



## Office of Tourism

STATE OF WYOMING  
OFFICE OF TOURISM  
5611 HIGH PLAINS ROAD  
CHEYENNE, WY 82002

**REQUEST FOR QUALIFICATIONS NUMBER 2026-320**

**COWBOY MUSEUM AND HALL OF FAME PROJECT**

SUBMISSION DUE DATE AND TIME  
**March 27, 2026 – 2:00 P.M. MOUNTAIN TIME**

AGENCY PROCUREMENT REPRESENTATIVE:  
KARI EAKINS  
KARLEAKINS2@WYO.GOV  
(307) 421-0773

# SECTION 1: NOTICE FOR REQUEST FOR QUALIFICATIONS

## 1. SUBMISSION OF REQUEST OF QUALIFICATIONS:

This Request for Qualifications (RFQ) is issued by the State of Wyoming (State), Office of Tourism (Tourism). Tourism will receive RFQs through email submission for the Cowboy Museum and Hall of Fame Project. **RFQs are due no later than 2:00 p.m. (Mountain Time) on March 27, 2026.**

1.1. RFQ responses should be signed by the proper official of the firm. All RFQ responses should be submitted as a PDF and emailed to [kari.eakins2@wyo.gov](mailto:kari.eakins2@wyo.gov) on or before the date and time specified in this RFQ. RFQ responses sent by paper copy or to other email addresses may be rejected. RFQ responses received by Tourism after the date and time specified may also be rejected.

1.2. The State reserves the right to withdraw this RFQ, without cause, at any time before a contract has been fully signed and submitted to Tourism.

## 2. INTRODUCTION AND BACKGROUND:

2.1. Tourism is soliciting responses to this RFQ from entities capable of developing and managing a Rodeo and Cowboy Museum and Hall of Fame project. The primary goal is to promote Wyoming's cowboy heritage while driving measurable increases in statewide tourism and economic diversification.

2.2. Total available funding is \$15,000,000.00, to be distributed in three tranches: \$3,000,000 by April 15, 2026, \$2,000,000 on July 1, 2026, and \$10,000,000 on or after July 1, 2027.

## 3. PURPOSE AND INTENT:

3.1. The purpose of this RFQ is to solicit competitive qualifications from consultants who can perform Cowboy Museum and Hall of Fame Project to meet Tourism's needs and expectations, as described within this RFQ.

## 4. QUALIFICATIONS

4.1 The following are the minimum qualifications for this project:

4.1.1 Heritage Preservation: Proven expertise or formal relationship with those who have proven expertise in curating Western history, cowboy culture, and rodeo legacies.

4.1.2 Tourism Impact: Ability to generate measurable increases in out-of-state visitation, job creation, and Gross State Product.

4.1.3 Project Management: Capacity to manage a multi-year construction and exhibit project with a completion target of June 30, 2030.

## 5. SCOPE OF PROJECT:

5.1 The consultant shall lead the Rodeo and Cowboy Museum and Hall of Fame project in Wyoming. The project efforts shall have a reasonable expectation of increasing tourism to Wyoming and generating additional jobs, gross state product, state revenue, and economic diversification.

## 6. GENERAL REQUIREMENTS:

6.1 Consultants must demonstrate the ability to complete the Scope of Project as described in Section 1 Subsection 5 and:

6.1.1 Meet the minimum qualifications for this project listed in Section 1 Subsection 4.

6.1.2 Provide Matching Funds: Documentation of committed non-state matching funds. For every \$1.00 of state funds, the Consultant must provide at least \$1.00 from private, municipal, or other non-state sources.

6.1.3 Complete the project by June 30, 2030 and agree to a repayment provision if the project is not completed by this date.

