



June 2, 2009

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P.O. box 20069
Charleston, South Carolina 29413
iaam@ci.charleston.sc.us

Re: Request for Proposal

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Mark Tanenbaum

Dear Web Designers:

The International African American Museum invites you to submit a proposal for website design, due thirty (30) days from the date of this letter. As detailed in the attached document, the museum is seeking a proposal for design, development, launch and management of a website that serves the museum's current phase of development and fundraising as well as capability for future activities as a fully functioning museum of international scope.

The selected designer will demonstrate the following:

- a compatible philosophical and methodological approach to the overall project that serves the mission of the IAAM,
- an understanding of the vision, needs and goals of the IAAM,
- a creative approach that captures the uniqueness of the IAAM, and provide record(s) of the completion of similar projects with references.

I will serve as the contact and can be reached via email iaam@ci.charleston.sc.us for questions prior to the submittal of three (3) bound or stapled, one (1) electronic PDF and one (1) copy on CD. Click [here](#) for additional resources.

Note that the museum reserves the right, in its sole discretion, to reject any or all proposals received.

Thank you, in advance, for your participation on this important project.

Sincerely,

Rita Scott
Vice Chairperson, International African American Museum



THE INTERNATIONAL AFRICAN AMERICAN MUSEUM
Request for Proposal--Website

**REQUEST FOR PROPOSAL
IAAM Website**

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WHERE I-AAM	
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WHO I-AAM	
WHEN I-AAM	
HOW I-AAM	
CONTACT ME	

**REQUEST FOR PROPOSAL
IAAM Web Site**

Organizational Overview

The International African American Museum (IAAM) seeks to use the abilities of the Web to dynamically capture its vision. Future visitors to the IAAM will encounter a dramatic, inspirational, friendly, fun, engaging, epic, personal, and unique experience. Visitors to the Web site should feel the same dynamic. We seek, in short, a Web design that creatively provides a take-away experience of what the IAAM promises.

Our primary goal in this phase of the museum's development is a framework that will build awareness of the IAAM for the purpose of fundraising and donor support. We want a Web site that will create anticipation and sustain excitement for each developing milestone. The framework should also be capable of supporting the expanded needs of the IAAM when it engages in interactive educational activities and marketing as a full fledged international museum.

Responses to this RFP are due by 5:00 pm EDT on Thursday, July 2, 2009]

The IAAM is a private, nonprofit organization located in Charleston, SC. The IAAM is governed by a board of directors, made up of federal, state, county and city officials as well as private citizens drawn from business, education, corporate, donor, civic, and faith based communities. Mayor Joseph P. Riley of Charleston serves as the Chairperson of the Board of Directors.

Our mission is to provide a lens that focuses on the role of Africans and their descendants in the making of the modern world. In its architecture and its exhibition design, the museum will dynamically honor the centuries-long experiences of people of African origins in the Americas. It is a focus that includes, though does not begin or end with slavery.

To achieve this, the IAAM will be designed and maintained as a lively and educational place for people of all ages and backgrounds to gather, learn, reflect and celebrate. It will give precedence to the voices and perspectives of African Americans. It will focus on authenticity and truthfulness in its presentation and preservation of history and

contemporary cultures. It will be accessible physically, economically, and intellectually to diverse publics, both on site in Charleston and globally. It will respect the intelligence, time and comfort of its visitors, both actual and virtual.

Target Audiences

The IAAM anticipates funding this project through a combination of private, corporate, and public support. The Website will serve the needs of these audiences for an experience that encourages and supports their giving.

Design Guidelines

Visitors to the Website should experience the uniqueness of the IAAM experience. Just as the museum will not feel like any other museum, so the Website should distinguish itself, both in look and feel, from a typical Web page experience. The IAAM seeks an experiential design. It should appeal to the senses through rich use of layered textures, graphics, color, sound, voices, images, and motion. Discrete experiences with brief clusters of information as well as visual and verbal redundancy will tie the experience of the Web site to that of the museum. The design should also create an experience of the museum's global perspective.

Some aspects of the experiential design we seek are captured in the sample approach appended to this RFP, which includes copy for the first level of interaction. It envisions a Home Page that engages in direct address with the viewer, incorporating images and voices of our International Board of Advisors and our Board of Directors. From the Home Page, visitors to the site would be able to access—without preference to an order—the following branches: What I-AAM; Where I-AAM; Why I-AAM; Who I-AMM; When I-AAM; How- I-AMM; Contact Me. We will also provide material, documents, and images as needed for designing and developing links from the first level of interaction.

The sample is not meant to limit your imagination. Rather, it is intended as a foundation for your creative ideas.

