



PRESERVATION MARYLAND

REQUEST FOR PROPOSALS

Historic Preservation Training Videos

Preservation Maryland, a nonprofit organization headquartered in Baltimore, Maryland, is soliciting proposals from qualified professional consultants to produce three to four preservation training videos. Services include a consultant/consulting team who is able to record, edit, and finalize content for topics related to historic site interpretation, heritage tourism, preservation grants, and Smart Growth.

This project is being completed in partnership with National Park Service Chesapeake Gateways. The final training videos will be made available to the communities participating in their Chesapeake Gateways Communities Initiative through an online learning management system.

Preservation Maryland requests that interested parties respond to the solicitation by **5PM ET on Friday, June 13, 2025**.

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.

2. PROJECT OVERVIEW

The objective of this project is to produce three to four preservation training videos. These videos will be made available to communities participating in the Chesapeake Gateways Communities Initiative. These training videos are intended to introduce and provide useful takeaways from the proposed topics. The aim is for participants to be able to take the lessons and tips learned in the videos back to their communities to help shape positive preservation, planning, and economic initiatives to provide people with multi-faceted cultural, natural, and recreational experiences and enhance overall Chesapeake stewardship. The available budget for this project is \$20,000.

3. SERVICES AND SCOPE OF WORK

The primary audience for these training videos is the communities participating in the Chesapeake Gateways Communities Initiative. The initiative is open to Chesapeake Bay watershed communities who are committed to linking nature-based and cultural tourism with economic initiatives for local resiliency and community sustainability, especially tied with sectors closely linked with Chesapeake heritage. Gateways Communities teams include elected officials, municipal/county staff, tourism and development, professionals, anchor institutions and community partners.

The selected Respondent's expected services may include, but are not limited to:

1. Work with Preservation Maryland and NPS Chesapeake Gateways staff to develop and finalize the content, script, and general storyboard for each training video. We anticipate each training course to be 30-45 minutes long, depending on the specific topic and learning objectives, and will go through at least two rounds of reviews of content and scripts. All training courses will need to comply with relevant standards, guidelines, and best practices, including the NPS's [Foundations of Interpretation Competencies for the 21st Century](#).

The training videos should be based on the following topics, which were voted on by attendees of a Chesapeake Gateways Communities Leader Academy training:

- Bringing History to the Present: Updating Interpretation
A training focused on how to approach updating interpretation of historic sites, resources, or signage to include addressing technological advances in research and 21st century technical competencies for interpretation.
 - Heritage Tourism: Maximizing Heritage
An introduction to heritage tourism and how it supports job creation and business opportunities and then spotlights several different communities and initiatives from across the state who are championing historic preservation as a means of creating a more culturally rich, vibrant, and sustainable community.
 - Grants: An Introduction
An introduction/refresher to grant fundraising for municipalities and nonprofit organizations as the sector evolves and funding fluctuates. Include a review of best practices for finding and applying for funding, tips on diversifying fundraising portfolios for long-term sustainability.
 - Preservation and Smart Growth in Maryland:
An introduction/refresher to Smart Growth, a planning paradigm first conceived in the late 1990s as an antidote to sprawl. Specific topics covered may include a review of Smart Growth principles, how smart growth advocates and historic preservationists are working across Maryland to support reusing historic resources and growing smarter, and a review of available resources to bring Smart Growth principles to your community.
2. Produce compelling and polished training videos. That includes capturing high-quality video footage of designated presenters, visual content, and other items determined by the final script and storyboard.

Respondents to this RFP should possess the qualifications necessary for both aspects of this project: 1) historic preservation training content creation and 2) video production. Respondents should meet or exceed the appropriate Secretary of the Interior's Professional Qualifications Standards as outline in 36 CFR 61, and should have demonstrated experience in historic preservation, specially completing training or other educational material.

They should also have a production facility and equipment to produce those elements of the videos, including but not limited to voice over, lighting, graphics, stock images, animation editing, and music. The final videos should be provided in the most appropriate and hi-resolution format suitable for use online.

All training videos developed under this contract must be fully compliant with **Section 508 of the Rehabilitation Act (29 U.S.C. § 794d)** to ensure accessibility for individuals with disabilities. The following accessibility features are required:

1. Closed Captioning

All videos must include accurate, synchronized closed captions for all spoken dialogue and relevant audio content (e.g., sound effects, speaker ID when necessary). Captions must conform to WCAG 2.1 AA standards for readability and timing.

- Caption files should be delivered in .VTT format for use on NPS.gov.
- An additional .SRT file is requested for YouTube compatibility.
- Other formats (e.g., .XML) are acceptable if convertible.

2. Audio Description

Audio description of key visual content must be provided to ensure accessibility for users who are blind or have low vision. The contractor must indicate whether the description will be:

- Standard Description, incorporated into natural pauses in the primary audio track, or
- Expanded Description, with additional pauses or a separate track if the video is visually intensive.

The description must be accurate, concise, and meaningful, describing actions, settings, expressions, and other essential visual elements.

3. Transcript

A complete transcript of the video's spoken content must be provided in an accessible format (e.g., Word, tagged PDF, or HTML). The transcript must include speaker identification and relevant non-speech audio (e.g., [laughter], [music]).

4. Accessibility Certification

The contractor will certify that all video content and associated materials meet Section 508 standards as defined by the U.S. Access Board (36 CFR Part 1194) and conform to WCAG 2.1 AA guidelines.

Work is expected to begin upon Preservation Maryland’s acceptance of the Respondent’s proposal. All final reports, deliverables or other project resources must be completed and submitted to Preservation Maryland by October 31, 2025.

Event	Date
RFP issue date	05/13/2025
Proposal due date	06/13/2025
Execute contract (anticipated)	06/30/2025
Begin service delivery (anticipated)	07/01/2025
Final deliverables due	10/31/2025

4. INSTRUCTIONS TO RESPONDENTS

Proposals should address the project details outlined above and communicate a creative vision that complies with the timeline and budget provided.

Competitive proposals would expect to include:

- Project proposal detailing plan, timeline and methodology (4 pages max)
- Project timeline that indicates duration for key tasks and the overall project (1 page max)
- Itemized total project, not-to-exceed \$20,000, budget (1 page max)
- Qualifications for the project, e.g. team resumes, previous relevant experience, client references, portfolio/work samples. (4 pages max)

Respondents may include additional materials relevant to this project and your qualifications as necessary to support proper consideration. Submitted proposals should not be more than 50 pages.

All proposals must be submitted as a single (1) PDF file to Christiana Limniatis at climniatis@presmd.org, with the subject line “RFP Submission – Training Videos” by **5PM ET on Friday, June 13, 2025.**

Preservation Maryland is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or express, sexual orientation, national origin, genetics disability, age, or veteran status.