

Request for Proposal No. 12-30-2014

NEW JERSEY HISTORIC TRUST

Heritage Tourism Theme Development

Created by statute in 1967, the New Jersey Historic Trust is an agency affiliated with the Department of Community Affairs whose primary mission is to provide funding to nonprofit organizations and entities of government for the restoration and rehabilitation of historic property. The Trust also administers the Discover New Jersey History License Plate grant program to support the development of heritage tourism. Heritage Tourism is defined by the National Trust as traveling to experience the places and activities that authentically represent the stories and people of the past. It includes historic, cultural and natural resources. A recent study by Tourism Economic found that heritage tourism comprised 8% of the state's total revenue generated through tourism. The nearly 11 million visits created \$2.6 billion in GDP and a total of \$335M in state and local taxes. Given this huge return on investment, the Trust is seeking proposals from qualified consultants to develop a web presence for heritage tourism and to create tourism products that will facilitate our efforts to promote the state's history.

BACKGROUND

In 2010, New Jersey unveiled a heritage tourism master plan to guide the development, marketing and promotion for heritage tourism statewide. The entire plan and all of its appendices can be found: <http://www.njht.org/dca/njht/touring/plan/index.html>

As a component of the plan, an historical narrative –*The Contours of New Jersey History: An Essay on Context for the Heritage Tourism Master Plan* - was prepared identifying six major themes from which to organize tourism efforts. The themes were to be used in historic site interpretation, heritage education curriculum and tourism promotion. The six themes are:

- New Jersey in Conflict
- New Jersey at Work
- New Jersey Land and Sea
- New Jersey at Play
- Many Faces of New Jersey
- New Jersey by Design

The Trust has preliminarily identified 46 sites (attached) whose significance falls within the theme of New Jersey in Conflict. The selected sites appear to be open to the public either on a regular or intermittent basis, but may or may not minimally meet the visitor ready criteria as outlined in the State Heritage Tourism Master Plan. The Trust desires to bring representatives from these sites together to explore ways to interpretively link these sites for the purposes of marketing and promotion. Under separate contract, the Trust will be designing a theme based heritage tourism web site that should become the primary source for heritage tourism travel opportunities in New Jersey.

Theme Development – NJ in Conflict

The NJ Historic Trust is seeking a proposal from a consultant team to develop theme based content for a web site to support heritage tourism development and promotion for the first of six identified themes, New Jersey in Conflict.

TASKS

Consultant shall develop a survey of theme related sites that minimally meet visitor ready criteria to determine what types of programming is currently being offered and identify opportunities for further development.

In cooperation with NJHT, consultant shall organize and invite representatives from a minimum of 20 organizations to attend a one day facilitated workshop to identify potential marketing linkages, based on theme, locations and visitor readiness and to promote coordination among the sites. (NJHT will distribute invitations, reserve facility and arrange for refreshments.) Participants should also include representatives from the tourism community. Consultant shall prepare a summary report for distribution from this workshop with emphasis on recommendations for next steps.

Consultant shall develop a context narrative of 9-10 pages in length to support NJ in Conflict, justifying the pivotal role New Jersey played in the formation of the nation and describing the military tradition that continued into the 20th century. The narrative shall identify the likely sub-themes to be further developed on the tourism website. The development of sub-themes for heritage tourism purposes should incorporate both historical chronology and regional flexibility. (Note: The remaining five themes are not part of this work effort and will be bid under separate contract at some time in the future.)

While the context narrative should be written in a more scholarly manner, complete with footnotes and references cited, consultant shall synthesize this narrative into a shorter, engaging summation suitable for general audiences to be used as content for the web site.

The Historic Trust has preliminarily identified two sub-themes having a higher number of visitor ready sites that are ready to be promoted. Consultant shall develop the content and web presence for the following two sub-themes, but not limited to those sites listed below:

- Revolutionary War - highlighting the battlefields and places where strategic activities and events occurred; consultant shall also connect and incorporate the Crossroads of the American Revolution Heritage Area
- 20th century defense highlighting sites such as the Naval Air Station Wildwood, Battleship NJ, Camp Evans, Fort Hancock, Fort Mott and the Fire Control Tower #23

QUALIFICATIONS & PROPOSAL SUBMISSION

The Historic Trust seeks a consultant team with five years of demonstrated expertise in historic site interpretation, programming and historical content development, with knowledge of web site design. The proposal should include methodology for completion of this scope of work, a proposed schedule noting milestones, samples of completed heritage tourism products, examples of content material to illustrate writing style, a writing sample, and other promotional material relevant to this REQUEST.

