. The City retains the legal right to inspect the papers of all the Contractor personnel who provide services under this Agreement to ensure that the Contractor or its subcontractors are complying with the Immigration Warranty. The Contractor agrees to assist the City in regard to any such inspections. The City may, at its sole discretion, conduct random verification of the employment records of the Contractor and any subcontractor to ensure compliance with the Immigration Warranty. The Contractor shall assist the City in regard to any random verification performed. Neither the Contractor nor any subcontractor will be deemed to have materially breached the Immigration Warranty if the Contractor or subcontractor establishes that it has complied with the employment verification provisions prescribed by Sections 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. § 23-214 (A).

8. Boycott of Israel. Pursuant to A.R.S. § 35-393.01, Contractor certifies that it is not engaged in a boycott of Israel as of the effective date of this Contract, and agrees for the duration of this Contract to not engage in a boycott of Israel.
9. Conflict of Interest. This Contract is subject to the Conflict of Interest provisions of A.R.S. § 38-511, as amended.
10. Funding: Any contract entered into by the City of Bisbee is subject to funding availability and the approval of such funding by the City Council. The Parties acknowledge and agree that this Contract is specifically for the purposes of carrying out the duties and obligations of the City in accordance with the Grant and is subject to the receipt and payment of grant funds from the Mellon Foundation for the Services performed by the Contractor. If the Grant source of funds is terminated or otherwise unavailable, the City shall have the right to terminate this Agreement.
11. All notices, invoices and payment shall be made in writing and may be given by personal delivery or by mail. The names and addresses of the designated recipients for such notices, invoices and payments are as follows:

TO CONTRACTOR:
Ideum Inc.
2469 Corrales Road
Bldg C
Corrales, NM 87048

TO CITY:
City of Bisbee Finance
Accounts Payable
76 Erie Street
Bisbee, AZ 85603

12. Drafting. The provisions of this Contract shall be deemed prepared or drafted by any one Party or its attorneys and shall not be construed more strongly against either Party.
13. Counterparts. This Contract may be executed in any number of counterparts, all such counterparts shall be deemed to constitute one and the same instrument, and each of said counterparts shall be deemed original hereof.
14. Nondiscrimination: Contractor shall not discriminate against any person on the basis of race, religion, color, age, sex, disability, or national origin in the performance of this Agreement, and shall comply with the terms and intent of Title VII of the Civil Rights Act of 1964, P.L. 88-354 (1964), and with the American with Disabilities Act of 1990. In addition, shall include similar requirements of subcontractors in any contracts entered into for performance of obligations under this Contract.
15. Incorporation of Laws: If there is any federal law or regulations that is applicable under the terms, conditions and obligations of the Grant, such laws or regulations shall be incorporated herein.
16. Choice of Law and Venue: This Contract shall be governed by the laws of the State of Arizona as to validity, interpretation and performance. Any judicial proceeding or other legal action relating to this Contract shall be filed in a court of competent jurisdiction in Cochise County, Arizona.

Final Proposal On Following Pages





Exhibit Design Services for Camp Naco Project

**A Proposal of Exhibit Design
and Production Services**

for the

**Naco Heritage Alliance,
City of Bisbee, and
Project Stakeholders**

July 26, 2024

Buffalo Soldiers at Fort Huachuca

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Project Overview

Exhibit Design Services for Camp Naco Project



View of Camp Naco from the top of the watertower, just before the camp was completed, 1919.

Ideum proposes to partner with Naco Heritage Alliance, City of Bisbee, architects Poster Mirto McDonald, and community stakeholders to conceive an inspiring catalog of interpretive exhibits, programs, and experiences for the site and then to further design and detail a portion of these experiences into contract documents for production. These further designed & detailed experiences will be developed to interpret stories of the Buffalo Soldiers for visitors to Camp Naco and to be produced at a target price-point, so they can be built and installed, under a separate contract, before the end of October, 2025. The result will be a clearly developed interpretive plan and visioning document that depicts and prices innovative visitor experience and marketable exhibit programs that inspire local stewardship of histories, break down the line separating history from its communities, and empower visitors through examples and opportunities to participate. These will be memorable, meaningful, cross-generational experiences they can find nowhere else, driving repeat visitation and tourism to Camp Naco.