## 7. PRE-SUBMITTAL CONFERENCE:

7.1 A pre-submittal conference will not be held in connection with this RFQ.

## 8. RFQ SUBMISSION, FORMAT AND CONTENTS:

8.1. RFQs shall be no more than thirty (30) pages

8.2. Pages shall be numbered consecutively and may not exceed the total number of pages specified.

8.3. The Consultant shall have the RFQ signed by an officer of the proposing firm with the authority to commit the firm.

8.4. All submittals must include the information listed in Section 3 Subsection 3 and Section 4.

8.4.1. Single Point of Contact: The consultant should identify a single point of contact for all contract management activities. The consultant's Project Manager's name should be submitted with the RFQ submission. The successful consultant should not change the Project Manager without written Tourism's approval.

## 9. MODIFICATIONS OR WITHDRAWAL OF SUBMISSIONS:

9.1. A RFQ response may be altered through email to kari.eakins2@wyo.gov before the RFQ due date and time specified in this document.

9.2. The applying entity ("Consultant") may withdraw its RFQ response through email to kari.eakins2@wyo.gov up to the RFQ due date and time specified in this document. If a RFQ response is accepted and the Consultant fails to furnish the service agreed upon in the RFQ, that Consultant may be eliminated from future consideration.

## 10. PREPARATION OF RFQs:

10.1. A RFQ response may be rejected if it modifies any of the provisions, specifications or minimum requirements of the RFQ.

## 11. AWARD AND CONTRACT INFORMATION:

11.1. The State will ensure that minority business enterprises will be afforded full opportunity to submit RFQ responses. The State will not discriminate on the grounds of age, race, color, sex, creed, national origin, or disability status.

- 11.2. The Consultant also agrees that should their firm be awarded a contract, it will not discriminate against any person who performs work thereunder because of age, race, color, sex, creed, national origin or disability. In addition, the successful Consultant shall comply with the Americans with Disability Act and the Wyoming Fair Employment Practices Act.
- 11.3. The Consultant expressly warrants to the State that it has the ability and expertise to perform the contract if awarded. In doing so, it shall use the highest standards of professional workmanship.
- 11.4. The State reserves the right to reject any or all RFQ responses, to waive any informality or technical defect in the RFQ responses, or to award the contract in whole or in part, if deemed to be in the best interest of the State to do so. Tourism will award the contract to the firm(s) determined to have the most responsive and responsible RFQ response per 2026 Wyoming Session Laws, Section 320.
- 11.5. The successful Consultant(s) will be required to agree to and execute a formal contract with the State containing terms required by the Attorney General with reasonable adjustments acceptable to the State.
- 11.6. If applicable, the State will negotiate payment terms based upon a schedule to be determined by the Consultant and the State. Paying invoices will be based upon the Consultant successfully completing the deliverables within the stated deadlines, and upon Tourism's written acceptance of the deliverables or services.

DATED: March 12, 2026

State of Wyoming  
Procurement Section  
Buyer: Kari Eakins

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## SECTION 2: SPECIAL PROVISIONS INFORMATION

RFQs SHOULD BE SUBMITTED BY EMAIL BY 2:00 P.M. MOUNTAIN TIME ON MARCH 27, 2026. RFQs RECEIVED AFTER THE DATE AND TIME SPECIFIED MAY BE REJECTED.

**RFQ responses may be subject to the Wyoming Public Records Act. It is the responsibility of the consultant to clearly identify all information that is considered confidential in accordance with the Wyoming Public Records Act, Wyoming Statute §16-4-201 through §16-4-205. Please identify each confidential page with the word “CONFIDENTIAL” in capital, bold letters centered at the bottom of each page. Information not clearly marked may be considered public. If the consultant submits information that it believes is confidential, it should include a statement justifying its basis for that belief.**

### 1. CONTENT AND PROCUREMENT POINTS OF CONTACT:

- 1.1. Tourism is the primary point of contact from the date of release of the RFQ until consultants are selected and the selection is announced.
- 1.2. Written questions about the RFQ should be submitted through the form available on Tourism’s website at <https://industry.travelwyoming.com/rfq/> by 2:00 p.m. Mountain Time on March 20, 2026. Any questions received after that deadline may not be accepted or considered. Each question should be submitted individually. It is the consultant’s responsibility to check Tourism’s website for answers to questions, addenda, or bid tabulations. Telephone calls, or emails may not be accepted.
- 1.3. Written responses to submitted questions will be available on Tourism’s website at <https://industry.travelwyoming.com/rfq/>. Responses will not identify the firm that submitted the question. Only the written answers issued by Tourism are the office position on an issue, and these answers shall become part of the RFQ.

