

**FAQs from Virtual Museum Creative Services RFP**

*Responses by Valerie Knoblauch, President and CEO, on February 13, 2024*

**1) Where can we find a list of compiled resources?**

- Project overview, timeline, RFPs, and more can be found by visiting [VisitFingerLakes.com/virtual-museum](https://www.visitfingerlakes.com/virtual-museum).

**2) Can you show us an AR experience that inspired you for this project?**

- There is not one experience that inspired us to think of this. The closest I can come to answering is to say that I was looking at a blue sign which described a town that just 100 years ago was bustling and now it's only a few homes. I was imagining what it might have been like to be there at that time. Could we quickly reinvent that bustling town? At the same time, I was in Opryland, and they had a virtual safari that involved stickers on the floor to "find" the 12 animals highlighted in the safari. The animals were ultimately presented to us in AR with facts about their "time".

**3) Is there a target project start and launch date?**

- Engagement for the project is anticipated to begin on February 24 after the RFP is awarded to a vendor. As far as project launch – we are expected to spend our money and have this project done by December 31, 2024. We hope we can make that – but may have to anticipate requesting an extension, which we believe the state might be amenable to for about 4 months at maximum.

**4) When do you anticipate the brand design and guidelines will be completed?**

- I see working with the Magic Studio, our traditional graphic designer, and the selected vendor to finish these guidelines. They are obviously an essential part of design and continuity, so I believe it would be something we would get right on, once the entire team is in place. My goal would be to see this by April 15.

**5) In your grant proposal, you mention a library of virtual stories and storytelling. Is this library of stories already developed, or is building it a major component of our production?**

- Our library, so to speak, has about 290 signs/markers in it. We are choosing those that we want to develop the stories. Developing the stories and presenting the stories are the major component of this museum. It will require work and interaction with our library as well as local resource people and experts who can fill in details of the story. We have themes in mind to tie signs together, but each would have a slightly different story within that theme. For instance, Susan B. Anthony would have her story about women's rights, and Dr. Elizabeth Blackwell will have a story about women's rights.

- 6) **The proposal mentions an inventory of markers/signs/plaques. Will we be responsible for choosing the featured signs from the completed list?**
  - We will provide an initial list that we want to definitely have. However, upon seeing the story potential and the creative potential, and the vendor gaining awareness of our assets, we welcome suggestions to broaden the featured list.
  
- 7) **Will the “new signs” be part of the February 15 inventory, or will those be created later?**
  - The ideas for the new signs are being generated now. They will be on the inventory list as ideas. Content for those and production of those and placement of those will ultimately need to happen. Our intent is to keep it flexible so that we can finish the project and not let any one idea or sign stop us from activating the project.
  
- 8) **Is the reference to 30-60 second mini vignettes on the website part of the RFP? Should we consider that to be a specification for the length/duration of our deliverables?**
  - Yes, we are anticipating a 30 – 60 second vignette, that at its close, would send/recommend that “if you would like to learn more about this go to XYZ.com or stop at the XYZ historical society for more information.”
  
- 9) **How much of the virtual museum do you envision to be AR, vs more traditional media such as video and web copy? Are you open to any combination?**
  - Yes, we are open to any combination, and also hope that using student talent and our partnership with the Magic Studio affords us the opportunity for more AR. I would suggest that you consider bucketing this to how many AR full experiences, medium type experiences and basic experiences and what that looks like.
  
- 10) **To what extent can we modify the signage to enable the virtual museum? Should the costs for this modification be included in our budget?**
  - Costs for modifications to the signs are outside of this budget and are actually in the construction budget. However, we are looking to the creative to “tie” things together so that the “participating signs” are identifiable.
  
- 11) **Do you already have a vendor for the physical build-out/integration of the QR codes into the signs, or is that something we should budget for?**
  - This will be a separate RFP. You do not need to budget for this, except the production of the QR Codes and the ability to translate them to the production of signs – whether they be aluminum, cast iron or some other material.

**12) Will we be responsible for sourcing any permits from the Local or State Historic Preservation Office that are needed in order to include QR codes or activations on the signage?**

- You will not be responsible for any permitting. We have a grant administrator who has experience in this – and are also working with the Ontario County Planning Department.

**13) Are we able to meet with the referenced county and city historians? If so, should we include their time in our budget, or is it in-kind?**

- Yes. We will work with everyone to meet each other and utilize the talents and expertise we have. Any traveling expenses are out of budget. None of the historians are paid by us for this project. So, we will have to respect their volunteer time and encourage their enthusiasm to be part of this. Right now they are quite enthusiastic and have been told that we need them for research and resources.

**14) Could you elaborate on "'the average person' must be able to use any interfaces to create simple updates in program elements"? Does this mean you'd like to be able to edit the experience without our assistance?**

- We do not have an ongoing budget for this program after the grant, therefore, as part of the grant, we need to learn how to keep-up our museum without high level technical training or software that will easily go out of date.

**15) Do you expect this experience to be hosted on the FLVC website or are you looking to create a new domain?**

- We have not determined this yet, but we are eager to have this defined for maximum benefit as the result of discussion with our creative partner and web team.

**16) Do you have a separate budget allocated to press/advertising for this effort?**

- No budget has been allocated to press or advertising yet. That is considered a phase 2 potential grant request. Therefore, the advertising and marketing of this wonderful museum will fall to the work of our marketing team. We certainly hope that there will be a bit of value add from the creative services agency.

**17) Can you tell us a bit about visitation demographics to Ontario County?**

- An available source to touch briefly on this would be the [Tourism Economics Annual Report](#).