

REQUEST FOR PROPOSALS
P20AP00200
Building a Brand for the South Mountain Battlefield

1.0 PROJECT DESCRIPTION

Preservation Maryland is seeking Proposals from a consulting firm with demonstrated expertise in the development of graphic design, branding, design guidelines and branding implementation plans for large landscapes, preferably with experience in historic and battlefield sites.

Historic Background

The branding project will focus on The Battlefield at South Mountain which was fought on September 14, 1862 as part of the Maryland Campaign of the Civil War. The opposing armies were led by Confederate General Robert E. Lee who commanded the Army of Northern Virginia and Major General George B. McClellan who commanded the Union Army of the Potomac. Three pitched battles were fought principally for possession of three South Mountain passes: Crampton's, Turner's, and Fox's Gap. The Union Army needed to pass through these gaps in their pursuit of the Confederate Army which had been precariously divided in an effort to capture Harper's Ferry.

Although the delay bought at South Mountain would allow Lee to reunite his army and forestall defeat, Lee considered terminating the Maryland Campaign at nightfall. Ultimately the armies would reassemble and reengage on September 17, 1862 at the Battle of Antietam.

Project Need & Opportunity

Because the three battles along the gaps in South Mountain are geographically disparate and the events at Antietam were more decisive than the events at South Mountain, modern battlefield preservation efforts tended to focus on Antietam. As a result the preservation of the South Mountain Battlefield has been fragmented between federal, state, and local governments. This has resulted in a similarly patchy approach to battlefield interpretation.

To address this challenge, the NPS American Battlefield Protection Program funded Preservation Maryland in 2017 to conduct a Public Consensus Building Plan for the South Mountain Battlefield. That plan was completed in 2019 and one of its key recommendations was to better explain and promote the story of the battle through a unified visual "branding" for the battlefield range. This coordinated approach to wayfinding signs and markers is a highly cost-effective way for landowners and heritage tourism programs to unify their efforts. This voluntarily "branding" of South Mountain can be implemented at minimal cost by including the new design on markers, signs, etc. as part of ongoing maintenance efforts in the area.

Details of the project are shown in the scope of work. The project will be developed and deliverables produced during the period of September 2020 through September 2021.

2.0 SERVICES AND SCOPE OF WORK

The contractor, who must document their qualifying experience and ability, will:

2.1 Engage key stakeholders (identified by Preservation Maryland) in several listening sessions (at least 2 in person or virtually depending on ability to travel & meet) focused on understanding the disparate nature of the field and stakeholders, understanding branding needs and a determining the uses for a subsequent implementation plan for re-branding the South Mountain Battlefield.

2.2 Conduct a field survey of existing signage & branded resources (visual and physical) to assist in preparing new design options and recommendations.

2.3 Provide the stakeholders with three professionally prepared branding alternatives and host a virtual presentation. Preservation Maryland will make the final selection, after thorough partner input.

2.4 Based on the selected brand, the consultant will prepare a phased branding implementation plan for the new brand.

2.5 Provide design guidelines, design-ready files, materials, logos, color samples, etc. to stakeholders for use in new and replacement signage and printed materials.

2.6 Following approval of the final documents, the consultant shall provide Preservation Maryland with a final digital copy of all documents one CD copy for the ABPP. All materials and rights belong to Preservation Maryland and the ABPP.

3.0 PROPOSAL FORMAT

All submitted proposals shall be complete and prepared in a straightforward and concise manner, including:

- A letter of interest and explanation of consultant capabilities in successfully preparing the work detailed in 2.0 SERVICES and SCOPE OF WORK.
- Resume of principals and their demonstrated expertise in branding and design.
- A list of similar projects and qualifying experiences.
- Work plan outline and proposed timeline.
- A proposed budget and detailed cost of services.

4.0 REQUEST FOR PROPOSALS SUBMISSION DATE

4.1 Proposals submitted against this Request for Proposals must be received by 11:59 PM E.S.T., on **August 10, 2020**. Proposals that arrive after this date and time will not be considered. Notification of final selection and award of the project will occur by email on or about **September 10, 2020**.

4.2 Proposals for this RFP MUST be submitted as a PDF electronically to submit@presmd.org

4.3 Any questions regarding this RFP are to be directed to (please NO calls): submit@presmd.org