

**Request for Proposals - Statewide Study of Public and Private Museums - Addendum #1 –
Questions & Answers**

Addendum # 1 - Questions & Answers

Release Date: June 6, 2024

The following is a list of responses to questions submitted by prospective respondents (“Respondents”) to the Request for Proposals - Statewide Study of Public and Private Museums

| | Questions | Answer |
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| 1 | <p>How many museums would be the target of study?</p> <p>Is the State looking for the consultant to collect information on all the museums, or perhaps a representative sample?</p> <p>Is there a budget for the project, and if so, what is it?</p> | <ul style="list-style-type: none"> • All actively chartered public and private museums across the state, which is currently just over 1,500 organizations. • Ideally, this study would be an audit of the existing chartered museums, but the proposal should understand that data collected from the museums across the state will vary based on size of the organization, staff and collections. • ESD has been allocated \$1 million to complete the study, however we anticipate the potential vendor will outline a budget that they feel is reasonable to accomplish everything included in the scope of the RFP and that will be scored accordingly. |
| 2 | <p>Are the museums to be included in the study already signed on to be a part of the study or will it be the contractor’s responsibility to recruit them into the study? [II. Scope of Work - pg. 3]</p> | <ul style="list-style-type: none"> • While ESD will utilize existing channels from tourism partners to state agencies and statewide industry organizations to help get the word out about the study, it will be the responsibility of the vendor to get as many respondents as possible. • Documents sent to a New York State government entity are subject to the Freedom of Information Law (FOIL) found in Article 6 of the N.Y. Public |

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| | <p>What is the privacy and confidentiality of the data being collected from the museums for the study? [II. Scope of Work - pg. 3]</p> | <p>Officer Law. While FOIL provides a mechanism for members of the public to obtain documents from State entities, it also affords, among other exemptions, certain protections for businesses engaged with the State. Specifically, FOIL provides that records are exempt from disclosure that contain (1) trade secrets, (2) information that, if disclosed, would cause substantial injury to the competitive position of your organization, or (3) critical infrastructure information.</p> |
| 3 | <p>Is the study asking for the contractor to collect this data from the museums for a one time analysis or is the consultant being asked to create a system and/or database for collecting the data regularly? [II. Scope of Work - pg. 3]</p> <p>If the latter, is the expectation that the consultant will create this system/tool as part of the data collection required for this phase of work or can the data be collected in an ad-hoc manner in order to then later propose the best way of regularly collecting such data, and/or developing a true database and data collection system?</p> <p>How does the State and Empire State Development group plan to utilize the results of this study? [I. Introduction - pg. 2]</p> | <ul style="list-style-type: none"> • This study is a one-time data collection and analysis; however, it would be helpful as part of the analysis to determine if a maintained database would not only be possible in future years, but if it would also be beneficial to supporting museums in the future given the effort needed to collect such information. • Results of the study will be used by the state to help inform areas of support that may be needed for the continued success of the industry. That could inform support in the following areas: funding, policy, administration, capital, marketing, workforce development etc. |
| 4 | <p>When you envision the final deliverables of this work, what does it look like? Is it a static database and report on the data analysis of the collected data and recommendations? Is it a live database that is updated regularly? Is it a roadmap for developing a reporting system and live database based on the findings and recommendations of the contractor? [II. Scope of Work - pg. 3]</p> <p>If the museums to be included in the study have</p> | <ul style="list-style-type: none"> • Ideally, the final report should be inclusive of all the data collected as part of the survey, as well as an executive level summary and analysis of the findings. The vendor should propose the type of reporting mechanism that can clearly demonstrate the information needed as part of the scope, as well as illustrate the findings in the analysis portion of the report. • Range of attendance is something we anticipate as a finding from the survey. |