In addition to client list and references, the proposal should also include resumes for the individuals that would be principally involved in executing this project.

The project cost proposal should be itemized by the tasks outlined above. Any anticipated travel and/or reimbursable expenses should also be itemized. The Historic Trust estimates these services to cost between \$25,000 and \$35,000, inclusive of expenses.

PROPOSAL DEADLINE & ADDITIONAL INFORMATION

Questions about this RFP should be submitted in writing to: Dorothy.guzzo@dca.state.nj.us

If selected as the consultant for this RFP, the following **must** be provided:

- A valid NJ Business Registration certificate.
- A current NJ Certificate of Employee Information Report/Affirmative Action Certificate (or: provide the State of NJ Employee Information Report and a \$150 check to the NJ Dept. of Treasury to attain a new certificate).

Proposals with all supporting material should arrive by **4:00 pm on Thursday, January 29, 2015** to:

Dorothy P. Guzzo, Executive Director
New Jersey Historic Trust, 101 South Broad Street, Trenton, NJ 08608

If using USPS:
Dorothy P. Guzzo, Executive Director
New Jersey Historic Trust, PO Box 457, Trenton, NJ 08625

If you anticipate submitting your proposal electronically, we cannot accept attachments of more than 10 MB in size.

NJ HISTORIC TRUST INVENTORY OF MILITARY SITES' VISITOR-READINESS

Education & Outreach Committee

County	Municipality	Site Name	Organization	Type: G= Govt. NP=Non Profit R= Religious O= Other	Multiple Structures?	Criteria 1: Open to public, regularly scheduled hours	Criteria 2: Actively promoted as tourism attraction	Criteria 3: Supports NJ In Conflict heritage themes through programming
Atlantic	Atlantic City	Atlantic City Airport (Naval Air Station Atlantic City)	Atlantic City Airport (Naval Air Station Atlantic City)	G	N	Y	N	Y
Atlantic	Estell Manor/Mays Landing	Atlantic County Veterans Museum (Estell Manor House)	Atlantic County Veterans Museum Foundation	NP	N	N	N	Y
Bergen	Cresskill	Camp Merritt Memorial Monument	Bergen County Parks	G	N	Y	N	Y
Bergen	Fort Lee	Fort Lee Historic Park (Part of Palisades Interstate Park)	Palisades Interstate Park Commission	G	Y	Y	Y	Y
Bergen	Hackensack	NJ Naval Museum	Submarine Memorial Association	NP	N	Y	Y	Y
Bergen	River Edge	Historic New Bridge Landing	NJ Division of Parks & Forestry	G & NP	Y	N	Y	Y
Burlington	Fort Dix	Army Reserve Mobilization Museum	Army Reserve Mobilization Museum	G	N	Y	Y	Y
Burlington	Lumberton	Air Victory Museum	Air Victory Museum	NP	N	Y	Y	Y
Burlington	Mount Holly	Iron Works Hill	Burlington County Lyceum of History & Natural Sciences	NP	N	Y	N	Y
Camden	Camden	Battleship New Jersey	Battleship New Jersey Museum & Memorial	NP	N	Y	Y	Y
Cape May	Cape May	World War II Fire Control Tower	Mid-Atlantic Center for the Arts & Humanities	NP	N	Y	Y	Y
Cape May	Cape May Airport	Forgotten Warriors	Forgotten Warriors	O	N			
Cape May	Cape May Airport	Naval Air Station Wildwood	Naval Air Station Wildwood	NP	N	Y	Y	Y

