

REQUEST FOR PROPOSAL
The Anne Frank Tree Project USA
June 12, 2009

INVITATION

The Anne Frank Center USA is seeking seven (7) institutions to receive ownership of a tree sapling, taken from the mature, aging Horsechestnut tree that resides behind the Annex, where Anne Frank, her family and friends spent two years in hiding. Your institution is invited to submit a proposal for taking ownership of this tree, under the conditions outlined in this Request for Proposal (RFP).

Included in this package is a background and description of the required qualifications for ownership.

BACKGROUND AND OBJECTIVES OF PROJECT

The Anne Frank Center USA (AFC), a partner organization of the Anne Frank House, uses the diary and spirit of Anne Frank as unique tools to advance her legacy, to educate young people and communities about the consequences of intolerance, racism and discrimination, and to inspire the next generation to build a world based on mutual respect.

The Center fulfills its mission through its on-site exhibits and educational programming at its Soho gallery, traveling exhibits throughout North America, partnerships with NYC schools and arts and human rights organizations and annual Spirit of Anne Frank Outstanding Awards and Scholarship celebrated on June 12, Anne Frank's birthday.

The Anne Frank Center USA, founded in 1977, is a non-sectarian, educational organization, that is not-for-profit under the Internal Revenue Code Section {501 (c) (3)}. Contributions to the organization are tax deductible to the extent permitted by law.

To greater accomplish its educational goals, the AFC wishes to donate seven saplings of the Anne Frank Tree to sites across the country. These locations shall memorialize incidences of intolerance and discrimination. The AFC is primarily interested in protecting the health of the tree and donating it to establishments that are equipped to abstract the story of Anne Frank so that it is relevant to other incidences of injustice. It is the hope of the AFC that the seven trees (in addition to three, already designated to the Children's Museum of Indianapolis, the White House and the City of New York) will tell a greater story of surmounting the obstacles of discrimination of any kind; that the sum story will be greater than the parts.

ELIGIBILITY

Proposals must meet all of the requirements outlined below to be considered eligible. Eligible proposals are welcomed from, but not limited to, any museum, botanical garden, human rights organization and cultural or educational institution.

PROPOSAL REQUIREMENTS

Each party responding to this request shall submit on the submission deadline a sealed package containing the following:

Educational Plan

Each proposal must include a maximum three page description of the educational goals of the institution issuing the proposal. The Anne Frank tree sapling should be used by the institution as a living icon of tolerance and must then be related to the 'story' that the proposing institution wishes to tell. The following issues should be addressed:

- Institution's Mission statement.
- What historical occurrence is the institution memorializing?
- How does this story connect to Anne Frank?
- Who is the primary audience for this exhibit and how is the educational plan best equipped to speak to that specific audience?
- How will the tree be interpreted in promoting tolerance?

Site Plan

Each proposal must include a site plan of where the tree sapling will be planted. The following issues should be addressed:

- Is the location within the accepted hardiness zone (zones 4-7) for *Aesculus hippocastanum*? (Proposers can consult the USDA for a zone map: <http://www.usna.usda.gov/Hardzone/ushzmap.html>)
- How will visitors be able to physically and visually access the tree?
- How can the site accommodate the sapling, as it matures into a large specimen?
- What maintenance infrastructure (e.g., irrigation, etc.) can be established to ensure the tree's longevity?
- Is the tree universally accessible? Does the site comply with the requirements for such as outlined by the Americans with Disabilities Act of 1990?
- How equipped is the institution to provide temporary nursery facilities for the sapling while exhibit construction is underway? What is the timeline for construction and the opening of the exhibit?

Project Team Description

Each proposal must include a list of all persons responsible for the establishment and maintenance of an exhibit featuring the Anne Frank Tree. Resumes must be provided for individuals such as:

- Director of the Institution
- Project Manager for the Exhibit Design and Installation
- Arborist charged with providing as-needed care for the tree. This individual does not need to be on staff at the institution in question. However, the institution must demonstrate that they have developed a relationship with an individual, qualified arborist who will provide care to the tree on a case-by-case basis.
- Maintenance or Operations representative for the institution.

