



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.

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).

In 2021 the project took a major step forward into its second phase of the project (**Phase II – Strategy and Planning**). 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. The resulting Strategic Plan is available upon request.

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. The Executive Summary and Next Steps report from both forums are available on the [PMR website](#).

Project Objectives

PMR’s next objective in this phase is to develop an **Interpretive Plan** that sets out what stories it wants to tell and to whom and how. This will need to be done through a meaningful consultative process that involves experts and diverse communities, including BIPOC 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**).

The Interpretive Plan must include a thematic framework, associated research and a programming plan.

a. Thematic Framework

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
- Themes, messages and stories
- Preliminary visitor experiences

b. Detailed Research Package

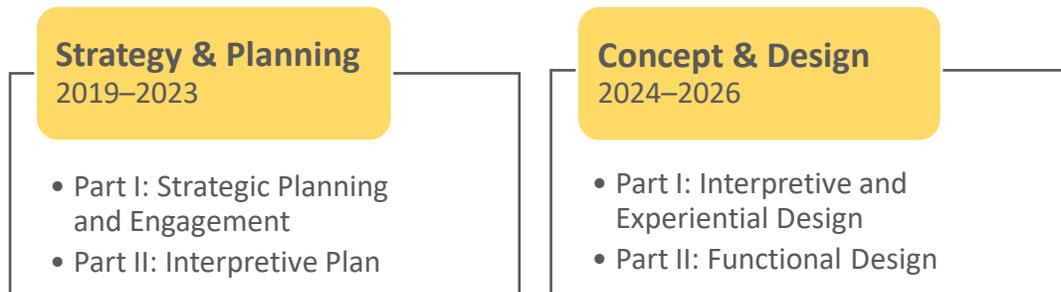
This deliverable should build upon the preliminary research package that was delivered by GSM. It should include reaching out to subject matter experts and consulting with various communities, including BIPOC communities. Four subjects requiring research have been identified:

- Subject 1: Overview of the prime ministers and their legacies
- Subject 2: Prime ministerial power and Canada’s democracy
- Subject 3: Unheard voices across Canada
- Subject 4: The Sandy Hill Neighbourhood

Project Timeline



Phase II: Planning & Design



Scope of Work

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

1. Creating an Interpretive Plan that includes a thematic framework and associated research
2. Guiding and leading PMR in the consultative process with experts and diverse communities, including BIPOC communities

3. Project management, including management of the budget and project schedule
4. Managing any other subcontractors that may be required in the development of the Interpretive Plan, namely in the research domain
5. Regular and timely communication with the PMR Board of Directors as the Interpretive Plan is being developed, especially where input is required
6. Monthly teleconference updates to the PMR Board on the progress of the project

Experience and Qualifications

The Interpretive Planner or 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

Proposal Deadline

Please submit proposals electronically to: info@pmr-apm.ca

Proposals are due no later than December 15th, 2022.

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 February 15th, 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 winter/spring 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.