

REQUEST FOR PROPOSAL – Train Station Community Room Refresh



Revitalizing Waterbury is looking for a partner to help refresh a community gathering space located at the Waterbury Train Station. The partner must have proven expertise in developing creative solutions within a budget. It must demonstrate the ability to both understand and highlight the history of the community as it is presented in the space.

PURPOSE OF THE TRAIN STATION COMMUNITY ROOM: The Community Room is used as a waiting room for Amtrak passengers, provides a second entrance to the Green Mountain Coffee Café and Visitors Center and provides tourist information to visitors. Volunteer Waterbury Community Ambassadors staff the space during high tourism traffic times of the year.

At present, the train station as a whole sees over 200,000 visitors annually from across the globe.

GOAL: To update the look and improve the usage of the Train Station Community Room owned and operated by Revitalizing Waterbury (RW). The overarching goals for the refresh are:

- showcase the history of the town of Waterbury and the Waterbury Train Station
- update a space that will serve for at least the next 10 years
- provide a comfortable space for waiting Amtrak customers
- incorporate the Kathy O’Dell memorial sculpture
- create a space/table top for the Community Ambassadors to work from
- provide tourist information about Waterbury and the central Vermont region
- visually tie the Community Room to the recently renovated Green Mountain Café and Visitor Center
- respect the historic and architectural beauty of the building

BUDGET: \$12,000

SEARCH PROCESS: We are soliciting proposals and plan to invite 2-3 applicants to meet with us in Waterbury for a site visit and orientation. Finalists will be asked to develop a concept proposal for refreshing the Community Room including a timeline and budget.

KEY DATES:

RFP responses due – November 1

Site visit in Waterbury – to be scheduled

Selection – December 15

Project completion – May 2018

CONTACT INFORMATION: Karen Nevin, Executive Director, Revitalizing Waterbury at 802-793-6029 or Karen@revitalizingwaterbury.org. If selected as a finalist you will be given further access to resources as needed.

MAILING ADDRESS: Karen Nevin, Revitalizing Waterbury, PO Box 473, Waterbury, VT 05676

INSTRUCTIONS TO APPLY:

Application must include:

1. Letter that details your interest in working on this project.

2. Answers to the following questions:

DESIGN PHILOSOPHY - In a few sentences, please share your overall design approach and/or key principles.

STRATEGIC PROCESS/APPROACH - What overall process or approach do you use to develop effective design initiatives?

NON-PROFITS - Have you in the past or do you currently work with any other non-profits? Where? Who?

EXAMPLE - In one page or less, please share with us a case study or example that exemplifies your work. Please state the problem to solve/opportunity, the process you undertook, the solution and results.

REFERENCES - Please provide 3 references of businesses/organizations or people you have worked with on a design project.

3. Resume – current professional CV/resume that includes contact information (name, business name, address, website, telephone/cell numbers and email address).

ABOUT REVITALIZING WATERBURY

RW's mission is to preserve, promote and enhance the economic, historic and social vitality of Waterbury, Vermont for residents, businesses and visitors alike. With over 250 individual and business

members, RW strives to create and maintain a vibrant community that is inviting, safe, economically sound, lively and livable.

ORGANIZATIONAL HISTORY: RW was founded in 1991 by a handful of Waterbury citizens committed to restoring the historic Stimson and Graves block, located at the corner of Main and Stowe Streets.

In 1997, RW began planning the restoration of the Central Vermont Railroad Station that sits in the center of Waterbury Village. Built in 1875, the station was the centerpiece of the downtown through the first half of the 20th century but had deteriorated over the ensuing years. The interior had been totally reconfigured, losing all of its Italianate Victorian architectural detailing and ornamentation. Keurig Green Mountain, Inc. agreed to lease the station from RW, and created a Visitor Center and Café that has become a first-class attraction and provided an economic boost to the downtown. Thousands of visitors from around the world have passed through the doors since it opened in October 2006.

For the first 17 years of operation, RW was an all-volunteer organization and today still depends heavily on the volunteer service of our community members. In 2006, RW played a lead role in Waterbury's successful application to become Vermont's 22nd Designated Downtown, thus allowing property and business owners and the Town and Village of Waterbury to take advantage of special tax credit and grant opportunities. Following downtown designation, RW's work broadened beyond bricks and mortar projects to a more holistic approach to revitalization that includes strengthening the local economy, encouraging physical improvements, and developing special events and promotional programs.

After Tropical Storm Irene in 2011, ReBuild Waterbury formed as a unique project of RW with the mission of assisting individuals and families in the area in need of assistance to rebuild their homes from the disastrous effects of the storm. ReBuild Waterbury achieved its fundraising goal and coordinated a stunning 14,000+ volunteer hours from November 2011 to April 2013. The project emerged as a leader and model for other recovery efforts around Vermont.

Through a 2015 agreement with the Town of Waterbury, RW hired an economic development director whose purpose is to encourage and support sustainable and responsible economic growth in Waterbury. In 2017 RW merged with the Waterbury Tourism Council to bring all promotional activities under one umbrella.

RW represents a creative, community-based solution to solving infrastructure challenges faced by small towns. Our staff, volunteers and Board offer a broad cross-section of expertise and contribute to long-term community planning, economic development, and "creative economy" development to promote Waterbury as a hub for artists, local food producers and restaurateurs, specialty food and drink purveyors, and recreation enthusiasts.