SCHEDULE

- The respondent is expected to provide a schedule for this work as part of the proposal.

PROPOSAL ADMINISTRATION AND EVALUATION

Proposal Administration:

- **Submission Deadline:** Respondents shall deliver 5 (five) stapled/bound copies of the Proposal, including any attachments, exhibits or appendices on or before 5:00PM on **July 13**. The proposals are to be submitted to:

**The Anne Frank Center USA
Attn: Anne Frank Tree Project
38 Crosby Street, 5th floor
New York, New York 10013**

- **Inquiries:** All requests for clarification and/or interpretation of this RFP must be requested by email at least one week prior to the submission deadline to

mmcneil@annefrank.com. AFC will evaluate the need to respond to inquiries. No oral responses will be binding. All inquiries should be directed to above address.

- RFP Schedule: The following is an estimated timetable for the receipt, evaluation, and selection of proposals:
 - Proposal Submission Deadline: 5 P.M. July 13, 2009
 - Selection of Successful Firm September 18, 2009
 - Execution of Contract September 30, 2009
 - Delivery of Trees October-December 2009, or later
- *Note:* Schedule may lag due to unforeseen circumstances. Anne Frank Center assumes no responsibility of added costs or hardships on behalf of the selected institutions due to delayed delivery of the saplings to the AFC USA.

PROPOSAL EVALUATION

Selection Process:

Proposals shall be evaluated by a selection committee of AFC USA board members, the Executive Director, and experts in related fields.

Proposal Form:

Proposals should adhere to the forms provided in this RFP.

Evaluation Criteria:

The Technical Proposal evaluation criteria and weight will be as follows:

- The Institution's ability to relate their educational goals and exhibit to the legacy of Anne Frank (35%);
- Site Plan, and its ability to enhance the educational goals, while ensuring the safety and longevity of the tree (30%);
- Team qualifications (20%);
- Time line and schedule (15%)

GENERAL CONDITIONS OF PROPOSAL SUBMISSIONS

The following general conditions apply to any and all proposals submitted in response to any RFP issued by AFC.

- Proposals will be: stapled or bound, double spaced, not smaller than 12 point fonts, pages need to be numbered.
- Non-Binding:
AFC's solicitation of proposals in response to any request for proposals does not commit AFC to award a contract or agreement.
- Proposal Costs:
AFC is not liable for any costs incurred in the preparation, submission or negotiation of a response to its RFP or incurred for any other purpose or reason in connection with the RFP.
- Transportation Costs: Selected site will agree to pay all fees incurred with transportation of tree, estimated at less than \$250 per tree.
- Modifications:
As a condition of award, AFC may require any respondent to make such revisions, additions or deletions to its proposal as AFC may request.
- RFP and Proposal Materials:

All information and material contained in any AFC RFP or issued by AFC or any of its agents as part of any AFC RFP process is confidential and is the exclusive property of AFC. All proposal materials submitted to AFC by any respondent (other than items specifically requested to be returned) will be the property of AFC and may be disposed of as AFC determines.

- **Reserved Rights:**
Notwithstanding anything to the contrary in any RFP (including any criteria for selection), and without any limitation, AFC reserves the right to, and at any time in its sole discretion may, do any and all of the following:
 - Reject any and all proposals received in response to its RFP;
 - Waive, modify or correct any irregularities in any proposal received after prior notification to the respondent;
 - Request additional materials and clarification or modification of any submitted proposal which is incomplete or does not comply in all respects with the requirements as specified by AFC;
 - Extend the time for submission of all proposals after notification to all prospective respondents;
- **Contractual Requirements:**
 - 1) Any party whose proposal is accepted by AFC will be required to execute a written agreement with AFC, provided that no such acceptance will be made or deemed to be made unless and until the written agreement is executed by both AFC and the other party or parties.
 - 2) The Tree or its name sake, Anne Frank, may not be used for any commercial purpose during its lifetime: no fees may be charged to view it specifically; no items may be sold that do not meet copyright specifications of the Anne Frank Stichting and Funds.
 - 3) Venue will provide signage with an Anne Frank quote and mention of donation by The Anne Frank Center USA and the Anne Frank House.

