



REQUEST FOR QUALIFICATIONS (RFQ)

**CONSULTANT:
HERITAGE TOURISM AMBASSADOR
TRAINING PROGRAM**

**HISTORIC ANNAPOLIS, INC.
18 PINKNEY STREET
ANNAPOLIS, MD 21401**

**DATE POSTED: FEBRUARY 12, 2026
PROPOSALS DUE: APRIL 6, 2026**

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Issued by: Historic Annapolis, Inc.

1. Introduction

Historic Annapolis, Inc. (HA) is seeking qualifications from experienced consultants or consultant teams to design, develop, and pilot a comprehensive **Heritage Tourism Ambassador Training Program** for Annapolis and Anne Arundel County. This program will serve local visitor-facing professionals, including museum staff, hospitality workers, retail employees, tourism companies, business owners, and volunteers, who play a critical role in shaping the visitor experience throughout the region.

This initiative will strengthen heritage tourism by equipping frontline professionals with the knowledge and skills needed to share our region's historical, cultural, natural, and recreational resources with visitors and inspire them to take part in all that Annapolis and Anne Arundel County has to offer.

2. Project Background

More than 7.2 million visitors traveled to Annapolis and Anne Arundel County in 2024, spending \$4.31 billion (equivalent to approximately \$13 per person in the U.S.). Their experiences, as well as their likelihood to stay longer, explore more attractions, and invest more in the local economy, depend on the quality of information they receive at the point of contact.

This project will create and launch a professional development opportunity that empowers frontline staff in a variety of industries throughout our region to become knowledgeable heritage tourism ambassadors. By deepening their understanding of the region's history, cultural assets, museums, outdoor recreation options, and Chesapeake Bay resources, these ambassadors will serve as effective "tourism champions" for our community.

3. Scope of Work

The selected consultant will collaborate with Historic Annapolis to:

Curriculum Development

- Create and pilot a professional development training course tailored to frontline, visitor-facing staff of local businesses to become ambassadors for the Chesapeake Bay region.
- Develop comprehensive content about regional heritage tourism opportunities, including natural, historical, recreational, and cultural resources.
- Ensure training supports ambassadors in confidently guiding visitors to museums, trails, historic sites, water-based experiences, and other regional attractions.

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Program Design & Training Materials

- Produce a complete **training curriculum and manual**, including:
 - Agendas for virtual and in-person workshops
 - Interactive exercises to build visitor engagement and communication skills
 - Frequently asked questions and suggested scripts for visitor interactions
 - Recommended itineraries for cultural and recreational visits throughout Annapolis and Anne Arundel County
- Design experiential learning components, as appropriate.

Evaluation & Feedback Mechanisms

- Establish measures to monitor the effectiveness and impact of enhanced visitor services provided by trained ambassadors, to include evaluation tools.

Collaboration & Project Management

- Attend planning meetings with HA staff.
- Develop a timeline for curriculum creation, pilot sessions, and final review.
- Incorporate feedback from project partners and align deliverables with overall heritage tourism goals.
- Coordinate and lead pilot program in collaboration with HA and partners.

4. Deliverables*

The consultant will provide:

1. Complete Ambassador Training Curriculum
2. Training Manual & Toolkit, including workshop agendas, interactive components, scripts, FAQs, and itineraries
3. Evaluation & Survey Framework for program effectiveness
4. Recommendations for sustained program delivery

**Note: All materials and deliverables produced under the resulting contract will be the property of Historic Annapolis.*

5. Qualifications Sought

Ideal applicants will demonstrate:

- Expertise in curriculum development, adult learning, and/or visitor engagement training

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- Experience developing training or interpretive programs for heritage tourism, museums, or cultural organizations
- Familiarity with Chesapeake Bay regional history, environmental heritage, or tourism landscapes
- Strong facilitation skills for diverse groups of frontline staff
- Ability to collaborate with multiple partners and manage deadlines
- Experience incorporating evaluation tools or visitor feedback systems

6. Submission Requirements

Interested consultants should submit:

1. **Letter of Interest** summarizing qualifications and approach
2. **Resume/CV** of key personnel
3. **Examples of similar training or curriculum development projects**
4. **References** (minimum of one, two or more preferred)
5. **Proposed project timeline**
6. **Estimated budget range** or fee structure

7. Timeline

- **RFQ Release:** February 12, 2026
- **Qualifications Due:** Monday, April 6, 2026
- **Review Period:** April 7 – April 21, 2026
- **Anticipated Start Date:** Late April 2026

8. Submission Instructions

Please submit all required materials electronically no later than **Monday, April 6, 2026** to:

Kaelynn Bedsworth

Development Outreach Director

Historic Annapolis, Inc.

kaelynn.bedsworth@annapolis.org

Questions about this proposal may be directed to Kaelynn Bedsworth,

kaelynn.bedsworth@annapolis.org or 443.221.6997.