

**Historic Marker, Signs, Plaques Inventory for Ontario County  
Creating a Virtual Museum**

**Ontario County Four Seasons Local Development Corporation  
(d.b.a. Finger Lakes Visitors Connection)  
Historic Marker, Signs, Plaques Inventory for Ontario County  
December 4, 2023**

**Purpose**

The purpose of this request for proposal (RFP) is to identify the appropriate vendor to build an inventory of historic markers, blue and related historic signs, and plaques for Ontario County. The inventory will subsequently be used as a resource for development of various programs for travel and tourism promotion and marketing. Additionally, this inventory would be available to the various historians of Ontario County for their purposes in noting historic events, people or places generating from Ontario County.

**Grant**

Finger Lakes Visitors Connection received a Market NY Capital Grant to create a "virtual museum". The program interconnects the various historic markers and signs throughout the county into a "necklace" of stops. At each stop, AR (augmented reality) technology will tease the story of that stop. When these stops are virtually connected, they become a virtual museum of history for Ontario County.

As a first step of the grant, an inventory of possibilities is important. From these possibilities, the AR stories will be generated. A separate RFP for that will be made available. Finally, the marketing will take place to ensure that the word of this exciting and distinct program is out. There is up to \$7,500 available for the inventory portion of the grant.

**Details**

**Details on the program including the grant application are available at  
[VisitFingerLakes.com/virtual-museum](https://VisitFingerLakes.com/virtual-museum)**

**Contact Information**

For questions related to this RFP, please contact:  
Valerie Knoblauch, President and CEO, Finger Lakes Visitors Connection  
[Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com)  
585-394-3915

**Deadline for Responses**

RFP Issued: December 4, 2023  
December 18, 2023 (4:00 p.m.)

Responses submitted by email to:  
[Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com) and [Projects@VisitFingerLakes.com](mailto:Projects@VisitFingerLakes.com)

Finger Lakes Visitors Connection – Ontario County Four Seasons Local Development Corporation  
Virtual Museum – RFP for inventory of Blue Signs, historical markers, interpretive signs, monuments.  
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## Historic Marker, Signs, Plaques Inventory for Ontario County Creating a Virtual Museum

### **To All Prospective Bidders:**

#### **Finger Lakes Visitors Connection (FLVC)**

FLVC is the official tourism promotion agency for Ontario County in the Finger Lakes of New York State. We are located at 19 Susan B. Anthony Lane, Canandaigua, NY 14424

#### **About Ontario County**

Ontario County is known as the "Mother of Counties" in western New York. We have been the stage upon which has been played much of the history of the Empire State. Purchased from the Native Americans by Massachusetts speculators Oliver Phelps and Nathaniel Gorham, "Old Ontario" was the scene of dramatic events long before the birth of George Washington. From then until "today" history is still unfolding and being commemorated through a growing number of historic markers, monuments, and plaques. These markers commemorate notable people, historic happenings and special features or businesses in Ontario County. The county seat is in Canandaigua, NY; another city within Ontario County is Geneva. The county was officially formed in 1789. The County is 663 square miles and signs/markers are spattered throughout that area – some in obvious places, others more obscurely located or missing.

#### **About this RFP**

The purpose of this request is to identify and retain the appropriate vendor who can perform an inventory (on the provided or upgraded excel sheet) of historic markers, signs, and plaques. The reality is that there is no "one-source", details are spattered across multiple databases, and the inventory is constantly evolving. This project will pull together multiple sources that can be drawn upon not only for this program, but for future history or other thematic programs.

The winning vendor will improve the basic spreadsheet setup by Finger Lakes Visitors Connection, input data into the excel spreadsheet, and verify the accuracy of the data at the time of completion. Additionally, the vendor will be required to transfer or "make" up to 200 "listings" of data and connect photographs and other ephemera to the listings for the purposes of story building for the next phase of the RFP.

Beyond what can be provided by FLVC in our files, the successful vendor will identify additional signs and back that can also be entered into the worksheet. FLVC will provide all information it has. But, additionally, but improvements will require the vendor to have a degree of curiosity, access to the web, occasionally conduct in-field reconnaissance and provide documentation and supporting materials.

The budget for this project is \$7,500. FLVC reserves the right to adjust this amount based on the content of proposals and related factors.

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### Project Scope and Development Criteria

This project aims to collect and connect information regarding the markers, plaques and signs as it exists in various websites, provided materials, and the FLVC databases – including photos, video, and inventory modules. FLVC will be providing a “start-up excel sheet” which is intended to be perfected and optimized through the successful vendor.

- The successful vendor will use the excel datasheet provided and be competent to make improvements in the spreadsheet to connect all resources and provide such utility for filtering and sorting the various fields. It is expected that there will be up to 300 entries (rows in Excel) with up to 45 fields (columns in excel); and with connecting links to resources.
- The successful bidder must ensure accuracy of data entry and appropriately credit sources of the information.
- The successful vendor will guarantee that the spreadsheet final product is user-friendly in terms of across multiple devices (macOS and Windows based machine)
- The successful vendor should be familiar with Simpleview CRM and CMS for cross pollination of data and be willing to commit up to five days of in-house data entry/conversion/importing into our systems.

