



# PRESERVATION MARYLAND

## REQUEST FOR PROPOSALS

### Old South Mountain Inn Wayfinding Signage Study

Preservation Maryland (PM), a nonprofit organization headquartered in Baltimore, Maryland, is soliciting competitive proposals from qualified firms and/or individuals with demonstrated expertise in the development of graphic design, branding, design guidelines, and branding/wayfinding implementation plans for large historic landscapes, battlefield sites and associated historic fabric.

Preservation Maryland requests that interested parties submit responses to this RFP by **5:00 PM ET on Monday February 26, 2024**.

#### 1. CLIENT

Preservation Maryland is a non-profit harnessing the power of historic places by revitalizing and reinvesting in communities, advocating, and building the historic trades workforce for the benefit of all Marylanders. To learn more, visit [www.preservationmaryland.org](http://www.preservationmaryland.org).

#### 2. PROJECT OVERVIEW

Old South Mountain Inn, an 18<sup>th</sup> century stone building, is located on the Old National Pike at the Washington Monument Road. Originally serving as a wagon stop, the inn later used during the Civil War was used as a headquarters by the confederate army during the Battle of South Mountain. After becoming a private residence for many years, the inn became a tavern again in 1925 and later a restaurant in 1971. In 2023 the Maryland Department of Natural Resources purchased the site with plans to turn it into a visitors' center.

Since 2017 Preservation Maryland, with the support of the NPS American Battlefield Protection Program has worked to study the battles along the gaps in South Mountain and prepare recommendations to better explain and promote the story of the battle through a unified visual "branding" for the battlefield range. In 2021 brand guidelines were prepared, creating a new design for markers, signs, etc. that can be used as part of ongoing maintenance efforts in the area. The branding guidelines can be accessed on Preservation Maryland's website: [https://www.preservationmaryland.org/wp-content/uploads/2024/02/SMB-Brand-Guidelines\\_June-14\\_2021.pdf](https://www.preservationmaryland.org/wp-content/uploads/2024/02/SMB-Brand-Guidelines_June-14_2021.pdf)

Preservation Maryland is seeking a contractor who will assess the current signage, both wayfinding and interpretive, and provide recommendations to increase visibility of the inn and educate the public about the immediate site and greater area.

#### 3. SERVICES AND SCOPE OF WORK

Preservation Maryland is seeking a contractor, who must document their qualifying experience and ability, will:

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

2. Provide recommendations for improvement of existing, or creation of new signage & branded resources.
3. Following approval of the final documents, the consultant shall provide Preservation Maryland with a final digital copy of all documents. All materials and rights belong to Preservation Maryland and the ABPP.

Work is expected to begin upon Preservation Maryland's acceptance of the Respondent's proposal and conclude by April 1, 2024, and any final reports, deliverables, or resources by April 30, 2024.

#### **4. INSTRUCTIONS TO RESPONDENTS**

All proposals must be submitted as a single PDF attached to an email delivered to [climniatis@presmd.org](mailto:climniatis@presmd.org) by **5:00 PM ET on Monday February 26, 2024**.

Proposals should be brief. However, Respondents should include a detailed budget, project schedule, relevant experience and qualifications, and a breakdown of work to be completed per the proposed budget.