

SNHA Interpretive Plan RFP

Answers to Consultant Questions

For the component level interpretive plans, can you clarify what you are seeking in terms of narrative structure and exhibit concepts, particularly around what level of detail you are expecting? We are not expecting a full exhibit narrative, but at the very least a cohesive storyline in outline form. Something that we can then bring to an exhibit designer and flesh out the actual exhibit script. And ideas for multimedia concepts, such as where to use audio and video, or immersion.

For the cost, because there will not be fully developed exhibition design plans, what level of detail are you seeking here? High level. Sketches would be fine, but not detailed renderings. The next step will be to pass the interpretation plan to an exhibit designer who will handle that work.

For timeline, we are concerned about the 9 month timeline particularly with the number of ways that community and scholarly feedback is a vital, important part of this project. Is there any give in expanding the timeline? Yes. We don't want to drag it out too long, but we need to get this right. So I would say we could extend it to a year.

How much does staff want to be included in each step? Are you hoping we guide their creation or are just checking in occasionally, or someplace in between? We would want to be included in each step. As you can imagine, there is a lot of passion about this project and a lot of opinions. What I would like to do is find someone who can help harness the passion and opinions, and maybe point us in some different directions, things we hadn't thought about.

Why now? And what is guiding their timing or what are they trying to reach? To me, it's the natural next step after the Master Plan and before we move to exhibit design and A&E. We need to think about how we knit all the stories and resources on the landscape together, holistically, before we launch into design and renovation. I'm afraid that if we don't, it will be jarring for the visitor and will seem like we took different resources and slammed them together, rather than something that flows.

What are the current federal administration impacts on this project if any? We are a 501(c)3 non-profit, but we do receive money from the federal government. We were only impacted by the initial funding freeze a year ago, and that was just for a short time. We have not had any money clawed back or lost any funding. That being said, \$60K of the funding for this project is through a CDS-HUD grant and \$30K is from an Underground Railroad Network to Freedom grant.

When you say narrative structure/concepts/programmatic recommendations- what do you mean by this in comparison to the existing plans? What level of detail are you looking for? The Interpretive Framework, to me, is just that—a framework. I would like to see out of this plan a more robust narrative structure—what stories are we going to tell in each of the spaces, and how are we going to structure those stories to make sense to the visitor. I feel like the Interpretive Framework was lot of different ideas, but we need a narrative thread to run through them.

Will the client provide assistance with the Part A focus groups (identifying participants, managing invites and RSVPs, handling hosting logistics)? Yes

Will the client provide assistance with identifying, assembling scholars, and providing any honoraria? Yes, we already have a list of potential scholars.

Who is part of the Interpretation Work Group? Community historians, CVB representatives, staff, and board members.

Assuming that the selected scholars may not all be local, can the scholar roundtables be virtual? Yes

Is the intent that the community feedback session be an opportunity for the community to comment upon the Visitor Experience Plan? Yes