**Camp Pendleton Iwo Jima Memorial**

**Letter of Interest- Phase 1 Conceptual Design**

**5/8/2015**

From: Iwo Jima Monument West (EIN 46-7128553)

Trustee, Laura B. Dietz

Re: Letter of Interest for proposed **Camp Pendleton Iwo Jima Flag Raising Memorial**

**A. BACKGROUND**

Iwo Jima Monument West (IJMW) is a 501c3 charity. Its goal is to purchase a restored Iwo Jima flag raising monument by Felix de Weldon, the same sculptor who executed the massive bronze monument at Arlington VA, also known as the Marine Corps War Memorial. The monument’s restoration was executed in time for the 50th Anniversary of the Battle of Iwo Jima ceremony held on the USS Intrepid in NY Harbor in 1995. The monument owner, Rodney Hilton Brown, is a NYC financier and collector of war artifacts. Brown’s effort to sell the monument at auction in February 2013 was not successful (the $950,000 offer did not meet the reserve). Brown is currently storing the monument (16’ x 9’ x 20.5’) in Bethel, CT, awaiting purchase.

In November 2013, Mr. Brown reacted to the official announcement that a group in California was seeking to purchase the monument for a permanent home at Camp Pendleton.

“Most of the Marines who fought on Iwo Jima trained at Camp Pendleton, so basing it at Pendleton is just perfect. I am very excited about the whole idea…” (*San Diego Union Tribune*, 11-23-13).

A base spokesman said that the Marine Corps is supportive of the proposal in the same article.

In February 2014, the base Chief of Staff with department heads met with IJMW founder, Laura Dietz (Newport Beach, CA) and came to an agreement on the general location for the memorial area. This was followed by contact with base public works and the development of a draft RFP by a San Diego based firm.

Impact

The project fills a void at Camp Pendleton which has no major Iwo Jima monument that represents the Corps’ most well-known battle. Monuments by de Weldon are present on the East Coast. A replica sits at the Marine Corps Base at Kaneohe Bay, Oahu. The Camp Pendleton site will: (1) instill constant appreciation of the sacrifice of a previous generation of Marines and the Nation’s pride in its Marine Corps attached thereto; (2) provide inspiration to current and future generations of Marines and Navy corpsmen, and (3) remind Americans of the Marine Corps’ role in our Nation’s defense for 240 years and (4) in so doing, promote more education and understanding of the role of the military in our Nation’s history.

For those veterans of the battle, the few that remain will finally have an opportunity to see at Camp Pendleton, a symbol of their incredible courage and determination that made this battle irrevocably the symbol of Marine Corps ethos.

Site Selection

The site was chosen to meet certain criteria; (1) the location looks out over Vandegrift Blvd, named after the Marine Corps Commandant who understood the power of the image of the flag raising in A.P.’s Joseph Rosenthal’s iconic photograph; (2) atop a hillside adjacent to smaller Marine Corps memorials, facing the Pacific Ocean where the battle took place; and (3) within the view line of drivers on Interstate-5 which passes through Camp Pendleton even at dusk as the memorial will be lit in red, white and blue to reinforce that the Marine Corps is always on duty here and around the globe; and (4) as the lighting sets off the Honor Wall that holds 50 American flags (protocol still TBD) below the monument, as if embracing it.

The main elements to the memorial site are (1) the monument, its housing; (2) the Honor Wall and (3) the Tribute Garden, where Marine Corps related organizations, etc. may honor all veterans.

Camp Pendleton, established in 1942 as the Marine Corps’ west coast base in response to US entry into WWII is located physically in North San Diego County (Oceanside, CA). The base provided a location for shooting of the film “*Sands of Iwo Jima*,” starring John Wayne. Battle footage was inserted in the film and a flag raising reenactment was executed on Morrow Hill, in nearby Fallbrook.

IJMW’s goal is to select an architect with the vision, resources and expertise to provide the professional services required to see this project through from design through construction. As the monument in Arlington VA was dedicated to the Marine Corps War Memorial, this is a highly unique opportunity to be associated with an iconic American image that has been the most reproduced WWII image of the last century.

**B. SELECTION PROCESS**

The architect chosen will be selected by means of this design competition, given they are pre-qualified and in good standing. It is the intention of IJMW to seek creative solutions to (a) allow visitors to see the monument up close and (b) provide a cover (housing) that is retractable to allow for special outdoor events, ceremonies, etc. This is the most distinctive design feature.

Competing architects will be required to submit proposals that include project concepts, preliminary design drawings, a conceptual estimate and proposed professional fees. Each qualified architect will be able to participate in a site visit where by the Department of Public Works staff at Camp Pendleton will be able to answer general questions. Each architect will have an opportunity to participate in an interview where they will be able to present their proposals and be open to questions. Once the submission deadline has passed IJMW selection committee will select finalists based on a standard architectural protocol to ensure the integrity of the process.

IJMW reserves the right to withdraw this solicitation at any time without prior notice and makes no representations that any agreement will be awarded to any respondent.

**C. SELECTION AND SCHEDULE**

Evaluation Criteria

Project proposals will be scored by the selection committee (Marine Corps veterans [including Iwo Jima], major financial supporters, IJMW architect, and IJMW staff) based on the conceptual design submittal as well as the presentation and proposed fee. Each proposal will be evaluated on how it meets or exceeds the project objectives and programmatic requirements as well as the quality of the architectural and planning solutions.

Submittal Schedule

1. Release of Letter of Interest May 8, 2015

2. Letter of Interest must be Received June 8, 2015 by 5:00pm PDT

3. Issue Request for Proposals June 15, 2015

4. Pre-proposal Meeting/Site Visit for General Q&A June 23, 2015

5. Deadline for Submission of Proposal August 31, 2015 at 5:00pm PDT

6. Interviews/Presentation September 16-17, 2015

7. Finalists Selection September 23, 2015

8. Finalist Determination October 14, 2015

9. Public Announcement on Marine Corps’ 240th Birthday November 10, 2015

10. Notice to Proceed TBD

Camp Pendleton Public Works will be kept advised at all levels of program development. Subject to change by IJMW if circumstances arise due to Marine Corps Policies set by the base commander.

**D. FINANCIAL INFORMATION**

Project funding being accomplished through outreach to individuals, organizations, foundations and any non-governmental entities. Fundraising goals are to have all estimated project funds on deposit or pledged by year’s end.

1. Professional Fees

a. Conceptual Design

i. IJMW will provide stipend to short listed architects who provide a complete submittal

in an amount not to exceed $5,000.

b. Basic Design Services

i. Proposed fee shall be submitted with the design proposals. Disciplines to be included in the fee are Architectural, Structural, Mechanical and Electrical. Landscape and an amount for exhibit and graphic designers.

2. Construction budget is estimated to be in the range of $1.5-2.0 million.

Please confirm your interest in this project by signing the below and returning to me with your qualifications. Once qualifications are reviewed by an architect, all qualified parties will be sent the Request for Proposals simultaneously.

In appreciation for your consideration,

Iwo Jima Monument West

ATTN: L. Dietz

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IWO JIMA MONUMENT WEST

Yes, I am interested. I have included qualifications. Please send the Request for Proposal.

Letter of Interested must be received by IJMW by June 8, 2015 by 5:00pm PDT.

Signed:

Name:

(Please Print)

Company:

(Please Print)

Address:

Phone:

Email:

Date: