



February 18, 2026

To All Proposers:

Subject: **RFP No. 8621-W6, Consultant – Cultural Plan / E.D.**

ADDENDUM NO. 2

To Whom It May Concern:

With reference to our proposal request relative to the above subject, please refer to the changes/modifications/clarifications to the original proposal request.

- **Please see below questions received and responses from City**
1. Evaluation – how rooted in economic impact does this need to be? That is, do you want the evaluation report that includes data based on IMPLAN, REMI, input-output multipliers? Or is the evaluation sufficient to measure more qualitative metrics in the plan based on data instruments such as surveys and a current conditions analysis?
The consultant should apply their professional expertise to recommend the most appropriate evaluation methodology based on the goals, outcomes, and strategic activities outlined in the 2019 Cultural Plan. The approach may incorporate quantitative economic impact analysis, qualitative measures, or a combination, as appropriate.
 2. For the stakeholder engagement, would the city make their website available as a platform where engagement opportunities could be promoted?
Yes. The City's website and official social media channels will be available to support outreach efforts, including promotion of surveys, public meetings, and other engagement opportunities.
 3. Have any City of Worcester leaders already been identified for the Steering Committee? Who in the City would lead this project on the client side, i.e. Would it be staff from the Executive Office of Economic Development?
The selected consultant will collaborate with the Cultural Development Officer to identify and convene key stakeholders for the Steering Committee. Lists from previous focus groups and planning efforts are available but will require updating to reflect organizational transitions and current leadership. The project will be led on the client side through the Executive Office of Economic Development.



4. How important is having a local presence on the ground for the planning firm? We are based in New York, although I (I would be lead) am from the Boston area and still could stay with family there.
A local, on-the-ground presence is highly preferred. The City expects the consultant to lead in-person stakeholder engagement activities, including focus groups and community sessions, as certain data collection and relationship-building efforts cannot be effectively conducted remotely. Proposers should clearly outline their engagement and outreach strategy in alignment with the scope of work.
5. Who do they consider internal and external stakeholders for this project?
Internal stakeholders are considered to be municipal staff. External stakeholders are residents, business, organizations, institutions, and coalitions within the cultural community.
6. What role does industry play in engagement given the economic role of music, arts, and movie production locally?
Businesses, organizations, and institutions that contribute to the industry through employment and other economic outputs would indeed be considered stakeholders for the purposes of this plan.
7. What key city and regional plans are key to this cultural plan?
Please refer to Attachment A in the RFP for a list of relevant plans, studies and reports.
8. What is the budget range to support this kind of project?
Please refer to addendum 1.

Proposers are requested to acknowledge and/or include this addendum with submission. All other terms, conditions, and specifications remain unchanged.

Christopher J. Gagliastro
Purchasing Director