

August 8, 2022

Via Electronic Mail

Paul Bloomberg
Director
Joplin Parks and Recreation
P: 417-625-4750

Re: Joplin Historical & Mineral Museum Strategic Plan Study

Dear Paul,

PGAV Destinations is very pleased to provide the attached proposal for the Joplin Historical & Mineral Museum Strategic Plan Study.

We greatly appreciate this opportunity to work with you and your team in the development of the strategic planning of your project.

This project draws from all our strengths in the development of destination experiences that reach broad audiences. We have organized a team of planners and designers, all of whom have expertise on projects such as yours.

We have revised our scope of work, deliverables, fee, and schedule to meet your needs. We have assumed a kickoff meeting the week of September 12, 2022.

Paul, we look forward to working on this exciting project.

Sincerely,



Diane Lochner
Vice President

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JOPLIN MUSEUM COMPLEX

The Strategic Planning Process will provide a vision for the next decade of the Joplin Museum Complex strategic planning process to outline the future vision, objectives, and goals for long-term sustainability of the Joplin Historical & Mineral Museum.

The scope of work and process outline below is intended to provide a strategic and creative framework for growth. The process unfolds in three steps, with each step building on the foundation of the previous one. A key to understanding the potential success of the Museum is developing a stakeholder engagement strategy.

Stakeholder Engagement Strategy

- Primary:
 - City Council
 - Museum Board
 - City Staff
- Secondary:
 - Joplin Historical Society
 - Local school representatives
 - Visitor Engagement (this includes engaging and analyzing current visitors, lapsed visitors, and non-visitors)
- Step One Visitor Engagement includes:
 - Gathering Information on Current Guests
 - Conducting Geofencing Guest Analysis
 - Assessing the Audience
 - Brand Perception Research

STEP ONE | DESTINATION STRATEGIC ASSESSMENT

- Engage in an initial review of information provided by the Joplin Museum Complex including current plans, attendance information, visitor studies, financial information
- Conduct a Workshop with the Joplin Museum Complex Leadership (Workshop #1) to review objectives of the planning process
 - Discuss and clarify goals including increased attendance, awareness, and revenues
 - Discuss an overview of strategies for growth
 - Conduct an initial branding discussion
 - Review any previously developed ideas
- Conduct Stakeholder Input Sessions during a day long workshop to gather input from the primary stakeholder groups as well as the Joplin Historical Society and local school representatives.
- Assess the Existing Facilities and Collections during a site visit and tour of the Joplin Museum Complex. PGAV will use existing drawings and related documents to observe

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conditions, study visitor flow, understand the relationship of the site to surrounding sites, and assess potential.

- Review Potential Stories of History, Nature, Science, and Culture to determine potential storylines and themes for development. PGAV will immerse our team in the unique stories of the region. Stories will provide the foundation for the guest experience, training, and the economic potential of the project, so it is essential to the process to develop a clear understanding of the story potential.
- Analyze Information on Current Visitors from any surveys and data as well as from additional secondary source reports or research provided by the Joplin Museum Complex.
- Conduct a Geofencing Site Analysis to understand where visitors are coming from and how they distribute on the site.
- Assess Audiences by reviewing existing market data to develop an understanding of audience segments, demographic and psychographic information, and visitation trends.
- Assess Market by reviewing existing market data to develop an opinion of potential market capture.
- Assess Competitive Landscape This assessment will help differentiate the Joplin Museum Complex from others and produce realistic expectations of market potential.
- Review Progress and Conduct Branding Workshop (Workshop #2) to assess brand and develop brand themes to respond to the research unlocking the emotional power of the Joplin Museum Complex.
- Create List of Strategies building on the discussions, analysis, and new and existing research PGAV will develop a list of strategies for the Joplin Museum Complex consideration to improve visitation.

