



The Sandy Hook
Foundation



Request for Proposal

Consultant: Interpretive Heritage Planner, Gateway National Recreation Area, Sandy Hook Unit

The Black Brigade at Refugeetown and the Revolutionary War at Sandy Hook

Partner Agencies Introduction

Gateway National Recreation Area

Gateway National Recreation Area (NRA) is the country's first urban national recreation area, established in 1972, with the dream of bringing a National Park Service experience to the New York-New Jersey metropolitan area. Today, Gateway is composed of 27, 025 acres of a variety of wetland and coastal habitats, open spaces, historic landscapes, significant coastal defense works, historic and rare structures, and the oldest operating lighthouse in the United States. Each year millions of people come to experience the recreational, natural, and cultural opportunities that stretch throughout the coastline of three NYC boroughs and into northern New Jersey. The park is separated into three distinct geographic areas linked by similar cultural and natural resources: the Jamaica Bay Unit, Sandy Hook Unit, and Staten Island Unit.

The Sandy Hook Unit encompasses Fort Hancock and Sandy Hook Proving Ground National Historic Landmark District and natural areas and shorelines adjacent to the Atlantic Ocean and Sandy Hook Bay. Fort Hancock, a former U.S. Army fort, provided coastal defense for New York Harbor from 1895 to 1974. Today, over 100 buildings and fortifications remain from this long-term military installation. Coastal defense features include multiple historic gun batteries and Nike Radar & Missile Launch Sites. The unit is the site of the historic Spermaceti Cove Life Saving Station and the Sandy Hook Light National Historic Landmark District, the nation's oldest operating lighthouse which has guided ships into New York Harbor since 1764.

Sandy Hook Foundation

Established in 1989, The Sandy Hook Foundation (SHF) is dedicated to nurturing and protecting Sandy Hook's natural, cultural, and historic resources. Its goal is to raise money and awareness to support programs and projects at Sandy Hook when federally allocated funds are not adequate. We rely on the generosity of individuals, foundations, and corporations, along with dedicated volunteers to reach our goals.

Completed Foundation projects have supported and protected many of Sandy Hook's cultural and historic assets, including the restoration of the historic Lighthouse Keepers Quarters, upkeep and furnishing of History House, and support of the group camping experience through rehabilitation of historic barracks at Camp Gateway.

The Project

The Sandy Hook Foundation, in partnership with the National Park Service at Sandy Hook, seeks to engage with a professional interpretive planner for one year to produce a comprehensive interpretive plan as the final product, with recommendations for interpretive media, strategy, audience, and marketing approaches that tell the story of the American Revolution and Cornelius Titus' (Colonel Tye) life history, in ways that deepen understanding not just of the past but of the world we live in today. The project aims to tell Colonel Tye's story in a way that allows for broader and more diverse audiences and for visitors to see themselves in this nation's history.

This project is funded by a grant from the New Jersey Historical Association and has a defined timeframe and deliverable at the end of the project timeline.

Colonel "Colonel Tye" – Freedom Fighter

What would you do for freedom? For equality? For independence? The American Revolution helped inspire African Americans to fight for these inalienable rights. Slaves pointed out the contradiction of the American ideal of liberty and equality and the reality of slavery during the American Revolution.

The selected Contractor will ensure NPS and The Sandy Hook Foundation are engaging with industry leaders to produce a comprehensive interpretation plan that will lead to phase 2 of the project which will be the identified media to be used to ultimately share with the public who visit Sandy Hook. The SHF and the staff at Gateway NRA will recruit the Contractor. The Contractor will coordinate and report directly to The The Sandy Hook Foundation Director of Development and NPS - Gateway NRA Supervisory Park Ranger.

The final interpretive plan will be used to create an interpretive experience that will foster an emotional and intellectual connection between visitors and the site, including the Sandy Hook Lighthouse Encampment Site called Refugeetown and the life and legacy of Colonel Tye.

