

Request for Proposal No. NJHT RFP 25001
New Jersey Historic Trust
New Jersey History and Historic Preservation Conference Website 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 advance historic preservation for the benefit of the state's diverse population today and for its future generations. Through its education, tourism, stewardship, and financial investment programs, the Trust saves New Jersey's heritage and strengthens its communities. The Trust also co-hosts the annual state-wide New Jersey History and Historic Preservation Conference. The conference, which has over 500 participants, includes workshops, educational sessions, marketplace sponsors and vendor exhibits, tours, and networking opportunities. Given the scale of the annual event, the Trust is seeking proposals from qualified consultants to create a new conference website that will facilitate our needs to develop and promote the conference while also providing a good user experience.

Background

The New Jersey Historic Trust has been co-hosting the New Jersey History and Historic Preservation Conference since 2010. The annual conference, which moves around the state each year, attracts over 500 participants in the fields of architecture, planning, heritage site and museum management, public history, archaeology, municipal preservation commissions, county heritage offices, developers, students, and more.

As part of the planning process, the New Jersey Historic Trust along with a Conference Planning Committee requests and reviews session proposals to develop the conference agenda, promotes and accepts sponsorships opportunities, and promotes and processes registration to the event. The website should include the following pages which not only help the Conference Planning Committee develop the conference but also ensures a good user experience:

- Homepage
- General Information
 - Conference Planning Committee
 - Accessibility
 - FAQs
 - Previous Conferences
- Participate
 - Call for sessions/Proposal submissions
 - Call for posters/Poster submissions
 - FAQs for submissions
- Program
 - Agenda
 - Speakers
- Sponsors
 - Sponsor list
 - Become a sponsor
- Register
- Travel, Hotel, and Directions
- Contact Information

Website Design

The New Jersey Historic Trust is seeking a proposal from a consultant team with expertise in dynamic website design and implementation to develop and launch a website to develop, promote, and market the New Jersey History and Historic Preservation Conference.

Tasks to be completed by the consultant team include:

- Develop the overall website architecture (AI) for a fully developed conference website based on the needs outlined above.
- Wireframe all pages and content pieces based on the approved IA.
- Work in collaboration with Trust staff throughout the design process and content development. This includes site-wide copy content, data points for all forms (participation, registration, sponsorships, etc.)
- Design all pages based on the approved wireframes and site-wide copy content.
- Develop backend CMS for site maintenance and updating, frontend development and implementation of approved designs, and integration with 3rd-party systems for payment processing and/or proposal submissions.

Requirements:

The fully developed New Jersey History and Historic Preservation Conference website will:

- Have a brand identity
- Be interactive and vibrant
- Have the ability to process payments (registration and sponsorship)
- Have the ability to accept session and poster proposals
- Be designed for compatibility on mobile devices
- Have the ability to link to other sites: YouTube, Facebook, etc.

Qualifications

The New Jersey Historic Trust seeks a consultant team with at least five years of demonstrated expertise in website 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 toward conferences and/or conventions preferred.

Proposal Deadline & Additional Information

Questions about this RFP should be submitted in writing to: Ashley.parker@dca.nj.gov

If selected as the consultant for this RFP, all items on the following checklist must be provided:
[Waiver and DPA Contract Checklist.pdf](#) Consultant must also register in NJStart, New Jersey's mandatory procurement and payment system [NJSTART - /view/login/login.xhtml](#)

Please send proposals to:

Glenn A. Ceponis, Executive Director Glenn.ceponis@dca.nj.gov

USPS: New Jersey Historic Trust, PO Box 457, Trenton, NJ 08625

For hand-deliveries

Glenn A. Ceponis, Executive Director

New Jersey Historic Trust, 101 South Broad Street, 6th Floor, Trenton, NJ 08608

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, November 14, 2024.