

## **Call for Proposals:**

### **Museum Store Consultant for the Burke Museum of Natural History & Culture**

The Burke Museum Store seeks a Museum Store Consultant to develop strategies that support continued growth and improvement. Having opened in a new space just prior to the COVID-19 pandemic, our store has had a strong recovery and is poised for expansion. We seek assistance in improving our Point-of-Sale system, our merchandising display and identifying opportunities for growth beyond the small physical space of our store.

### **The Burke Museum of Natural History & Culture**

The Burke Museum is a Washington State Museum on the University of Washington campus in Seattle. The Museum serves Washington state by providing hands-on science and culture education; conducting original research and establishing baseline data; preserving our shared heritage by caring for 18 million objects; and providing tools for state and federal agencies. Our museum focuses on dinosaurs, fossils, Northwest Native art, plant and animal collections, and cultural pieces from across the globe.

Our mission is to care for and share natural and cultural collections so all people can learn, be inspired, generate knowledge, feel joy, and heal.

### **The Burke Store**

The Burke Store is a project of the Burke Museum Association (BMA), a separate non-profit that raises funds to support the Museum. The Store is operated in coordination with the museum's Visitor Experience department, with the Visitor Services team responsible for making sales and serving visitors. The Store currently employs a fulltime Store Coordinator and a 0.75 FTE Store Assistant to manage all other store duties.

The Store operates out of a 225 square foot retail space located behind the museum admission desks, with one payment terminal. The Store currently does not support online or offsite sales but has recently begun to support after-hours events and programs at the museum. Normal store hours mirror museum hours, Tuesday through Sunday, 10 am to 5 pm. The Burke Store saw revenues of \$212,985 with sales per visitor of \$2.88 over its last fiscal year.

### **The Opportunity**

When the Burke Museum moved to its new location in 2019, the Burke Store moved into a smaller space with plans to serve a bigger audience than in the old building.

The store, along with the museum, closed several times in 2020 and 2021 due to the COVID-19 pandemic. In 2024, the Burke Store demonstrated solid recovery from the impacts of COVID. With this foundation, the Store is looking to grow beyond its current footprint, improve store layout, update our Point-of-Sale system and develop a plan for long-term growth, including sales beyond the museum space.

We are seeking the help of an experienced professional with demonstrated expertise in the museum store industry. We hope to work with a consultant who brings knowledge of

- Point-of-Sale systems
- Online sales
- Merchandising display
- Merchandise at various price points

Our team particularly seeks a collaborative dynamic with a professional whose approach incorporates a commitment to diversity, equity and inclusion in all things.

### **Timeline**

- Applications received by October 1, 2024
- Candidate Interviews in November
- Final selection by December 2024
- Work Starts in January 2025, with specific work timeline by mutual agreement
- Work Completed by June 2025

### **Budget**

- \$10,000 to \$20,000

### **Proposals**

- Sound interesting? Let us know! Email [bmastore@uw.edu](mailto:bmastore@uw.edu) with the following details:
  - Work history
  - Sample completed projects
  - A brief statement of your interest
- Feel free to use materials in multiple formats, including websites and videos.
- All inquiries must be received by October 1, 2024
- Finalists will be asked for professional references
- Feel free to reach out with questions to [bmastore@uw.edu](mailto:bmastore@uw.edu)

We hope to hear from you!