### 2. CONTRACT NEGOTIATIONS:

- 2.1. The State will notify the most qualified/successful consultant(s) and negotiate a contract in accordance with the Wyoming Attorney General’s contract guidelines. Each successful consultant will be required to enter into and sign a formal contract with Tourism.
- 2.2. In the event Tourism determines contract negotiations are making no forward progress, negotiations will be terminated, and at the State’s sole discretion, negotiations may be initiated with the next most qualified/successful consultant or the RFQ may be withdrawn or reissued. This process will be followed until an agreement is reached, or until the State determines that the RFQ will be withdrawn or reissued. The State assumes no obligation to a selected consultant until an agreement is reached and a contract is fully executed. The State will not negotiate concurrently with more than one consultant for the same award.

### 3. MISREPRESENTATION OF INFORMATION:

- 3.1. Misrepresentation of a consultant’s status, experience, or capability in the submission may result in disqualification of that consultant from the selection process. Discovery of litigation or investigations in a similar area of endeavor may, at the discretion of Tourism and after consultation with Procurement, preclude the consultant from the selection process.

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## SECTION 3: EVALUATION METHODOLOGY

### 1. OVERVIEW:

- 1.1. Tourism will conduct a comprehensive, fair, objective and impartial evaluation of RFQ responses. The evaluation team shall be made up of members representing the project’s subject expertise. The evaluation team will review and score all submissions independently and consolidate the scores in order to determine the award.

### 2. COMPLIANCE WITH MANDATORY REQUIREMENTS:

- 2.1. To be considered responsive, a submitted RFQ should meet the minimum requirements defined in this RFQ. The minimum requirements are intended to ensure that evaluation of the RFQ submission can proceed and that the consultant agrees to perform all responsibilities within the RFQ.

### 3. TECHNICAL SCORING AND RANKING:

- 3.1. STATEMENT OF QUALIFICATIONS: 20 Points. Consultant should outline the approach and methodology for requested consulting service(s).
- 3.2. PAST PERFORMANCE: 10 Points. The consultant shall provide up to three (3) projects performed in relation to this project (preferably in the past three (3) years) indicating scope, references and contact information).
- 3.3. QUALITY / QUALIFICATIONS / AVAILABILITY OF KEY PERSONNEL: 20 Points. The consultant should provide an organization chart with all proposed key personnel, including the supervisor level, functional responsibilities, key personnel, and other staff members who will be involved in this project.
  - 3.3.1. Name all key personnel that will be part of the consultant's team by completing and submitting the table below in the RFQ submission. (Note: Key personnel must be committed for the duration of the contract unless excused by Tourism. This requirement is non-negotiable.)
- 3.4 PROVIDE DOCUMENTATION OF MATCHING FUNDS: 20 points. The consultant should provide sources and amounts of nonstate matching funds for the project and should distinguish between committed and available funds, including providing timelines for the availability of committed funds.
- 3.5. LIST SIMILAR PROJECTS THE CONSULTANT IS WORKING ON OR HAS WORKED ON. 10 Points. For information on this table, see Section 6, Scope in this RFQ. The consultant populates the table below with applicable information and includes it in the qualifications packet.

Consultant Name	Key Personnel or Department Who Worked on the Project	Project Name	Project Location	Key Deliverable(s)	Date Range of Project

3.6. COMPLETENESS OF SUBMITTAL: [20 Points].

3 EVALUATION POINT SUMMARY:

This qualifications-based selection process is a means of selecting the “best suited” consultant(s) based first on the qualifications of consultants as measured by the selection criteria.

