



# National Park Foundation Request for Proposals (RFP)

## Latino Heritage Fund Project Management Consultant

November 11, 2020

**Proposal Deadline: 5:00 pm EST, Friday, December 4, 2020**

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**A. PROJECT OVERVIEW**

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[The National Park Foundation \(NPF\)](#) is the official charitable non-profit partner to [the National Park Service \(NPS\)](#). In partnership with NPS, NPF is pleased to announce that it is accepting proposals for a Project Management Consultant to support NPF’s Latino Heritage Fund. The Latino Heritage Fund aims to engage Hispanic, Latino/a, and Latinx audiences in national parks and programs by creating a more relevant and inclusive national park visitor experience that tells a broader story of the Latino/a experience and contributions in our nation’s history. This endeavor will identify, expand, and implement programs at park sites that honor the Latino experience and history in the US with a primary focus on four “pilot parks” with the opportunity to expand to additional park units identified by NPS that fall within the subject matter profile.

- [San Antonio Missions National Historical Park \(SAAN\)](#) San Antonio, Texas
- [Cesar Chavez National Monument \(CECH\)](#) Keene, California
- [Fort Matanzas National Monument \(FOMA\)](#) Saint Augustine, Florida
- [Castillo de San Marcos National Monument \(CASA\)](#) Saint Augustine, Florida

The Consultant will support the work of NPF and NPS to successfully execute a variety of projects that include the following: Preserve and restore historic structures, incorporate new scholarship into educational and interpretive content, upgrade new and existing technologies to increase visitor accessibility and modernize the visitor experience, and create a partnership network. The Consultant will also support the activation of programs and events that aim to engage Latino/a audiences.

NPF seeks proposals from individuals and companies with diverse backgrounds and experiences.

**B. SCOPE OF WORK**

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The Consultant will be a methodical, organized, innovative, collaborative, and bilingual professional with knowledge of interpretation, historic sites, strong writing, and communication skills. The ideal Consultant will have experience working with Latino/a professional communities and have a foundational understanding of Latino/a identity, culture, and heritage.

The Consultant will serve as Project Manager for the initial planning and implementation of the Latino Heritage Fund. The prioritization and organization of projects and programmatic activities are to be structured around a strategic framework that positions the Latino Heritage Fund to quickly scale.

## **EXPAND PROJECTS AND PROGRAMS**

The Consultant will have extensive experience in evaluating and analyzing program and project effectiveness. The Consultant will have a deep understanding of long-range planning methodologies, site management, and visitor services. The Consultant will be responsible for coordinating with NPS, other consultants, and Park or partner stakeholders to develop a strategy to help leverage current activities at priority park sites.

## **RAISE PUBLIC AWARENESS**

The Consultant will have a thorough understanding of interpretive media communication skills and techniques, as well as a practical understanding of the limits and capacities of interpretive media to communicate ideas and concepts. The Consultant will collaborate with Harpers Ferry Center for Interpretive Media to identify and utilize technologies that increase visitor accessibility, i.e., digital media, videos, interactive technology, popular events, and bilingual content. As needed, the Consultant will be responsible for researching optimal interpretation, production, and Latino/a-oriented communications companies, developing a request for proposal(s), and coordinating the selection of a company.

## **CREATE PARTNERSHIP NETWORK**

The Consultant will have strong communication skills and experience collaborating with a variety of stakeholders and subject-matter experts. The Consultant will convene organizations that directly serve and engage Latino/a communities to enlist their expertise and feedback on programmatic engagement activities. The Consultant will methodically digest feedback and thought leadership imparted by the Partnership Network and actualize those concepts to ensure that the Latino Heritage Fund strongly resonates with the Latino/a community.

## **SCOPE OF RESPONSIBILITIES**

NPF and NPS will jointly recruit the Project Management Consultant. The Consultant will coordinate with the assigned NPS project manager and report directly to NPF's Senior Director of Resource Management. The Consultant will operate from a mutually agreed upon location, for a six-month term, with the option to extend the contract at the sole discretion of NPF and NPS. The Consultant will be an independent contractor and not an employee of NPF or NPS.

### **ESSENTIAL FUNCTIONS/DUTIES/TASKS:**

- Develop and maintain effective working relationships with NPF and NPS staff, contractors and consultants, including but not limited to NPS's Harpers Ferry Center for Interpretive Media (HFC)
- Lead project team meetings with NPS, contractors, consultants, and partners
- Communicate required actions, deadlines, and track progress with the schedules
- Schedule, facilitate, and document all contractor and consultant meetings as they relate to each project
- Design the project work plan with enough detail to show the relationship between the objectives, tasks, and milestones. The work plan must be clear, suitable, and feasible.
- Schedule and effectively coordinate NPS staff reviews and feedback to the project submittals resolving any internal conflicts prior to submission
- Confer with park management on issues, approaches, and options that arise in developing and carrying out assignments

- Prepare written updates for NPS, NPF, stakeholders, and the public
- Advise NPF Philanthropy Team on prospective donors – foundations and individuals that could potentially support the Latino Heritage Fund
- Create a Partnership Network by identifying organizations that serve and engage the Latino/a community to enlist their expertise and feedback

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to write and/or communicate in Spanish as needed
- The Consultant shall be able to translate the organization vision into a project vision
- The Consultant will be able to make timely decisions and take action reflective of NPS & NPF policy and objectives
- The Consultant shall have the ability to provide information regarding tasks, plans, schedule, strategies, and organization structure to stakeholders.
- Broad working knowledge of the organization and functioning of the National Park Service
- The Consultant shall provide proof of general liability and professional liability insurance coverage at an amount to be agreed upon by the NPF and the Consultant.

**CONSULTANT FEE**

The selected Consultant shall be paid a compensation of \$85,000 for a 6-month period, with the option to extend the contract at the sole discretion of NPF and NPS for an amount not to exceed \$165,000 within a 12-month period.

The Consultant is responsible for covering the cost of all travel and lodging expenses associated with the project. NPF will reimburse the Consultant for any additional expenses directly and reasonably incurred in connection with program development and other services under this scope of work if such expenses are pre-authorized in writing by NPF.

**C. TIMELINE**

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<b>DATE:</b>	Deadline for proposal due to NPF by December 4, 2020 at 5:00 PM EST
<b>DATE:</b>	Contract award decision: January 2021
<b>DATE:</b>	Contract Execution: February 2021

**D. EVALUATION CRITERIA**

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All applications will be reviewed by a selection committee comprised of representatives from the National Park Service and the National Park Foundation. Selection will be based on the applicant’s ability to meet and exceed program requirements and required outcomes.

The selected contractor will enter into an agreement with the National Park Foundation, which will serve as the contracting party and funder of this position.

**E. SUBMISSION INSTRUCTIONS**

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**Each applicant must submit their proposal on or before 5:00 pm EST, Friday, December 4, 2020.**

**Proposal Packet Must Include:**

Cover letter, resume and/or CV, qualifications, examples of similar past projects and/or programmatic work, the dollar amount of general liability and professional liability insurance coverage, or evidence of insurability (quote from insurance service provider).

**Proposals must be submitted via email to:**

Angel Thompson  
Project Manager, Cultural Resources  
National Park Foundation  
202.796.3144  
[AThompson@nationalparks.org](mailto:AThompson@nationalparks.org)