

Request for Proposal No. 08-26-15
NEW JERSEY HISTORIC TRUST
Heritage Tourism Web Site Design

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 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 engaged a consultant under a separate contract to prepare content for one of the six themes, New Jersey in Conflict, to begin to populate the new web presence.

Web site design

The Historic Trust is seeking a proposal from a consultant team with expertise in dynamic website design and implementation to develop and launch a web site to promote and market New Jersey's history and heritage tourism sites.

Tasks to be completed by the consultant team include:

- Develop the overall website architecture for a fully developed heritage tourism website based on the themes developed in the NJ Heritage Tourism Master Plan, as outlined above.
- Work in collaboration with the content development consultant team (currently under contract with the Trust) throughout the design process to ensure consistency of message and aesthetic.
- Populate the website with content for the theme “New Jersey in Conflict” as provided by the content development consultant team, following approval by the Trust. (The remaining themes will be developed and added to the site under separate RFPs and contracts.)
- Ensure site’s operability on a server designated by the Trust.
- Provide training for Trust staff for site maintenance and updating.
- **Participate in no more than two workshops with stakeholders (tourism professionals, heritage tourism sites) to explain the project, the overall design goals and operability, and to provide sites with guidance about what they will need to supply in the way of additional information and visual images for the project’s ultimate success.**

Requirements:

The fully developed New Jersey Heritage Tourism web site will:

- Have a strong brand identity.
- Use the themes of the New Jersey Heritage Tourism Master Plan as an organizing principle.
- Be interactive and vibrant.
- Be designed for compatibility on mobile devices.
- Have the ability to link to other sites, YouTube, videos and other media.
- Have the capacity to host travel itineraries.
- Include information on how to purchase the NJ History license plate.

QUALIFICATIONS

The Historic Trust seeks a consultant team with at least five years of demonstrated expertise in web site design and technical support capability. The proposal should include a description of how your team approaches website design, a methodology for completing the tasks listed above, a description of how the requirements will be met and a timetable (number of months) and milestones for completion.

Include a client list, references and the resumes for the individuals who would be principally involved in the design, technical training and launch.

Expertise in designing websites geared to tourism and heritage interests preferred.

PROPOSAL DEADLINE & ADDITIONAL INFORMATION

Questions about this RFP should be submitted in writing to:

Dorothy.guzzo@dca.nj.gov

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).

Please deliver all proposals 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.

**Proposals with all supporting materials are due by 4:00 pm on
Thursday, September 17, 2015.**