The following general criteria will be used in evaluating and rating the RFQs:

Evaluation Summary	Scoring
Statement Of Qualification - A statement of qualifications outlining the approach and methodology for requested consulting service(s)	20 Points
Past Performance - The consultant has provided up to three (3) projects performed in relation to this project (preferably in the past three (3) years) indicating scope, references and contact information)	10 Points
Quality / Qualifications / Availability of Key Personnel - The consultant has provided an organization chart with all proposed key personnel, including the supervisor level, functional responsibilities, key personnel, and other staff members who will be involved in this project.	20 Points
Matching Funds - The consultant has identified nonstate funds for ratios meeting or exceeding the required 1:1 match to the \$15,000,000 of state funds.	20 Points
List of Similar Projects Consultant Is or Has Worked On – Consultant has identified requested information.	10 Points
Completeness of Submittal – Consultant has responded to all requested information.	20 Points

4 FINAL RANKING OF RFQs:

5.1 The State of Wyoming will be the sole authority of evaluating the RFQ submissions. This qualifications-based selection process is a means of selecting the “Best Suited” consultant(s) based first on the qualifications of consultants as measured by the selection criteria.

5.2 Tourism will conduct a technical review to verify that submissions meet all criteria and score submissions.

- 5.3 The Wyoming Tourism Board will vote to make a recommendation to the Governor for final approval and certify that the recommended submission has a reasonable expectation of increasing tourism to Wyoming and generating additional jobs, gross state product, state revenue, and economic diversification per 2026 Senate Enrolled Act No. 27 Section 320(b)(vi).
- 5.4 Per 2026 Senate Enrolled Act No. 27, Section 320(b)(x), the Governor will grant final approval upon determining the project provides a "substantial benefit to the public."
- 5.3 This is not a Request for Proposal. The State of Wyoming is not obligated by this announcement to award any contract.

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## SECTION 4: SIGNATURE PAGE

The undersigned agrees to provide the Cowboy Museum and Hall of Fame Project in accordance with Request for Qualifications #2026-320.

### 1. BY SUBMISSION OF A STATEMENT OF QUALIFICATIONS, THE CONSULTANT CERTIFIES:

- 1.1. The consultant has not and will not attempt to induce any other person or firm to submit a RFQ for the purpose of restricting competition.
- 1.2. The person signing this RFQ certifies they are authorized to represent the company and are legally responsible for supporting documentation provided as a result of this advertisement.
- 1.3. Consultant will comply with all applicable state and federal regulations, policies, guidelines and requirements.

### 2. GENERAL INFORMATION:

Consultant Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Employer Identification Number (EIN): \_\_\_\_\_

### 3. OWNERSHIP AND CONTROL:

Consultant's Legal Structure

\_\_\_\_\_ Sole Proprietorship    \_\_\_\_\_ General Partnership    \_\_\_\_\_ Corporation

\_\_\_\_\_ Limited Partnership    \_\_\_\_\_ Other \_\_\_\_\_

The consultant shall provide to Tourism a certificate of good standing from the Wyoming Secretary of State or other proof that the consultant is authorized to conduct business in the State of Wyoming before performing work under this Contract. The consultant shall ensure all annual filing and corporate taxes due and owing to the Wyoming Secretary of State's office are up-to-date before signing the contract. Consultants may contact the Wyoming Secretary of State's office, Corporate Division at (307) 777-7311 for assistance.

#### 4. VERIFICATION

I certify under penalty of perjury, that I am responsible official (as identified above) for the business entity described above as the consultant, that I have personally examined and am familiar with the information submitted in this disclosure and all attachments, and that the information is true, accurate and complete. I may be charged significant penalties for submitting false information, including criminal sanctions, which can lead to fines and/or imprisonment.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

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