

Bid Opportunities Current Request for Proposals (RFPs)

RFP Number: FY22-NJHT-01

Division of New Jersey Historic Trust

AGENCY REQUEST FOR PROPOSAL

Introduction:

One of the state's largest sources of revenue is tourism. Heritage tourism represents an integral part of the New Jersey economy. Spending by visitors to heritage sites (both on- and off-site) sustains thousands of jobs and generates millions in state and local tax receipts. The full economic importance of heritage tourism was first quantified in a 2013 analysis of the state. By conducting an updated analysis of New Jersey's heritage tourism economy, the New Jersey Historic Trust can make better informed decisions regarding the funding and prioritization of the sector's development, particularly as the economy recovers in the wake of COVID-19. It can also carefully monitor its successes and future needs.

Summary:

New Jersey Historic Trust is seeking professional consultant services to produce an economic impact study that examines the economic and fiscal contributions of heritage tourism in New Jersey. What this study will do is measure a specific sector of tourism to determine the relevance of historic sites to the economic health of New Jersey. The study will consider the economic impact from the pandemic and will benefit nonprofit and governmental entities who steward historic sites and seek to grow their tourism audience. Economic impact analysis will enable this sort of tracking because it will measure the heritage tourism economy in the categories that allow it to be compared to other sectors, which also matters to policy makers. These categories include tax generation, employment, wages, and business sales.

Minimum tasks include:

- Data collection & preparation for twenty (20) New Jersey sites
- Survey analysis
- Economic impact analysis

Minimum project deliverables include:

- Bi-weekly status reports
- Raw data files in electronic format
- A final written report (or separate reports as desired) with Executive Summary, detailed analysis, and graphical depiction of findings (draft and final)
- A designed summary report that can be circulated to community leaders and stakeholders
- Assistance in development of press release
- Availability to speak with the media and policy makers

Proposals should include a thorough business profile, methodology, project deliverables, project schedule/timeline, project terms, and a detailed breakout of costs.

Work would begin immediately.

Deadline:

4pm on Thursday, December 9, 2021

For more information, please contact:

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*The RFP is available in the following formats:
Microsoft Word [.doc] and Acrobat [.pdf]*

All bid submissions must include completed mandatory compliance forms.

[NJ Division of Purchase and Property - Ethics \(state.nj.us\)](http://state.nj.us)

[Waiver and DPA Contract Checklist.pdf \(state.nj.us\)](http://state.nj.us)

[StandardTermsandConditions.pdf \(state.nj.us\)](http://state.nj.us)

Ctrl + click on the links below for mandatory compliance documents:

[NJ Standard Terms and Conditions](#)

[Waiver and DPA Contract Checklist](#)

Ctrl + click on this link for the NJSTART Vendor Portal

<https://www.njstart.gov/bsa/>