STEP TWO | INITIAL PRODUCT DEVELOPMENT

- Advance and Organize Potential Stories and Themes in preparation for the Product Development Workshop with the Joplin Museum Complex Leadership.
- Conduct a Product Development and Planning Workshop (Workshop #3) in a multi-day session with the Joplin Museum Complex Leadership to understand storytelling opportunities, operational needs, potential products such as new buildings, new visitor experiences, new gate, retail, food and beverage, and parking improvements.
- Develop Concepts as new products to fulfill the strategies identified in previous steps. The process will consider the site, special event facilities, exhibits, retail, food service, shows, demonstrations, or any other guest experiences.
- Prepare Preliminary Rough Order of Magnitude Cost Estimates of New Products and Strategies

STEP THREE | IMPLEMENTATION PLAN

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- Conduct a Prioritization Workshop (Workshop #4) with the Joplin Museum Complex Leadership to evaluate the information developed and discuss the priorities for phasing and implementation of the improvements.
- Develop Implementation of the Strategic Plan that will visually convey the interrelationship of products that comprise the strategic plan.
- Executive Summary Report Draft Presentation (Workshop #5) will be prepared and submitted for review and comment. Following review, a revised final report incorporating responses to questions and comments will be issued. The report will be suitable for distribution to stakeholders.

DELIVERABLES

- Phase One
 - Initial Site & Building Assessment of Potential
 - Market Assessment and Research
 - Competitive Landscape Assessment
 - Results of the Branding Workshop
 - List of Strategies
 - Stakeholder Input Session Summaries
 - Meetings
 - Workshop #1: two (2) days to meet with project team and stakeholders
 - Calls
 - Core Working Group
 - Biweekly touchpoint calls: one (1) hour each
- Phase Two
 - Guest Experience Concepts
 - 8-10 initial sketches and 2-3 refined sketches
 - Preliminary Cost Estimates
 - Meetings
 - Workshop #2: one (1) day to meet with project team
 - Workshop #3: one (1) day to meet with project team
 - Calls
 - Core Working Group
 - Biweekly touchpoint calls: one (1) hour each
- Phase Three
 - Phased Implementation Plan
 - Refined Cost Estimates
 - Executive Summary Report
 - Meetings

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- Workshop #4: Virtual Meeting approximately four (4) hours
- Calls
 - Core Working Group
 - Biweekly touchpoint calls: one (1) hour each

ADDITIONAL SERVICES (not authorized at this time)

PGAV can provide a range of additional services and support. The Joplin Team can choose to authorize these services at a later date based on an agreed-upon scope of work.

Additional Stakeholder Meetings and Sessions

PGAV can provide additional interviews and information gathering sessions identified by the Joplin Team. Currently PGAV is using the initial Workshop and site visit to provide a dedicated day to schedule sessions with the Primary and Secondary stakeholder groups. If the Joplin team feels more are necessary, PGAV can develop a schedule and associated fees for the additional sessions.

Public Comment/User Feedback & Product Testing

PGAV can conduct concept testing to gather feedback on preliminary design experiences. Concept testing can target internal (staff) and external stakeholder groups. Concept testing can take place remotely in 30-45-minute video/screen-sharing sessions per each stakeholder group. Additionally, we can field an online survey with a determined number of respondents (local and/or tourists) to gather feedback on the concepts more broadly.

Additional Fundraising Materials and Presentations

PGAV can develop additional visual materials for specific fundraising presentations and meetings and can be available to present the findings of the report to key stakeholders.

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SCHEDULE

		9/11/2022	9/18/2022	9/25/2022	10/2/2022	10/9/2022	10/16/2022	10/23/2022	10/30/2022	11/6/2022	11/13/2022	11/20/2022	11/27/2022	12/4/2022	12/11/2022	12/18/2022	12/25/2022	1/1/2023	1/8/2023	1/15/2023	1/22/2023	1/29/2023	2/5/2023
Weeks		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
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PROFESSIONAL SERVICES FEES AND REIMBURSABLE EXPENSES

PGAV proposes the professional services described in this Scope of Services on a fixed fee basis. In addition, we have included an estimate for reimbursable expenses, also shown below.

STEP ONE	\$ 30,000
STEP TWO	\$ 74,400
<u>STEP THREE</u>	<u>\$ 40,200</u>
TOTAL	\$144,600

REIMBURSABLE EXPENSES

Reimbursable expenses, such as those associated with travel, printing, photography, and shipping are in addition to the above professional fees and will be invoiced monthly. Reimbursable expenses will be invoiced at cost, without mark-up. We estimate reimbursable expenses of \$5,400.

Professional service fees will be invoiced monthly, based on the percentage of completion for each phase. PGAV will submit invoices on a monthly basis. Invoices are due and payable upon receipt. Amounts outstanding more than 30 days will bear interest at 1% per month.