Ideum's Capabilities, Experience, and Offerings:

- Core exhibit staff with **decades of museum and interpretive center experience**
- Focus on compelling technology-based experiences that **encourage social interaction**
- In-house design, software development, fabrication, and testing facilities for a **seamless and reliable** experience
- **Rugged and dependable** exhibit hardware designed for demanding public spaces
- Three year warranty on Ideum hardware
- **2022 Diversity Champion of the Year** award with US Fish & Wildlife Service



2469 Corrales Road
Corrales, NM 87048

Project Costs & Timeline of Billing Milestones

Exhibit Design Services for Camp Naco Project

Role	Staff	Hours	Rates	Subtotal
Person Kickoff Meeting & Site Visit / 3 Travelers				
Billing date: August 11				\$9,580
Air travel to and from Camp Naco for 3 People.		3	\$500	\$1,500
Hourly rates for travel for three people		48	\$60	\$2,880
Rental car for travel between Tucson and Bisbee, & gas				\$250
Two overnight stays in hotels		6	\$150	\$900
Per diem for three for three days		3	\$70	\$210
One day onsite meeting with stakeholders & reviewing site conditions.		24	\$160	\$3,840
Interpretation Plan & Site Visioning Phase				
Billing date: December 22				\$33,100
Project Lead	Rebecca Shreckengast	32	\$160	\$5,120
Program Developer	Stacy Hasselbacher	36	\$160	\$5,760
Exhibit Designer	Miles Washington	36	\$175	\$6,300
Exhibit Designer	Sam Bridgeman	80	\$175	\$14,000
Specialist Estimators	Various	12	\$160	\$1,920
Schematic & Detailed Design Phase for Buffalo Soldiers Experience(s)				
				\$36,476
Project Lead	Rebecca Shreckengast	19.6	\$160	\$3,136
Program Developer	Stacy Hasselbacher	48	\$160	\$7,680
Exhibit Designer	Miles Washington	24	\$175	\$4,200
Exhibit Designer	Sam Bridgeman	80	\$175	\$14,000
Fabrication Planning	Lauren Distler	24	\$175	\$4,200
Graphic Designer	Sonia Lorenz	12	\$175	\$2,100
Creative Technologist	Rob Demsey	8	\$145	\$1,160
<i>Invoices for design will be issued prior to travel or following the delivery of project milestones.</i>				Total
TOTAL				\$79,156



Project Schedule & Scope:

Interpretation Plan & Site Visioning Phase

Exhibit Design Services for Camp Naco Project

Dates	Scope
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Timeframe

August 11 to **December 22** **Interpretation Plan & Site Visioning Phase** Camp Naco interpretation plan & site visioning phase includes the iterative production of interpretive concepts and a phased implementation plan for exhibits and programs as well as a packaged visioning document to inspire and support fundraising initiatives. This phase also includes exhibit concepting for Buffalo Soldiers experiences designed to a set production price point with the intention for it to be implemented before the end of November, 2025.

- In person kickoff meeting and site visit for three people
- Twice monthly remote meetings with agenda and meeting notes
- Review of content reference materials, architectural documents, & notes clarifying target audiences, institutional goals, and visitor outcomes
- Interpretation plan's bubble diagrams for comprehensive site and phase 1 *Buffalo Soldiers* experiences (phase 1 *Buffalo Soldiers* experiences does not negate concepts for future phase *Buffalo Soldiers* experiences as well)
- Interpretation plan's content matrix and numbering system describing format and details for each envisioned visitor experience, whether exhibit or program, virtual or immersive experiences and technologies, curricula, online resources, or collateral materials
- Interpretive themes / content narratives / visitor experiences described for bubbles
- Interpretation plan's preliminary descriptions of 10-12 concepts for interpretive programs that will later be prioritized and iterated to 4-6 more developed programs. Programs may be site or web based.
- Roughly illustrated and visualized exhibit or program concepts that may include immersive environments, scenic elements, object displays, interpretive graphics, hands-on exhibits, linear media, or interactive multimedia. Concepts will be prioritized and a selection of concepts will be iterated.
- Construction infrastructure requirements including architectural coordination & recommendations for power, data, egress, lighting, sound, loading dock, interpretive accessibility, technology infrastructure, fabrication and/or storage facilities, climate & light level control, flooring materials, artwork displays, security, changing galleries, events, student groups, comfort, crowds, wayfinding, staffing
- Pre-production and production estimates, low / high
- Multi-year project schedule with phased implementation, design and production milestones & project budgets, includes a more detailed schedule for year 1
- Packaged site vision document with highlights from interpretation plan and 4-6 renderings for fundraising



Project Schedule & Scope:

Buffalo Soldiers Experiences Design Phases

Exhibit Design Services for Camp Naco Project

Dates	Scope
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Timeframe

January 5, 2025	to February 28, 2025	Schematic & Detailed Design Phase for Buffalo Soldiers Experience(s)
	<ul style="list-style-type: none"> • Twice monthly remote meetings with agenda and meeting notes • Site location and/or exhibit plan identifying title, theme, general description, and location for each physical exhibit • Design package presented for review incrementally in 30%, 60%, and 90% iterations • Measured exhibit design drawings with plan view and elevations of each exhibit produced in CAD program, iterated to approval • Materials, finish, and purchase specifications including any AV hardware or accessibility supports • Performance descriptions for hands-on interactive or touchable exhibits, if applicable • Graphic design typical package (hierarchy of typical graphics as well as unique graphics) aligned with graphic inventory • Graphic inventory with description of each label or graphic element. Includes identification of type of graphic within the typical hierarchy or whether a unique graphic, word counts and communication format (header, subheader, body copy, caption, credit line, for example), identified elements such as illustrations, quotes, or photographs, and list of primary references for a future writer to reference • 3 to 5 developed Buffalo Soldiers programs, online or site-situational, produced in collaboration with educators, docents, volunteers, stakeholders, or other staff • Final object list, if applicable • Inventory for restoration/conservation/preparation/artifact mounts, if applicable • Reference images for recreations, if applicable • Display case or display platform layouts, if applicable • Implementation plan/schedule • Implementation budget that includes detailed estimates for pre-production, prototyping, and production • Payment schedule • List of potential local vendor contributors / bidders - Focus on small business, minority owned businesses, women's owned businesses, and those local to Bisbee or Naco • Packaged 100% pre-production and production contract documents for Buffalo Soldiers exhibits and experiences 	



Contract Assumptions and Expectations of the Client

Exhibit Design Services for Camp Naco Project

Client will provide:

- Content expertise and advisement
- Liaison with content experts and community stakeholders
- Inclusion of stakeholders in the review of Ideum submittals and consolidation of community feedback
- Typed and shared answers to the RFI questions included on the next page submitted on or before August 5, 2024
- Subject area research, as topics come up that are identified as needing to be explored
- Reference bibliography
- Digital versions of architectural drawings in the formats of .dxf or .dwg files as well as corresponding .pdf files
- Digital content assets including imagery, video, audio files, digital archives, photographs and scans, content text, captions, and label writing, in agreed-upon formats and via agreed-upon channels
- Participation in twice-monthly remote meetings or workshops
- Timely organization of project contracting processes so that when the detailed design deliverables for the Buffalo Soldiers experiences are completed at the end of February 2025, the contract for an early March 2025 starting date for the project's pre-production, production and installation contract can be executed in time to maintain the intended implementation phases schedule
- Consolidated and vetted notes and feedback will conclusively direct iterative improvements to Ideum's deliverables within 7 working days of their being submitted for review
- Shared management of the project timeline with Ideum
- As requested during the course of the project, digital signature on approved or approved as noted deliverables
- Target budget for Buffalo Soldiers experience pre-production, production, and installation will be the difference between the project budget and the design fees of the scope of work described in this contract, which is estimated at **\$90,844**



Project Organization / RFI

Exhibit Design Services for Camp Naco Project

PROJECT ORGANIZATION

Meetings

The project will be punctuated with bi-weekly, remote meetings. Meetings will be held on the Zoom or Google Meet platform. All meetings will have a prioritized agenda, relevant invite list, and notes.

File Sharing

Ideum will create a remote share folder on Google Drive where project assets, process work, and deliverables are stored and accessible to approved participants.

Notes

Ideum will provide access to a running notes document stored in the shared drive. Every meeting, whether remote or onsite, will have notes. Action items will be summarized in the record of each twice monthly meeting.

Deliverables & Review

All deliverables will be digital documents submitted as Google slides, spreadsheets, CAD files, or pdf documents. Each deliverable will be submitted to the client and any select stakeholders for review and feedback. Additional or revised deliverable may be requested during the process of work.

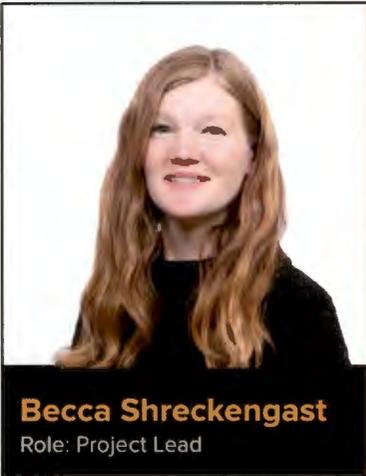
RFI

1. Identify target audiences and/or marketing user profiles
2. Please share any thoughts about assets that could or should be acquired for the site.
3. Please let us know about any partner museums or interpretive centers that might share collections or other assets with Camp Naco (National Cowboy Museum and Hall of Fame, for example, has expressed interest to Ideum). Does Camp Naco have any current relationships with collections-based museums who might be interested in sharing resources through long term loans?
4. A list of any relevant reference materials whether they be general or specific. These could be books, websites, videos, visual art, music, or .pdf materials that we can purchase or collect and make available to our creative team.
5. A list of any benchmark sites, museums, or other interpretive center experiences that the stakeholder team has referenced, discussed, or has identified as aspirational targets or as examples of what they do not wish to do.



Project Team

Core Team



Becca Shreckengast

Role: Project Lead

Becca is Chief Experience Officer (CXO) at Ideum, specializing in exhibition planning and design for museums and corporate clients. She has 20 years of experience directing projects ranging from nature centers and natural history museums, to art, cultural, and historical museums. She received her BA in Industrial Design from Carnegie Mellon and MLA in Museum Studies from Harvard. Becca promotes innovation in areas such as accessible design and immersive experiences.

Becca has implemented story-driven projects with a multitude of clients including New York Historical Society, North Carolina Museum of Nature and Science, National Constitution Center, and Museum of International Folk Art. Her team process ensures institutional goals are identified, educational objectives are met, and that clients see themselves in the products of the work.



Miles Washington

Role: Senior Experience Designer

Miles is a Senior Experience Designer at Ideum, focused on the conceptual, aesthetic and user experience elements that comprise interactive exhibit development. He has worked in the technology industry for over twenty years in a variety of fields including: interactive/web design and development, multimedia design, and even virtual reality development. He has a BA in Communications with an emphasis in Advertising from California State University, Fullerton. Due to Miles' background and experience, he is actively focused on meeting the end user's needs and clearly communicating the impactful themes and messages contained within the work that he creates.

Miles has previously produced projects for the NASA Goddard Spaceflight Center, The Maxwell Museum of Anthropology, New England Aquarium, The Natural Science Foundation, The Cornell Lab of Ornithology, The Cayton Children's Museum by Sharewell, The Santa Maria Valley Discovery Museum and many others.



Stacy Hasselbacher

Role: Education Lead / Visitor Advocate

Stacy Hasselbacher is Director of Creative Projects at Ideum, having produced interactive exhibits with Ideum for the Minnesota Historical Society, Smithsonian National Museum of the American Indian, The National WWII Museum, and The National Cowboy and Western Heritage Museum. Stacy began work in the museum field as an interpreter at Colonial Williamsburg, where she has also written, directed, and managed programs.

Stacy also has extensive experience in media, having served as Colonial Williamsburg's Manager of Education Outreach Media and Director of Digital Content, producing television, video, web interactives, teacher materials and digital history programs. In addition to her position at Ideum, Stacy works part-time for Colonial Williamsburg's Teacher Institute, helping teachers adapt living history techniques for the classroom and teach complex and sensitive historical topics.

Project Team

Support & Production Estimating Team



Lauren Distler

Role: Fabrication Consultant

Lauren is the Director of Fabrication in Ideum’s fabrication group. Prior to working at Ideum, Lauren was an exhibit developer at Explora Science Center where she designed and fabricated a variety of custom exhibits for a STEM career focused exhibition and served as a subject matter expert for water and energy related exhibits. Additionally, Lauren has experience managing complex engineering projects and is passionate about public education through thoughtful design and meaningful scientific outreach.

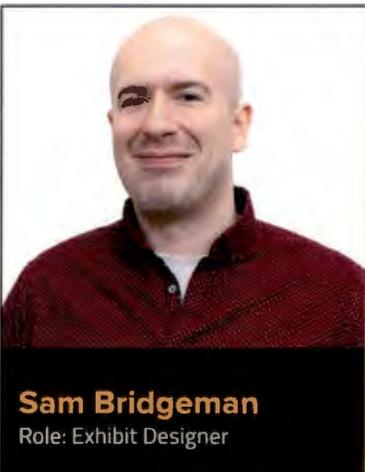
Lauren holds a B.S. in Engineering from James Madison University, and Masters Degrees in Water Resources (M.W.R.) and Community and Regional Planning (M.C.R.P.) from the University of New Mexico.



George Hardebeck

Role: Creative Technologist

George is the Director of Media Systems at Ideum. He received his BFA and MFA of Creative Technologies from Virginia Tech, where he learned to love the challenges in making advanced scientific research accessible through interactive media. George has worked on large and small format interactive projection projects with the Smithsonian Museum of American History, Natural History Museum of Utah, the Moss Arts Center, and was a featured artist at Moogfest in 2018.



