



Project Overview

Prime Ministers' Row (PMR) is seeking proposals from qualified consultants to develop the Interpretive Plan for Canada's first street museum which will be situated in the historic Ottawa community of Sandy Hill. Joint submissions are encouraged to ensure diversity of disciplines on project teams.

Introduction to PMR

PMR is a non-profit charitable organization governed by an active Board of multi-disciplinary professionals from across Ottawa and supported by an Honorary Advisory Council comprised of influential Canadians from across the country. The initiative was founded in 2015 by a grassroots group of community residents who sought better protection for, and recognition of the neighbourhood's significant built heritage.

Our Vision:

We believe that a thriving culture of democracy begins with engaged individuals and connected communities. Prime Ministers' Row will contribute to greater equity and inclusion by creating spaces for dialogue and shared experiences.

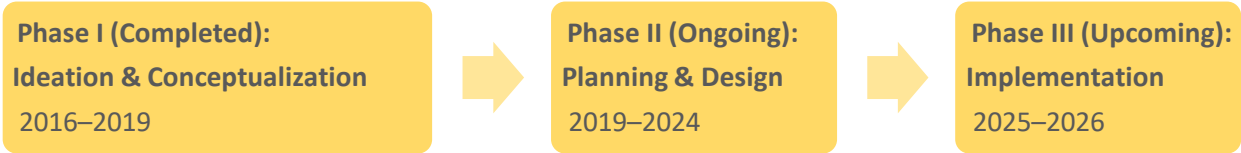
Our Mission:

Our mission is to enable citizens and visitors to discover, debate, and reflect on the legacies of Canada's Prime Ministers by transforming Sandy Hill's historical public spaces into an inclusive outdoor cultural destination.

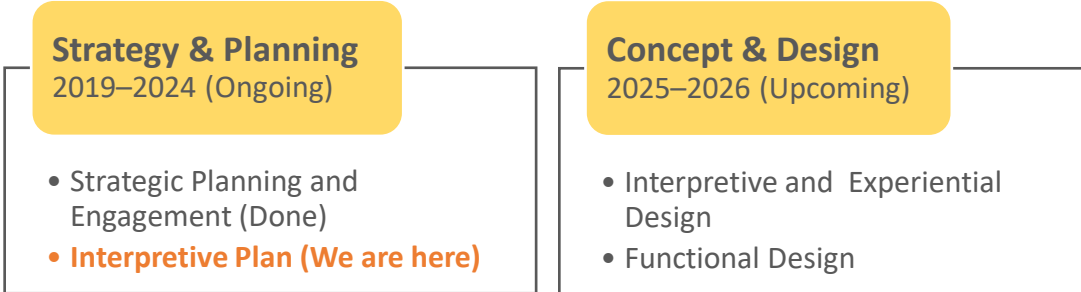
Project Background

From 2016 to 2018, PMR engaged with stakeholders and sought input from numerous experts in the domain for the first phase of the project (Phase I – Ideation and Conceptualization). A high-level concept document that provided an initial visual articulation of the PMR project elements was created in this phase (available upon request).

Project Timeline



Phase II: Planning & Design



In 2021 the project took a major step forward into its second phase of the project with the support of GSM Project (Phase II – Planning & Design – Strategic Planning and Engagement). As part of this work, the high-level goals for the project were fine-tuned; with particular focus given to community engagement, establishment of partnerships, and clarification of institutional identity. At the same time, the vision for the project continued to evolve, away from any perceived celebration of the many prime ministers who spent time in Sandy Hill, and more towards an honest discussion around the role and impact, both good and bad of prime ministers on the people of Canada. See Reference Documents below for the resulting Strategic Plan.

In the fall of 2021, we reached out to the community to share the work done to date and to gain feedback on the direction being taken. This was done in two ways: a virtual “community conversation”, in which questions were robustly discussed in small groups, as well as an online survey that reached a wider audience. See Reference Documents below for the Executive Summary and Next Steps report.

Project Objectives

PMR’s next objective in this phase is to develop a plan that sets out what stories it wants to tell and to whom and how (Phase II – Planning & Design – Interpretive Plan).

This phase should be based on the process proposed by GSM which includes developing and leading work with advisory committees comprised of subject matter experts and individuals from diverse communities.

The Interpretive Plan that results from this process will act as the foundation for all work to come on PMR, including a subsequent design phase (Phase II – Concept and Design).

Scope of Work

The scope of work shall include but is not limited to:

1. Development of an interpretive approach
This deliverable should cover content development and answer the questions: What is PMR about? What will our audiences learn and take away?
It should include:
 - Introduction to PMR: Metanarrative
 - Thematic framework
 - Themes, key messages, and stories
 - Preliminary visitor experiences (e.g. interpretive signage, app)
 - Interpretive strategies
2. Development of a detailed research package
This deliverable should build upon the preliminary research package

prepared by GSM (see Reference Documents below). It should include research and establishing and reaching out to subject matter experts and consulting with various communities, including BIPOC communities. Four subjects requiring research have been identified:

- Overview of the prime ministers and their legacies
- Prime ministerial power and Canada's democracy
- Unheard voices across Canada
- The Sandy Hill Neighbourhood

3. Development of a programming plan (e.g. walking tours, talks, performances)
4. Development of an evaluation plan (front end and formative)
5. Management of the Interpretive Plan project, including budgets and schedules
6. Management of any other subcontractors that may be required in the development of the Interpretive Plan, namely in the research domain
7. Regular and timely communication with the PMR Board of Directors as the Interpretive Plan is being developed, especially where input is required
8. Monthly teleconference updates to the PMR Board on the progress of the project

Experience and Qualifications

The Interpretive Planning Team should have the following experience and qualifications:

1. A minimum five years of experience in interpretive planning in the museum and heritage sector
2. Experience with community consultation, including consultation with BIPOC communities
3. Effective community participation and outreach skills
4. Successful project management skills
5. Strong leadership skills
6. Effective communication and interpersonal skills
7. Demonstrated knowledge of the local context, including the region's Indigenous context (an on the ground resource in Ottawa will be considered an asset)

8. Demonstrated knowledge of the regulatory requirements with respect to Municipal planning and heritage
9. Integrated design thinking through multidisciplinary approaches

Diversity among project teams is encouraged. Please demonstrate your team's commitment to diversity and inclusion.

Proposal Deadline

Please submit proposals electronically to: info@pmr-apm.ca
Proposals are due no later than March 31st, 2023.
Questions: Contact Megan Lafrenière 613-581-6051

What to include

The Proposal should include:

- A proposal describing how you would address the requirements outlined in this RFP
- A detailed budget (including projects costs, required human resources and additional expenses)
- A workplan schedule including milestones
- Information on the backgrounds of key team members (short bios and CVs)
- Three references from previous related projects
- Any other information that could be useful to PMR in its selection

The successful applicant will be notified by April 30th, 2023.

Note: PMR is currently seeking funding for this next step.

A Service Agreement can be developed once funding has been confirmed. Ideally, the project would launch in the summer of 2023.

Work on future phases of the project is not guaranteed, however PMR is interested in establishing a relationship that can support continuity and stability throughout the process.

Reference Documents:

- Strategic Plan

- Community Consultation Executive Summary and Next Steps (full report available upon request)
- Preliminary Research:
 - [Package 1](#)
 - [Package 2](#)
 - [Package 3](#)