



National Park Foundation  
Request for Proposals (RFP)

Film Planning Project Management Consultant  
Frederick Douglass National Historic Site (FRDO)

May 27, 2020

**Proposal Deadline: 5:00 pm EST, Friday, June 26, 2020**

**RFP Contents:**

- A. Project Overview**
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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). NPF, in partnership with NPS, is pleased to announce that it is accepting proposals for a Film Planning Project Management Consultant to support the [Frederick Douglass National Historic Site \(FRDO\)](#), a unit of the National Park System. FRDO is open to the public year-round, seven days a week. A typical visit starts at the visitor center where the Park presents a biographical film, produced over 25-years ago and concludes with a group tour of the home. NPF is seeking a Film Planning Project Management Consultant(s) to support NPS's work to identify and coordinate the selection of a production company to develop the new Park film. The production of the film will not be completed under this scope of work. NPF seeks proposals from individuals, teams, and companies with diverse backgrounds and experiences. The Consultant(s) will be an independent contractor and not an employee of NPF or NPS.

The [Frederick Douglass, National Historic Site \(FRDO\)](#), 1411 W Street, SE, Washington, DC, was established by Congress on September 5, 1962. Douglass lived at this site, also known as Cedar Hill, from 1877 until his death in 1895. FRDO honors the life and legacy of Frederick Douglass, the most recognizable African American public spokesman of his time. FRDO ensures the preservation of Douglass's Washington, DC home while inspiring the public through the legacy of his dedication to the ideals of freedom, justice, equality, and activism against oppression.

The selection of a Consultant(s) will ensure NPS is engaging with industry leaders to coordinate the selection of a production company to develop the film. Once produced, the film will revitalize and improve the visitor experience and orientation to the Park. It will introduce visitors to Frederick Douglass's life and incorporate thematic content relevant to the legacy of Frederick Douglass. The production of the film will not be completed by the Consultant(s) under this scope of work.

**B. SCOPE OF WORK**

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The ideal Consultant(s) will be a methodical, organized, innovative, and collaborative project manager with knowledge of film development, film industries, interpretation, and historic sites.

NPS and NPF will jointly recruit the Consultant(s). The Consultant(s) will coordinate with the FRDO assigned NPS project manager and report directly to NPF. The Consultant(s) will operate from an NPS office located in Washington, DC, for a one-year term, with the option to extend the contract, at the sole discretion of NPF.

The Consultant(s) will serve as the project manager, responsible for identifying and coordinating with industry leaders to develop a park film.

The Consultant(s) 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(s) will be responsible for researching production companies and individual producers, coordinating with NPF to develop a request for proposal for the production of a visitor center film, and coordinating the selection of the producer.

The Consultant(s) will be an independent contractor and not an employee of NPF or NPS.

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

- Coordinate the RFP process for the development and production of a park film.
- Manage the selection process of the development and production of park film.
- Assist NPF and NPS in the development of a draft and final contract for the production of park film.
- Identify and coordinate the selection of a production company to develop the film
- Develop and maintain effective working relationships with National Capital Parks—East (NACE) managers and staff, Denver Service Center (DSC) and Harpers Ferry Center (HFC), and with contractors and consultants.
- Lead team project meetings with NPS, contractors, consultants, and partners.
- Communicate required NACE actions and deadlines and track NACE progress with the schedules.
- Schedule, facilitate, and document NACE, 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 manage NACE 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 to NPS, NPF, stakeholders, and the public.

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

- A broad working knowledge of the organization and functioning of the National Park Service.
- Experience managing the development and production of film projects for a museum or cultural site.
- 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.
- Expertise in managing, leading, communicating, and collaborating with a wide range of internal and external stakeholders to accomplish project goals.
- Skill in using software to plan, monitor, and organize projects.
- Background knowledge of African American history and culture.
- Excellent written and oral communication skills.
- Strong interpersonal skills.
- Working knowledge of the Rehabilitation Act of 1973 regarding accessibility for finished products.
- Working knowledge of the Copyright Act of 1976, Trademark Act of 1946

- The Consultant(s) shall provide proof of general liability insurance coverage at an amount to be agreed upon by the NPF and the Consultant(s).

#### **CONSULTANT FEE**

The selected Consultant(s) shall be paid a compensation of \$75,000 for a 12-month period, with the option to extend the contract at the sole discretion of NPF.

#### **C. TIMELINE**

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**DATE:** Deadline for proposal due to NPF by Friday, June 26, 2020 at 5:00 PM EST

**DATE:** Contract award decision: August 2020

**DATE:** Contract Execution: September 2020

#### **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 program requirements and required outcomes.

The selected Consultant(s) 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, June 26, 2020.**

#### **Proposal Packet Must Include:**

A cover letter, resume and/or CV, qualifications, examples of similar past projects (preferably with the National Park Service), a scope of work, the dollar amount of general 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)