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| | <p>already been identified, what is the range of attendance for these organizations? [I. Introduction - pg. 2]</p> <p>Are there Visitor Statistics that the Empire State Development team has in mind for what it hopes to be able to collect as part of this study? [II. Scope of Work - pg. 3]</p> | <ul style="list-style-type: none"> No, we'd like the vendor to suggest which visitor statistics would be most reasonable to collect as well as informative to the report. |
| 5 | <p>For the study of NYS museums, will you be able to provide a list of all museums operating within NYS?</p> <p>Will that list include the museum directors and or administrators along with their email and phone numbers for the purposes of contacting them to complete a phone or email survey?</p> | <ul style="list-style-type: none"> Yes, in working with partners in the State's Education Department, we will be providing a list of all actively chartered museums. There is contact information for museums, however, there is no guarantee how up to date the contact information is and there will likely be a need for research of contacts. |
| 6 | <p>On page 3, the first deliverable asks for "Statewide" data collection. For that collection, what is the minimum percentage and/or number of New York state museums that would be considered a valid sample?</p> <p>According to page 2 of the RFP, there is a list of museums chartered by the New York State Board of Regents.</p> <p>Will the Contractor have access to this list?</p> <p>What types of contact information is included (e.g., names of staff/trustees, email addresses, phone numbers, physical addresses, websites)?</p> <p>How up-to-date is this list?</p> <p>Are there any other contact lists the Contractor will have access to? If so, what are the sources of those lists?</p> <p>What are the most important lines of inquiry that this data set will be used to answer? That is, what are the main things New York State wishes to understand?</p> <p>Will the overall results of this data collection (i.e., the aggregate findings and relevant</p> | <ul style="list-style-type: none"> We will provide the list of actively chartered museums in the state which is currently a list of over 1,500 locations. Ideally, ESD would like information from all museums if possible, however the vendor should outline in the proposal how they would create a mechanism for data collection and if that is based on a sample, what that sample would be and how it would impact the report. There are names and contact for the museums on the chartered list, however, there is not a guarantee the information is up to date and the vendor should prepare for research of contacts in the event that ones listed are outdated. ESD also has contacts at museums, as well as industry stakeholders and partners that can help identify contact persons at museums. All lines of inquiry outlined in the scope are important for the state to get a full picture of the existing structure and size of the museum industry. The information from the report will be shared among state agencies listed as part of the statute and reported to the |

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| | <p>segmentation) be considered proprietary to New York State, or will they be freely shared with New York State museums, the Museum Association of New York, and/or any other relevant organizations?</p> <p>When would Empire State Development like the study to be completed by?</p> | <p>Governor and Legislature upon completion.</p> <ul style="list-style-type: none"> The vendor should propose a reasonable timeline to collect and analyze the data, as well as craft a comprehensive final report. Ideally, ESD would like to see a final report delivered within the second quarter of 2025. |
| 7 | <p>Is there a specific number or general numeric range of museums that Empire State Development is seeking to assess?</p> <p>What is the ceiling award for this contract?</p> | <ul style="list-style-type: none"> ESD will provide a list of actively chartered museums in the state which is currently over 1500 properties. ESD has been allocated \$1 million to complete the study, however we anticipate the potential vendor will outline a budget that they feel is reasonable to accomplish everything included in the scope of the RFP and that will be scored accordingly. |
| 8 | <p>What's the strategic impact of the database and for whom? Is this intended to be an internal database that lists museums and/or links museums to their responses through this research? Is it intended to be a resource for the public or policymakers? Will the database be transferred to ESD or another entity for ongoing maintenance in the future?</p> <p>Is part of the scope of this work setting a clear definition of museums as the study population? Or is there a clear definition of museums that ESDC would like to see applied? For example, is this study intended to include collections managed / made accessible by municipal historians?</p> <p>The legislation for the Museum study act allocated \$1 million dollars. Will the entirety of this amount (\$1Mil) be allocated as a budget for the study? If not, how much is allocated for the study?</p> | <ul style="list-style-type: none"> The required work product of this will be a final report that will be made available to the participating agencies as listed in the statute which include: ESD, NYS Department of Education, NYS Council on the Arts, Office of Parks, Recreation and Historic Preservation, Department of State and Department of Environmental Conservation. The final report will also be delivered to the Governor and the Legislature upon completion. The final report is meant to be a resource for state government as well as inform areas the state might be helpful to the museum industry moving forward. The definition of museums should be the definition set by the NYS Board of Regents and State Education Department that is utilized in the charter process. ESD has been allocated \$1 million to complete the study, however we |

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| | <p>Might you share the timeline for the project including the completion of the study?</p> | <p>anticipate the potential vendor will outline a budget that they feel is reasonable to accomplish everything included in the scope of the RFP and that will be scored accordingly.</p> <ul style="list-style-type: none">• The vendor should propose a reasonable timeline to collect and analyze the data, as well as craft a report. Ideally, ESD would like to see a final report delivered in the second quarter of 2025. |
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