Sam Bridgeman

Role: Exhibit Designer

Sam is an Exhibit Designer at Ideum. He studied academic art in Southern Pines, NC and holds a bachelors of Industrial Design from the University of Louisiana at Lafayette in Lafayette, Louisiana. In the past he has had the opportunity to work in a diverse number of creative design fields including printmaking, game design, luxury cruise ship interiors, and aftermarket pinball machine parts. Sam is most interested in using design as a means of helping and assisting others. Some of his favorite activities include drawing on long hikes, drawing on the beach, drawing while skygazing, and drawing.



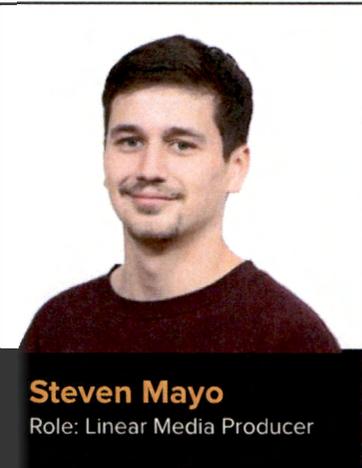
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Project Team

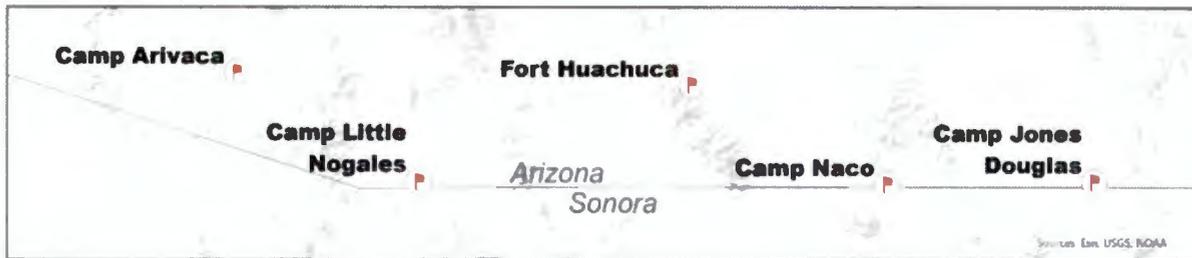
Support & Production Estimating Team



Tom graduated from the University of California San Diego with a BS in Interdisciplinary Computing in the Arts. He also holds an MFA in Web Design and New Media from the Academy of Art University in San Francisco. Before coming to Ideum, Tom was the Exhibits Development Manager at the Children’s Creativity Museum in SF for 6 and a half years. There he was able to manage and contribute to the full range of the exhibit development process, from initial concept renderings to programming and fabrication. Tom is passionate about immersive, interactive experiences.



Steven is the Manager of Visual Effects and Media at Ideum. He has a BFA in Film Production, with a focus on Cinematography, from the University of New Mexico. Steven has been a freelance videographer filming public festivals, music videos, instructional videos, and music events. In his free time, he enjoys making short-films, going to concerts, hiking, and fishing New Mexico’s local streams and rivers.



OFFER

TO THE CITY OF BISBEE:

The undersigned hereby offers and agrees to furnish the services requested in compliance with all of the terms, conditions, specifications, and other descriptions of the work associated with this SOQ. The Proposer certifies that he or she has read, understands and will fully and faithfully comply with this Contract, its attachments and any referenced documents.

Rebecca Shreckengast

July 26, 2024

Authorized Signature

Date

Printed Name and Title Rebecca Shreckengast; Chief Experience Officer

Company Name Ideum, Inc.

Address 2469 Corrales Road Bldg C

City, State and Zip Code Corrales, NM 87048

Telephone Number(s) (412) 715-6524 ; (505)792-1110

Company's Fax Number (505) 792-1111

Email Address rebecca.shreckengast@ideum.com

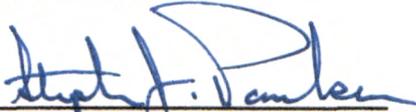


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Corrales, NM 87048

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IN WITNESS WHEREOF, the duly authorized representatives of the parties have executed this Contractor as indicated below:

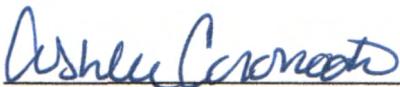
APPROVED:
CITY OF BISBEE

By 
Stephen J. Pauken, City Manager

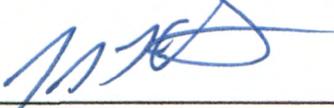
APPROVED:
CONTRACTOR

By 
Name: Rebecca Shreckengast
Title: CXO

ATTEST:


Ashlee Coronado, City Clerk

APPROVED AS TO FORM:


Joseph D. Estes, City Attorney
Gust Rosenfeld, P.L.C