ACKNOWLEDGMENT, AGREEMENT AND CERTIFICATION

By submitting a proposal, each respondent will be deemed to have acknowledged, agreed and certified that (1) the respondent's representative has read and understands, and the respondent accepts, the scope and requirements of the RFP as described in the documentation provided by AFC; (2) the respondent has the capacity fully to perform the requirements of the RFP; (3) if its proposal is accepted, the respondent agrees to perform in accordance with those requirements; (4) if its proposal is accepted, the respondent will enter into a written agreement or contract satisfactory to AFC; (5) the information provided by the respondent in its proposal is accurate and complete as of the date of submission, and in the event of any change in circumstances affecting the accuracy and completeness of the information provided, the respondent will provide additional information as necessary to make the information provided accurate and complete; and (6) the individual(s) who is or are submitting the proposal is or are duly authorized to do so on behalf of the respondent.

By submitting a proposal, each respondent will be deemed to have acknowledged, agreed and certified that no brokerage fees, finders' fees, commissions, or other compensation will be payable by AFC in connection with any action contemplated by the RFP. The submission of a proposal by a respondent constitutes (1) the respondent's agreement and undertaking to hold harmless and indemnify AFC from and against any and all expenses, damages or liability (including, without limitation, attorneys' fees and disbursements) arising out of any claim for such fees, commissions or other compensation made in connection with such proposal, the respondent's selection or non-selection under the RFP or the negotiation and execution (or non-

execution) of a contract for services, and (2) respondent's waiver of any rights or claims respondent may have against AFC with respect to the selection of a respondent for, or otherwise in connection with the project referred to in the RFP.

The respondent hereby acknowledges, agrees to and certifies the foregoing:

(Respondent's Full Legal Name)

By: _____
Name:
Title:

Federal Tax I.D. Number: _____

Address of Respondent: _____

Respondent Contact: _____ Tel: _____

Email: _____ Fax: _____

APPLICATION TEMPLATE

Proposals shall be submitted in the order specified below. Proposals will be: stapled, double spaced, not smaller than 12 point fonts, pages need to be numbered.

Required Materials:

- PART 1: Completed application form.
- PART 2: Written description of the proposed exhibit's educational plan.
- PART 3: Site plan and maximum one-page narrative of site plan.
- PART 4: Project team description, including resumes of all pertinent personnel.
- PART 5: Schedule of design, construction and exhibit implementation.

Optional Materials:

- PART 7: Photo documentation of the site (limit this section to 5 pages of color photographs).
- PART 8: Proposals may include one (1) document (such as a newspaper article, website excerpt or annual report) that helps illustrate the proposing institution's legitimacy as a candidate for receiving one of the saplings.

APPLICATION FORM/EVALUATION FORM

Place this form at the top of the proposal. This application form will also be used for the selection committee to make notes and evaluate the proposal.

Institution Name: _____

City, State/Province: _____

Project Manager/Contact Person: _____

Email, Phone Number: _____

Address: _____

Website: _____

Education (35%)	Maximum Points
<i>Mission Statement (overall)</i>	
<i>Relevance of proposal to Anne Frank Center's mission</i>	
<i>Relevance of proposal to proposing institution's mission</i>	
<i>Relevance of a tree to education plan</i>	
Subtotal, Education	35
<hr/>	
Site Plan (30%)	
<i>Appropriateness of site location</i>	
<i>Visitor accessibility to the tree</i>	
<i>Site's ability to accommodate a tree into maturity</i>	
<i>Maintenance infrastructure & temporary storage facilities</i>	
Subtotal, Site Plan	30
<hr/>	
Team Qualifications (20%)	
<i>Director's experience with similar projects</i>	
<i>Project Manager's experience with similar projects</i>	
<i>Arborist's experience</i>	
<i>Operations staff's ability to maintain landscaped areas</i>	
Subtotal, Qualifications	20
<hr/>	
Schedule (15%)	
<i>Design and installation schedule</i>	
Subtotal, Schedule	
<hr/>	
Total Proposal Score	100