The intended project is aligned with 3 of the 4 park's themes:

- Maritime Heritage
- Two Centuries of National Defense
- Recreation & Education

The interpretive planner will be responsible for gathering and reviewing all forms of historical data, park themes, and information about Colonel Tye and his struggle for freedom and create a guided interpretive experience through interpretive media, to reflect on core questions that allow connections between the park site, Colonel Tye's life experiences and the broader world, and illustrate how this history is relevant to the modern visitor.

The interpretive planner will be asked to engage with local partners and communities including educators, representation from Monmouth County, NJ neighborhoods – specifically those traditionally excluded from main-line historical interpretation, community leaders, and historians.

Project Requirements

To meet project schedules, a collaborative effort by all parties is required to make certain that all necessary reviews are conducted in a professional and timely manner.

Knowledge, Skills, & Abilities

- A broad working knowledge of the organization and functioning of the National Park Service – Gateway NRA
- Ability to develop and maintain effective working relationships with all members of the project team
- Knowledge of Interpretive Media Project Management functions, concepts, tools, and processes to plan, organize and produce final interpretive plan
- A thorough understanding of interpretive media communication skills and techniques
- Skills in managing, leading, communicating, and collaborating with a wide range of internal and external counterparts to accomplish project goals
- Skills in using media software to plan, monitor, and organize the project
- Excellent written and oral communication skills
- Working knowledge of ADA requirements
- Working knowledge of Cultural Compliance
- Ability to communicate actions and deadlines and track progress with the schedule
- Confer with park management on issues, approaches, and options that arise in developing and carrying out assignments

Project Management

The Contractor shall:

1. Be the primary point of contact between the Contractor, SHF, and NPS.
2. Provide quality control to ensure that all elements of project work meet the requirements of the contract specifications as follows:
 - a. Provide routine inspections and project updates of ongoing work.
 - b. Inform SHF and NPS of any issues that could affect work quality or schedule.
 - c. Ensure that all work not acceptable or compliant with the specifications is corrected prior to review by the SHF and NPS.
4. Produce a detailed, complete overall project schedule listing all submittals, review times, site visits, and closeout submittals.
5. Track work progress to ensure that the project is completed according to the schedule. Coordinate and confirm the dates for all submittals and meetings with SHF/NPS.
6. Ensure that the Contractor staff adheres to the communication protocol established during the onsite post-award meeting.
7. Progress Meetings: Initiate, participate, and provide the agenda for bi-weekly telephone conference progress meetings with representatives of the Contractor, SHF, & NPS. Submit meeting notes no later than five (5) business days post-meeting.

The Sandy Hook Foundation and Gateway National Recreation Area Interpretation & Education staff will jointly recruit and collectively manage the Interpretive Planner Consultant for the Colonel Titus Cornelius Inclusive History Film Project. The contract and compensation will be coordinated by The Sandy Hook Foundation.

Timeline of Deliverables:

2023

January - February: Contractor proposals submitted to NPS, Contractor selected

March, April, May: Planning meetings with consultant, review and assembly of historical documentation related to Colonel Tye's story at Sandy Hook, additional primary research by consultant and park historian, evaluation of audience and Sandy Hook visitor analysis and audience definition

June, July: Compilation of bibliography references for Colonel Titus Cornelius, story and concept development: define thematic outlines defined

August: First draft of Interpretive Plan, review and edit

September, October: Second draft of Interpretive Plan, review and consult

November, December: Final written interpretive plan for The Black Brigade at Refugeetown and the Revolutionary War at Sandy Hook

Proposal Instructions:

Proposal packet must include schedule confirmation and statement acknowledging deadline of delivery. Provide qualifications and examples of similar past products like this project.

Resume, cover letter, and examples of qualifying experience to be submitted to info@sandyhooknj.org no later than 5pm on February 15, 2023.

Questions? info@sandyhooknj.org

The Sandy Hook Foundation is an equal opportunity organization and will not allow discrimination based upon age, ethnicity, ancestry, gender, national origin, disability, race, size, religion, sexual orientation, socioeconomic background, or any other status prohibited by applicable law.