Request for Proposals No.

NEW JERSEY HISTORIC TRUST

Economic Impact Study of Heritage Tourism in New Jersey

Introduction:

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.

In 2010, the New Jersey Heritage Tourism Task Force catalogued 1,834 existing and potential heritage tourism attractions throughout New Jersey. Heritage tourism, defined by the National Trust for Historic Preservation as, "Traveling to experience the places and activities that authentically represent the stories and people of the past" generates significant economic benefits through visitor spending, job creation, and tax revenue. The New Jersey Historic Trust began quantifying these economic impacts in 2013 and again in 2022 (based on pre-pandemic data) to better inform funding decisions and track the sector's performance and needs.

Summary:

The New Jersey Historic Trust is seeking a proposal from a qualified consultant team to prepare an economic impact study of heritage tourism in New Jersey. An economic impact study assesses the economic consequences of a specific activity, whether it's a development project, business expansion, special event, or new policy. The analysis quantifies how such activities influence the local or regional economy across multiple dimensions, including employment, commerce, wages, and tax collections. The study being requested will measure a specific sector of the tourism industry to determine the relevance of heritage attractions to the economic health of New Jersey. The consultant team should have expertise and demonstrated experience in researching, developing, and analyzing economic data of diverse data sets that measure visitor expenditures.

Tasks to be completed by the consultant team include:

1. <u>Data Collection:</u>
    - Update the catalogue of existing and potential heritage tourism attractions from 2010
    - Gather relevant economic data for each of the 21 counties

- Document data sources, collection methodologies, and any limitations
- Ensure data consistency and comparability across all counties

2. Analysis Requirements:
    - Calculate direct, indirect, and induced economic impacts for each individual county
    - Present findings in a format that allows for county-by-county comparison

3. Deliverables:
    - County-specific impact metrics including job creation, income generation, business activity, and tax revenue
    - Individual county profiles or reports as applicable
    - Summary tables and visualizations comparing impacts across counties
    - A designed summary report that can be circulated to community leaders and stakeholders (Please see the 2022 Economic Impact Study for an example)

The proposal should include methodology for completion of this scope of work, a proposed schedule noting milestones, samples of previously completed work products, and other promotional material relevant to this REQUEST.

In addition to a 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 New Jersey Historic Trust estimates the above services not to exceed $75,000.

Deadline:

Proposals with all supporting material is due by **4:00 pm on Thursday, November 19, 2026** 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

For questions or more information, please contact:
Ashley Parker, ashley.parker@dca.nj.gov

New Jersey Treasury Required Bid Forms:

Click the links below to open pdf files of the New Jersey Treasury's required bid forms:

Waiver and DPA Contract Checklist

State of New Jersey Standard Terms and Conditions

Waiver Supplement to Standard Terms and Conditions