Required Deliverables

The IAAM seeks a proposal for the design, development, launch and management of a Website that serves the museum's current phase of development and fundraising as well

as capability for its future activities as a fully functioning museum of international scope. The budget for the requested project should not exceed \$75,000.

Your proposal should include the following:

- 1- A statement of your Web development philosophy and a discussion of how it serves the mission of the IAAM and the sensitivity of the story it presents.
- 2- A description of your Web development methodology and a plan for implementing it according to the needs and goals of the IAAM.
- 3- Development of a Website Mockup with a description of how it meets the needs, goals and design guidelines of the IAAM.
- 4- A plan for launch and management with a description of how it meets the needs and goals of the IAAM
- 5- An interactive design with both quantitative and qualitative measures

Timeline and Production Capabilities

The proposal should also include the following technical and reference information:

- 1- Timelines, required personnel, and schedules for completing the project
- 2- Detail of time and costs
- 3- A short demo or direction to Internet sites that demonstrate your work
- 4- References of clients who have had similar design needs and goals

Selection Criteria

The selection committee will evaluate your proposal according to the following guidelines:

- 1- The fit of the your philosophy and methodology within the overall project team
- 2- Evidence that your design team understands the vision, needs and goals of the IAAM, and the special sensitivity of its story
- 3- Demonstration of a creative approach that captures the uniqueness of the IAAM
- 4- Capability to complete the project proposed
- 5- Record of similar projects and references
- 6- Cost

Response Protocol

Please submit three (3) bound or stapled copies and one (1) electronic copy (PDF or CD) of your proposal to:

Rita Scott
IAAM
P.O. Box 20069
Charleston, SC 29413
iaam@ci.charleston.sc.us

Responses to this RFP are due by 5:00 pm EDT on [Thursday, July 2, 2009]

Inquiries relating to this RFP should be directed to Rita Scott via fax [843-724-3772] or email iaam@ci.charleston.sc.us .

Materials submitted in response to this RFP will not be returned to the respondent. The IAAM is not responsible for damaged or lost responses.

All expenses associated with developing a response to this RFP are the sole responsibility of the respondent.

Preliminary Timeline

Pending the receipt and evaluation of qualified responses to this RFP, the selection committee may wish to conduct interviews with selected respondents. The anticipated time frame for the selection process is as follows:

Request for Proposals issued	June 2, 2009
RFP responses due	30 days after release
Interviews	2-3 weeks later
Selection and Announcement	2-4 weeks later
Website launch	Fall 2009

Though it may be necessary to amend this schedule, the time period allowed for responses to the RFP will not be less than 30 days.

APPENDIX: Sample Site Structure

Copy: First level of interaction

WHAT I-AAM

WHERE I-AAM

WHY I-AAM

WHO I-AAM

WHEN I-AAM

HOW I-AAM

CONTACT ME

... I-AAM unique.

I am the only site in America to bring the continuing and living presence of Africa together as a story and to demonstrate its enormous historical importance, not only to South Carolina, but also to the country and the world.

I am the untold story of thousands of Africans, both free and enslaved, whose living and working forever shaped the cities and countryside of South Carolina, of their daily coping and resistance to a system of bondage woven into the fabric of family and community life, and of African Americans whose freedom defining actions in South Carolina reverberate throughout the United States. My story comes from the living experiences of real lives and real objects.

Three core galleries—*Africans Shape the Rural Low country*, *Tales of African Cities*, and *Defining Freedom by Their Action*—organize the themes of the story. Additional galleries introduce the local, regional, international, and cross-cultural threads of changing exhibits.

Africans Shape the Rural Low country tells of how African people of diverse ethnicities, dragged from their villages and thrown together in slavery, created a new way of life on plantations in Coastal Carolina, where the rice that some of them had grown at home became a staple of global trade. Following a meandering river path organizing the exhibit, you can experience how waterways connected white plantation owners. Alternately, you may take a network of footpaths behind the plantations that linked enslaved persons and their African cultures.

Tales of African Cities illuminates many surviving traces of African influence in the physical, cultural and sensory environment of Charleston and other South Carolinian cities. Experiencing a maze of angular and disjunctive spaces marked by the streets and back alleys of an urban environment, you can feel the mix of cultures and a way of life lived in close proximity. Preferences for certain plants in city yards and gardens harkens back to Africa, as does the rhythm of Gullah cadence spoken throughout the region.

Defining Freedom by Their Action follows the lives of freed women and men who actively worked to define and expand their freedom from emancipation through the Civil Rights movement to challenges today. Here you can explore struggles against inequality in spaces re-enacting the challenges facing African Americans in the movement to freedom. Your own narrative of personal and family experiences in confronting oppression and seeking freedom continues the story.