### Qualifications

Responding applicants should possess the following qualifications:

- Research experience and a respect for historical data and facts (collection of ephemera)
- Access to technology and software as required by FLVC. Ability to use Google products including Google sheets, Microsoft products, Simpleview CRM database, Dropbox.
- Proven accuracy with keyboarding and grammar and spelling

### Response and Relevant Experience

In preparing your response, **please fill out the attached sheet directly.**

1. Describe your upgrades to the excel sheet that is provided as a “base.” These upgrades should make the sheet more “filterable”; more “shareable”; more “upgradable” in other ways.
2. Describe your ability and flexibility to spend at least 3 days and up to 5 days in the FLVC office for direct data input and/or conversion or important scripts.
3. Describe your experience in working with the technologies mentioned throughout the RFP
4. Please indicate if you are a registered WMBE in New York State.
5. Please note the expertise of people expected to contribute to this project.

### Timeline

See Final Page.

### Evaluation Criteria

See Final Page.

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### **Terms and Conditions:**

This RFP does not represent an offer or any kind of a commitment by Finger Lakes Visitors Connection to any respondent nor does it represent an agreement to pay for costs incurred in the preparation of a response to this RFP. Respondents are responsible for all costs of any kind, including any travel involved in the preparation of their respective proposals.

This RFP and the selected response to the RFP may become a part of the final agreement between FLVC and the firm selected to provide services as a result of the solicitation. FLVC shall own all materials submitted in response to the RFP.

FLVC reserves the right to refuse any and all bids without explanation.

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**RFP Response Sheet. Use this sheet as your cover page for the bid.**

Bidder Company Name:

Bidder Company Address:

Bidder Contact Information – lead for project

Name:

Email:

Phone Number:

Bidder Business Status

\_\_\_ is the bidder a certified WMBE in NYS (yes or no)

\_\_\_ is the bidder a not-for-profit organization (yes or no)

Quote: Not to exceed: \$

Note – all payments from FLVC will need to come at the completion of certain dates/milestones as established. No payment will be given in advance.

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Contact Information of Person submitting bid:

Signature:

Email:

Date:

P.S. if you decline to bid, FLVC would be interested in knowing why. Is it timing, capacity, abilities?

Other \_\_\_\_\_ I decline to bid and want to share with you the reasons:  
(capacity; cost value; expertise; other?)

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**Bidder Company Name:**

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Research and Team Experience

Does a member of your team for this project have experience in:

- a. Historical Data and Theme development (yes or no)  
If Yes, List Members Name and note experience
  
- b. Simpleview CRM input (yes or no)  
If Yes, List Members Name and note experience
  
- c. Do members of your team have access to: (yes or no) by each
  - a. Microsoft Products (Google sheets, etc.)
  - b. Adobe Acrobat and Design
  - c. Dropbox and other file transfer tools
  
- d. Have experience or training in services for grammar and spell checking (yes or no)  
If Yes, List Members Name and note experience
  
- e. How will your team translate the data from the excel sheet into a presentation? How will you help us “visually look good” in public presentations.

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**Bidder Company Name:**

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**Response and Relevant Experience**

In preparing your response, please address the following points:

6. Describe your upgrades to the excel sheet that is provided here as a "base." These upgrades would make the sheet more "filterable"; more "shareable"; more "upgradable" in other ways. Briefly (just a couple of sentences each to describe your technique for making this excel sheet. If you can be specific within "excel" that will be helpful.

- a. Filterable
- b. Shareable
- c. Upgradeable – for the future.

7. Training – will training be provided to FLVC staff and others as necessary through project completion date? (yes or no)

Comments:

8. Please note the following deliverable dates and how you will meet them:

- a. Sheet Ready for input data entry and approved by FLVC.                      Date:
- b. First 50 listings entered, checked and tested.                                      Date:
- c. Next 100 listings entered, checked and tested.                                      Date:
- d. Final set of listings (approximately 200)    Date:
- e. Input into FLVC/Simpleview CRM    Date:
- f. Project completion ... (no later than May 1, 2024)                                  Date:
  - i. Desired Date is mid-February 2024.

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### Evaluation Criteria

Proposals will be assessed according to the following criteria:

- Expertise and experience with historic data projects
- Explanation of excel sheet upgrades
- The ability to perform the required services efficiently, accurately and successfully within the timeline provided.
- Thoroughness of proposal. Response to all items in response and relevant experience above - in sufficient detail.
- WMBE certification will be a factor in awarding this proposal
- Your proposal for cost of the project as presented. FLVC may request that you explain the method used to arrive at any or all prices.
- Value added items.

### Submitting Your Response & RFP Timeline

Bidders response to the RFP should address all points noted above and within this timeline:

- December 7, 2023. Bidders *may* indicate intent to bid.
- December 11, 2023. Any bidding points or clarifications should be put in writing. These can be sent to [Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com) and [Projects@VisitFingerLakes.com](mailto:Projects@VisitFingerLakes.com). Any questions/answers will be provided to all bidders who have indicated an intent to bid.
- December 12, 2023. All clarifying questions will be addressed.
- December 18 by 4:00 p.m. Materials submitted, including RFP response sheet (Emailed to [Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com) and [Projects@VisitFingerLakes.com](mailto:Projects@VisitFingerLakes.com))
- December 20, 2023. FLVC will make decision and notify all candidates by the next day.
- December 22, 2023. Contract sign, project to start.

**Submit to:** [Valerie@VisitFingerLakes.com](mailto:Valerie@VisitFingerLakes.com) and [projects@VisitFingerLakes.com](mailto:projects@VisitFingerLakes.com)

**Questions:** 585-394-3915