Cape May	Cape May Court House	Cape May County Historical & Genealogical Society & Museum	Cape May County Historical & Genealogical Society & Museum	NP	N	Y	N	N
Cape May	Ocean City	Ocean City Historical Museum	Ocean City Historical Museum	NP	N	Y	N	N
Cape May	Wildwood	Wildwood Historical Society & Museum	Wildwood Historical Society & Museum	NP	N	Y	Y	N
Cape May	Wildwood Crest	Wildwood Crest Historical Society	Wildwood Crest Historical Society	NP	N	Y	N	N
Cumberland	Millville	Millville Army Airfield Museum	Millville Army Airfield Museum	O	N	Y	Y	Y
Gloucester	National Park	Fort Mercer at Red Bank Battlefield - James & Ann Whital House	Gloucester County Parks and Recreation	G	N	Y	Y	Y
Hunterdon	Clinton	Vought House	1759 Vought House, A Revolutionary War Loyalist Homestead	NP	N	N	N	Y
Mercer	Hamilton	Camp Olden	Civil War Roundtable and Museum Inc.	NP	N	Y & N	N	Y
Mercer	Princeton	Princeton Battlefield	DEP Parks & Forestry	G	Y	Y	Y	Y
Mercer	Trenton	Old Barracks Museum	Old Barracks Association	NP	N	Y	Y	Y
Monmouth	Freehold Borough & Manalapan Township	Monmouth Battlefield State Park	NJ DEP, Division of Parks & Forestry, Monmouth Battlefield State Park Suite	G	Y	Y	Y	Y
Monmouth	Highlands	Fort Hancock	National Park Service	G	Y	Y	Y	Y
Monmouth	Holmdel	NJ Veterans' Memorial and Vietnam Era Educational Center	NJ Vietnam Veterans' Memorial	NP	N	Y	Y	Y
Monmouth	Sea Girt	National Guard Training Center	State of New Jersey	G	Y	Y	Y	Y
Monmouth	Wall Township	Camp Evans	InfoAge	NP	Y	Y & N	Y	Y
Morris	Rockaway Township	Picatunny Arsenal	US Department of Defense	G	Y	N	N	N
Multiple (Mercer/Hunterdon)	Titusville	Washington Crossing State Park	DEP Parks & Forestry	G	Y	Y	Y	Y

Multiple (Morris/Somerset)	Morristown, Morris Township, Mendham Township, Bernards Township	Morristown National Historical Park	US National Park Service	G	Y	Y	Y	Y
Ocean	Lakehurst	Navy Lakehurst Historical Society	Navy Lakehurst Historical Society	NP	N	Y	Y	Y
Ocean	Toms River	Colonel Charles Waterhouse Museum	Ocean County Cultural & Heritage Commission	G	N	?	?	?
Salem	Lower Alloways Creek Township	Hancock House	DEP Parks & Forestry	G	N	Y	Y	Y
Salem	Pennsville	Fort Mott State Park	DEP Parks & Forestry	G	N	Y	Y	Y
Somerset	Bedminster	Jacobus Vanderveer House	Friends of the J Vanderveer House	NP	N	Y & N	Y	Y
Somerset	Kingston	Rockingham	Rockingham Historic Site - part of D&R Canal State Park	G	Y	Y	Y	Y
Somerset	Somerville	Old Dutch Parsonage	NJ DEP	G	Y	Y	Y	Y
Somerset	Somerville	Wallace House	NJDEP	G	Y	Y	Y	Y
Union	Elizabeth	Liberty Hall	Kean University	NP	N	Y	Y	Y
Union	Elizabeth	First Presbyterian Church of Elizabeth	Presbytery of Elizabeth, NJ	R	N	?	?	N
Union	Elizabeth	Boxwood Hall	NJ DEP, Division of Parks & Forestry	G	Y	Y	Y	Y
Union	Plainfield	Nathaniel Drake House	Plainfield Historical Society	NP	N	Y but	Y	Y
Union	Springfield	First Presbyterian Church of Springfield	Presbytery of Elizabeth, NJ	R	N	N	N	N
Warren	Oxford	Shippen Manor	Warren County Cultural & Heritage Commission	G	N	Y	Y	Y & N
Warren	Oxford	Oxford Furnace	Warren County Cultural & Heritage Commission	G	N	Y & N	N	Y & N