. . . I-AAM in Charleston,

the Lowcountry of South Carolina, where a unique and living legacy connects many African Americans to their first American ancestors.

From the roof top garden of my bold and striking building on the wharf you can see this bustling port of earlier times. Focused on global trade, you see ships unloading from Africa, Europe, South America and the Caribbean. From 1700 – 1775 over 40% of the enslaved Africans who arrived in our country came through this port.

Much of this historic landscape survives as a vital part of our culture. With the history and culture of Africans woven into the tapestry of South Carolina, the Lowcountry way of life remains a living legacy of these roots. P to 30 % of African Americans in the United States today can trace their lineage to Charleston. Like the continuing African presence of street markets at the heart of Charleston, a busy market place welcomes you to the museum with the sights, sounds, tastes, smells, and textures of this living legacy.

. . . I-AAM because the story

that connects our way of life-- our culture, our landscapes and our cityscapes, our language, our music, our foods—with Africa is vital for every American's experience. I am because of Charleston's significance as a major port of arrival for Africans in America. I am because this legacy lived and living, speaks to ongoing struggles for human dignity, both at home and abroad.

I am because this story restores the African side of a conversation where the role of black people in a cultural relationship has primarily been told from only one side. The telling of this story gives precedence to voices and perspectives of African Americans. From this side of the conversation, the story is an exploration of a people's own history. I am because this side of the conversation provides African Americans a point of view where one finds a people recognized, a people's roots respected, a people's history told honestly, a people's stories treasured, a people affirmed, and a people's memories collected and preserved.

I am because this story fosters cultural and commercial links between South Carolina, Africa and the African Diaspora and builds a bridge through the shared experiences of African, European and native people that connect, rather than divide.

... I-AAM the voices

of people who brought to America and maintained even in bondage their fully developed African way of life. I am the South Carolinian slave narratives collected by the Federal Writer's Project of the WPA, and the personal narratives reflected on the *Family and Community Memory Wall* that welcomes you to the museum. I am the stories, artifacts and wisdom of Charlestonians, South Carolinians, Americans, and Caribbeans. I am the oral histories still to be recorded in the museum's *Learning Center*.

I am the State of South Carolina and the City of Charleston, proudly preserving and presenting a centuries long, international story that neither begins nor ends with enslavement.

Selected from around the world, I am the International Board of Advisors who ensures the international scope and impact of a story that spans Africa, the Caribbean, Europe and the Americas.

I am Marva A Smalls, Chairperson
I am William J. Clinton, Honorary Chairperson
I am Joseph P. Riley, Mayor, City of Charleston
[ADDITIONAL NAMES]

I am educators, museum founders, attorneys, executives, community leaders, artists, authors and elected officials serving on the Board of Directors.

I am Joseph P. Riley, Chairperson
I am Rita Littles Scott, Vice Chairperson
I am Lucille S. Whipper, Secretary
I am Henry B. Smythe, Jr. Treasurer

I am the museum builders.

Moody Nolan & Antoine Predock, Architects
Ralph Applebaum Associates, Exhibit Design
[NAME], Website

. . . I-AAM a museum

with a vision and a carefully planned timeline. My unique role in the living legacy of Africans and the African Diaspora in Charleston, the Lowcountry and South Carolina takes the stage in 2012 when the International African American Museum opens its doors and becomes the gateway to telling the story of South Carolina's impact on the world.

[TIMELINE]

[UPDATES]

. . . I-AAM YOU

So far I am a museum envisioned and planned by a dedicated and believing community of people who have bravely taken the first steps toward making the telling of an epic and significant story a reality.

YOUR participation widens this community to one that will launch a viable and sustainable institution playing a central role in providing residents, schools, visitors and tourists with learning experiences for years to come.

YOU are diversified communities of support—

YOU are the business community, the faith based community, and the international community.

YOU are corporations

YOU are philanthropists, foundations, civic and social organizations

YOU are local, state and national governments

YOU are individuals

With YOU it will happen. With YOU the story will be told.

I-AAM because YOU are taking part in this living legacy. Please join-in today.

[DONATION AMOUNTS]

[INTERNET PAYMENT OPTIONS]

CONTACT ME

[E-MAIL]

[CONTACT PERSON and ADDRESS]

[PHONE]

[FAX]

GET INVOLVED:

[SIGN UP FOR NEWSLETTER]

[VOLUNTEER]

[ADD YOUR STORY]

[LEAVE A MESSAGE]

STAY IN TOUCH