

Request for Proposals and Qualifications (RFP) St. Johns County Black Heritage Trail

Request for proposals and qualifications from teams interested in coordinating the research, content creation, and site-specific interpretive exhibition elements based on the Black heritage of St. Johns County, Florida.

Overview and Purpose

The mission of the St. Johns County Cultural Council (SJCC) is to provide support to local artists and arts organizations; to promote St. Johns County as a premier destination for cultural travelers; and to ensure that the lives of residents and visitors alike are enriched by opportunities to experience arts and culture.

As part of this mission, the SJCC creates and promotes culture and heritage experiences unique to St. Johns County through projects such as developing the St. Johns County Black Heritage Trail. The County's Black heritage begins in 1565, when Pedro Menendez de Aviles brought 800 colonists, including around 50 freed and enslaved Africans, to establish a settlement at St. Augustine. Fort Mose, the first legally sanctioned free Black community in what is now the United States, was established in 1738 just north of St. Augustine. Several black neighborhoods were established after the Civil War and in the early 20th century, and national coverage of civil rights demonstrations in St. Augustine are widely credited with providing the political pressure to pass the Civil Rights Act of 1964.

With funding from the National Trust for Historic Preservation, St. Johns County Tourist Development Council, and pending funding from the Florida Department of State, this project aims to widely share this story and highlight important Black history sites and cultural programs in St Johns County.

Project Specifications

The project has four primary components: content creation; publication design; outdoor exhibition design, fabrication and installation; and Logo/Symbol Development.

Content creation includes conducting research and oral histories, writing text, coordinating the involvement of subject matter experts, selecting historical images, and new photography or artwork for use in printed publications, website, marketing materials, and outdoor exhibition signage.

Publication & Website Design includes a brochure or rack card; a 40- to 64-page approximately 8.5 x 11 guide for distribution at welcome and visitor information centers and other locations; and a website that mirrors the publication and provides more in depth information, including videos.

Outdoor Exhibition Design, Fabrication and Installation of 7 to 10 outdoor exhibition panels located at five sites in St. Johns County: Beluthahatchee Park in northwestern St. Johns County (1 -2 signs); Armstrong Park and along the nearby rail trail in southwestern St. Johns County (3 - 4 signs); the St. Augustine Beach Hotel at the St. Johns County Ocean Pier (1-2 signs); Canright House at Collier-Blocker-Puryear Park (1 sign); and Butler's Beach Park along the coast (1 -2 signs).

Logo/Symbol Development for locations and sites that already have signage to indicate that they are part of the St. Johns County Black Heritage Trail. This would include locations such as Fort Mose Historic

State Park, Lincolnville Museum and Cultural Center, and ACCORD Civil Rights Museum and Freedom Trail, among others.

Project components may be subcontracted as appropriate.

A budget between \$100,000 and \$150,000 has been allocated for the project and is inclusive of all research, writing, design, fabrication, travel expenses, site preparation, equipment rental, and artist/designer fees to realize the project. Utilization of sustainable and resilient materials and printing is required. **Cost of printing publications are outside the scope of this project.** SJCC prefers proposals that include at least two options for design and fabrication of exhibition panels, with estimated costs at the high and low end of the budget scale.

To develop concept, content, and specifications for the St. Johns County Black Heritage Trail, St. Johns Cultural Council (“Client”) intends to engage a firm (the “Project Coordinator”) to provide the services generally described as follows:

1. Participate in a kick-off meeting with Client to review all preliminary information; establish common objectives; and determine the project priorities. At the conclusion of the meeting, the Project Coordinator shall summarize the data received reflecting the understanding and perspectives of the client goals. This information will provide the basis upon which the project and design concepts will be developed.
2. Develop print material and website content that broadens the conversation of St. Johns County Black heritage in coordination with Client.
3. Finalize publication content with Client and grantor approval.
4. Provide a minimum of two initial publication design concepts for rack card/brochure and booklet, as specified above.
5. Using research completed for publication content, develop exhibition content in coordination with Client.
6. Finalize exhibition content with Client and grantor approvals.
7. Complete concept planning with a minimum of two initial concepts for a range of 7 – 10 outdoor signs and/or elements.
 - a. Concepts should represent a range of complexity and financial commitment within budget parameters.
 - b. Provide a complete budget estimate for each concept.
 - c. Conduct a concept review meeting with client to discuss the concepts and their applicability to the program identified.
8. Prepare presentation graphics and a rendering to illustrate the concepts and features of the approved design concept.
9. Based on approved plans, prepare complete and bid ready fabrication documents for the project.
10. Manage the fabrication and installation of exhibition panels/signs.

Limitations of the Exhibit Elements and Signage:

1. Exhibit signage must be designed to minimize alteration to the built environment and historic fabric.
2. Any power or utility requirements must already exist. No new or supplemental utilities will be provided.

3. Signage elements must not unreasonably impede access to public sites or trails.
4. The exhibit should respect all local codes, ordinances, the Americans with Disabilities Act, and other pertinent regulations.

Criteria for Selection:

The Project Coordinator shall be selected according to the following criteria:

1. Demonstrated experience of work with government agencies and nonprofit organizations.
2. Demonstrated experience with publication and exhibit design that is innovative and meaningful to the community and visitors.
3. Demonstrated experience of responsive site design and creation of transformative exhibit experiences.
4. Demonstrated experience and ability to develop and implement design concepts in durable and/or permanent materials suitable for public and/or outdoor environments, which require minimal maintenance.
5. Demonstrated administrative capacity to responsibly and effectively manage the resources involved in completing the installation on time, within budget, and in compliance with all applicable codes, ordinances, and contracts. This may include but is not limited to:
 - a. Proposing and adhering to practicable project budgets, timelines, production materials and installation methods
 - b. Subcontracting to properly credentialed professionals such as designers, fabricators, and installers.
 - c. Carrying all insurance required by applicable laws, codes, ordinances, and contracts.
 - d. Securing all necessary permits and approvals.
 - e. Coordinating with all applicable State, City and County departments and stakeholders.

Proposal Submission Instructions

To be considered for selection RFPs must include:

- At least 3 work samples of previous similar work as described in the Project Purpose and Specifications section of the RFP.
- Resume/List of Qualifications of the Project Coordinator(s) and/or Firm.
- Estimated costs and timeline based on the specifications above.

Proposals must be received in PDF format at brenda@historiccoastculture.com no later than **11:59 p.m. on May 1, 2024**. Work samples may be mailed to the address below and must be received by May 3, 2024 to be included with your RFP.

St. Johns Cultural Council
Attn: Brenda Swann, Director of Grants and Operations
184 San Marco Avenue
St. Augustine FL 32084