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RFP ADDENDUM #1  
Date of Addendum: 10/20/2017

NOTICE TO ALL POTENTIAL RESPONDENTS

The Request for Qualifications/Proposals (RFQ/RFP) is issued as set forth in this Addendum. The original RFP Documents and any previously issued addenda remain in full force and effect, except as modified by this Addendum, which is hereby made part of the RFP. Respondent shall take this Addendum into consideration when preparing and submitting its Proposal.

PROPOSAL SUBMITTAL DEADLINE

The Proposal submittal deadline remains the same and is not altered by this Addendum.

QUESTIONS AND ANSWERS

The following questions and answers are provided as a matter of information to clarify issues raised about the RFP.

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1. Is there tentative timeframe for the museum development project itself, e.g. prospective launch date of the museum, or a general remodeling timeframe?
    - ✓ There is no timeframe for the development of the project. We are in the preliminary stages and are seeking a Consultant to guide us through the process.
  2. Based on the RFQ/RFP, we understand that the JCRA has planned the budget for the building acquisition and capital improvement, potentially with additional funding from the City. Could the JCRA further specify the current budget, as well as the scale of the potential funding from the City?
    - ✓ We have executed a contract to purchase the building. We are in the preliminary stages of estimating the capital improvement costs. We have access to the capital markets, when needed, to fund same.
    - Additionally, more specific to the additional public funds from the City, has any distribution planning been done to be shared with the prospective respondents? For instance, has certain portion of the funds been set to purchase the artworks to build the collection for the museum?
      - ✓ Not as of yet.
    - In preparation for the fee proposal, it would be helpful to know the expected duration of the role, as mentioned above, as well as the a budget range the JCRA has designated for the consultant of this museum development project.
      - ✓ New Jersey State law requires that a consulting contract for a public body may not exceed twenty-four (24) consecutive months, though it may be extended for

a maximum of two additional years. We fully expect this engagement to last at least twenty-four (24) months.

- ✓ The JCRA does not have a budget range; it will consider a monthly retainer with an hourly rate for additional hours as needed.

3. To repurpose the Pathside Building, will the capital improvement include both the exterior and the interior?

- ✓ Yes.

- Has an architect already been selected to execute the project? Or would this be part of the responsibility of the consultant to propose candidates and advise on the selection process?

- ✓ An architect has not been selected. We will look for the Consultant to provide advice in this process.

4. Would the content of our original proposal be deemed as intellectual property, not to be used and/or copied for this project and other purposes?

- ✓ To the extent permitted by law, we will retain such information as confidential.

5. We noted several different and seemingly conflicting descriptions of the desired museum:

- Page 5 says “a regional museum” – implying a history museum.
- Page 7 states to “expand the Jersey City brand into the cultural arts...selected consultant should be an active participant in the museum and art dealer market with extensive contacts and relationships.” This suggests a fine art museum
- Page 8 states a goal to address “underserved constituencies” This does not quite correlate with the art auction market.

Can you clarify the goals and vision of the museum in light of these three statements?

- ✓ While we have not ruled out a history museum, we are more focused on a fine arts museum. The goal is to expand the reach and appeal of the museum by providing exhibits and experiences that cannot be duplicated by a visit to another museum in the region.

6. The RFP states that the JCRA is open to the type of Museum.

- Can you please expound on this range?

- ✓ We recognize that the task of developing a museum is expensive and complex. At such a preliminary stage we are remaining open to the multitude of possibilities that may present themselves. The Consultant will help us better define our vision.

- Is JCRA open to innovation and type of museum outside the traditional norms of museum genres?
  - ✓ Yes.
- Is it committed to an Art museum?
  - ✓ While the current intention is to focus on the visual arts (with a limited component of the building reserved for local artists etc.), the City is prepared to consider other options.
- What is needed, within the ecology of current Jersey City art venues?
  - ✓ Jersey City is home to the Liberty Science Center, an interactive science museum and learning center, which will be undergoing an incredible renovation and expansion. Accordingly, this type of museum is well served in the City. We are also home to the historic Landmark Loews Theater, which presents films and live performances; and Mana Contemporary, a contemporary art center that provides services, spaces, and programming for artists, collectors, curators, performers and students. Both the Theater and Mana Con located within the Journal Square neighborhood that includes the Pathside Building. Neither of these institutions, however, limits the opportunities that may be available for the Pathside Building.
- Do you have any comparable institutions that you desire to emulate? Or avoid?
  - ✓ There are a number of private museums across the country that would serve as a possible way to develop our museum. Regionally, the development of MoMA PS1 by the Museum of Modern Art is also an interesting example of a successful expansion of a museum with national acclaim.
- 7. Who is not being served by the current museums and galleries?
  - ✓ Other than the Liberty Science Center, the existing cultural opportunities in the City are limited.
- 8. What will be the governance structure of the Museum?
  - ✓ The governance structure will be determined with advice from the Consultant.
- 9. We understand that the ownership of the Jersey City Museum Collection is being transferred to New Jersey City University, Within this context can you please expound:
  - What is the source of the funding?
  - Who owns the current collection?
  - Is there a current collection?
  - What is included in the collections?
    - ✓ This information is not germane to this RFP.

10. What is the deliverable for this RFP:

- Master Plan
- Open-ended Consultancy
  - ✓ The Scope of Work and deliverables are provided in the RFP. This engagement may be best accomplished with a monthly retainer consultancy agreement.

11. In regard to the Scope of Work/Deliverables, does the development of the Strategic Plan for the Pathside Museum include an economic feasibility study, and a statement of probable costs for capital renovations?

- ✓ To be determined.

12. Are there specific community orgs/groups that have been identified/expressed interest in being potential partners?

- ✓ We are in the process of identifying local community groups and organization to assist us.

13. Do you know who the client team is? Client Rep?

- ✓ Per the RFP, the client representative for the duration of the RFQ/RFP process is Barbara Amato. The client team has been assembled. However, several members of the client team will serve as members of the RFP Evaluation Committee. In accordance with the RFQ/RFP and New Jersey State law, the names of the members of the Evaluation Committee cannot be disclosed until they have submitted the Evaluation Report on the RFQ/RFP responses to the JCRA.

15. Is there an estimated target budget for the study and/or the overall project that can be shared at this time?

- ✓ Not at this time.

16. Are there funds available to realize this project fully or to what extent?

- ✓ Funds will be available for the Pathside Building's acquisition and certain capital improvements. The City intends to invest additional money. Until we are further in the process, we will not have a budget or identified reserves for all costs.

17. What is the radius impact you're looking to achieve with this project? Are you looking to target neighborhood communities beyond Jersey City, and if so, which ones?

- ✓ The intention is for the Jersey City Museum, and the Journal Square neighborhood, to become a cultural destination for visitors throughout the Delaware Valley and the New York metropolitan area.

18. Who is going to run the organization after the Museum opens? Will this be handed over to a non-profit entity?

- ✓ To be determined in collaboration with the Consultant.

19. How many hard copies of the proposal are required?

- ✓ Respondents should submit five (5) hard copies of their proposal. Proposals should be submitted on 8 ½ x 11 sized paper, printed single sides. Each page of the proposal must be numbered. In addition, one (1) copy of the proposal in PDF format organized in the same manner as the bound proposal must be submitted on a USB drive.