

REQUEST FOR PROPOSAL for Audience Research Services  
Goodhue County Historical Society

**Project**

Audience Research for Interpretation and Public Program Development

**Introduction**

The Goodhue County Historical Society will be conducting visitor panels to generate feedback that will be used to develop an Interpretive Plan and a Strategic Agenda for Public Programming, both of which do not currently exist.

The mission of the Goodhue County Historical Society is to serve as the steward for county history by collecting, preserving, and promoting the natural and cultural history of Goodhue County through education and outreach. The Society maintains four full-time, permanent staff members, more than forty active volunteers, and occasional contract staff. The Goodhue County History Center is a 25,000 square foot facility located in Red Wing, MN that welcomed over 5,000 annual visitors in the previous two calendar years. Our permanent exhibits and research library are complemented by an array of public programs, special events, and a full calendar of traveling exhibitions.

**Scope of Required Services**

- **Planning visitor panels**, including developing goals with project staff, creating panel discussion guides, and recruiting panel participants
- **Facilitating visitor panels**
- **Visitor panel analysis and reporting**, including transcript analysis and a final report

**Proposal Requirements**

- **Demonstrated experience in the following areas:**
  - Facilitating visitor panels or focus groups evaluating museum interpretation, education, programs, or outreach
  - Writing and/or consulting on interpretive plans, engagement strategies, education plans, or public programs
  - Vendor should be aware of current museum discourse regarding interpretation, community outreach and engagement, as well as best practices
- **Proposed budget** to provide the required services broken down by line item
- **Proposed timeline** for the project which will commence the second week of January and include a Final Report completed no later than June 30, 2018

**Submissions**

Proposals are due on **Friday, November 17, 2017** by 11:59 pm. Proposals must be submitted to Casey Mathern via email at [collections@goodhistory.org](mailto:collections@goodhistory.org) as a PDF. All proposals will be reviewed by Monday, December 11, 2017 and applicants will be notified of their status shortly thereafter. The Goodhue County Historical Society reserves the right to interview potential vendors as part of the review process.

Any questions about this RFP should be directed to Casey Mathern ([collections@goodhistory.org](mailto:collections@goodhistory.org)) or Lindsey Rindo ([education@goodhistory.org](mailto:education@goodhistory.org)).