



Preservation Virginia

RFP- Master Interpretive Plan for Patrick Henry's Scotchtown

Preservation Virginia is embarking on a two-part master plan for Scotchtown that will result in a cohesive experience that links the legacy of Patrick Henry, his family and the people who were enslaved by the Henry family together through interpreted interior spaces, stories and exhibits.

In order to launch our new master plan, we are seeking a talented firm of that can work with us to develop a comprehensive interpretive, marketing, community development plan with long term goals that incorporates all aspects of the site from landscaping and archaeology to paint analysis and design. Once we identify a creative team to assist us in fulfilling our vision, Preservation Virginia will work together with the selected group to develop a packaged plan to be implemented.

Background:

Scotchtown is the only surviving home of Patrick Henry, patriot and orator of the American Revolution that opens to the public. Henry lived here from 1771 to 1778 and conceived his most influential revolutionary ideas at the home, including his famous "Liberty or Death" speech.

At least eight enslaved individuals moved to Scotchtown with the Henry family. Records show that 30 enslaved individuals were living at Scotchtown and working the tobacco fields when the Henry's purchased the farm. The Henry family only lived at Scotchtown for eight years and sold the plantation and much of the enslaved workforce when they moved. Descendants of the Scotchtown enslaved population span 300 years of its history and many remain in Hanover County.

Built around 1720 for Charles Chiswell, Scotchtown is architecturally unique. It features eight large rooms and a central passage below a large, undivided attic. The house is surrounded by reproduction outbuildings and gardens.

Preservation Virginia acquired Scotchtown in 1958 and restored to its appearance during Patrick Henry's life.

For the approaching 300th anniversary of Scotchtown, our goal is to bring together community members and stakeholders to work with us to develop a unique plan to increase public awareness of Scotchtown and the history. A comprehensive plan will enhance the visitor experience and interpretation of the entire site including a new furnishings plan, house and landscape interpretation, programs, marketing and community engagement strategy.

Research:

In addition to the decades of historical, architectural and interpretive reports produced for Scotchtown, Preservation Virginia has contracted genealogist, Andi Cumbo-Floyd to research African-American ancestors. We aim to connect with the descendants of the people once enslaved at Scotchtown. We want to ensure that descendants are involved in community meetings, workshops etc.

Interpretation:

Preservation Virginia has contracted Gretchen Pendleton to create a full furnishings plan for Scotchtown. Based on our current understanding of the Henry family and those they enslaved during the years, 1771-78, we envision this site and furnishings plan to resemble a transitional and disorderly household.

- The interpretation will capture the stress of a gravely ill wife with many children from infancy to marriageable age.
- The Henry's moved into Scotchtown with newly acquired financial success. This house would have been six times as large as their previous residence.
- While living at Scotchtown, Patrick Henry was the most active in politics and was a revolutionary.
- At least eight enslaved individuals moved to Scotchtown with the Henry family. Records show that there were 30 enslaved individuals that were already living at Scotchtown working the tobacco fields. Their stories will be woven into every interpreted space.
- The Henry family and the enslaved individuals in their personal household only lived at Scotchtown for eight years. The descendants of the enslaved families tied to the land likely remained part of the greater Hanover community and have deeper connections to the site than any one family who owned the land---spanning 300 years.

Project Deliverables

The selected team will work closely with Preservation Virginia's staff on the Project Deliverables.

Project Deliverables	Applicant Responsibility
<p>Phase 1:</p> <p>Produce a master plan report with recommendations for site use, designed interpretive elements, community engagement, marketing and infrastructure building.</p>	<ul style="list-style-type: none"> • 6 months of research and community engagement including visitor surveys/ attending/facilitating 4-6 listening sessions. Facilitate 2-3 design workshops • Work with Preservation Virginia team to identify partners, researchers and resources • Produce a report that includes: <ul style="list-style-type: none"> • Phased plan to implement visitor experience from decision to visit, arrival on site • interpretive and landscape plan • identify opportunities for further research, archaeological investigation and other elements • Design site wide interpretive elements • Develop a regional marketing plan
<p>Phase 2:</p> <p>Implementation of approved site-wide interpretive plan as presented in Phase 1's deliverables.</p>	<ul style="list-style-type: none"> • Produce and install interpretive elements at the site • Work with Preservation Virginia and partners to implement changes to the operational, landscape and visitors services at Scotchtown • Work with Preservation Virginia to implement regional marketing plan • Evaluate initial successes through metrics and adjust as necessary

Project Details

- This project is split into two phases
- The cost estimates for Phase 2 will be reflected in the master plan report coming out of Phase 1
- Implementation of Phase 2 is dependent on securing the funding
- We expect to work with the same design team through both phases
- All prior research will be accessible once selected

Community Engagement:

As we embark on additional research, we will engage the community to take part in shaping our interpretation.

- Based on the genealogy research of the people once enslaved at Scotchtown, we hope to be in contact with living descendants to ensure that the descendant community is part of the re-interpretation of the site.
- Community engagement will include community meetings, stake-holder meetings and round-table groups with selected individuals and professional peers. These conversations will include representatives from:
 - Patrick Henry sites
 - Hanover African American community
 - Descendants
 - Museum professionals
 - Tourism professionals
 - Business leaders, etc.
 - International Coalition of the Sites of Conscience as facilitator of 2-3 community conversations.

Phase 1 Partners will include:

- Design Firm
 - Research team meetings and roundtables
 - Compiled documents with recommendations from community meetings
- Genealogist/ Research of African Americans connected to Scotchtown
- Curator
- International Coalition of the Sites of Conscience Facilitate Community Conversations
- Hanover K-12
- Preservation Virginia Staff

Master Plan Project Goals:

Phase 1: Creation of a Plan- Research and Community Engagement

- Increase community awareness and participation at Scotchtown
- Develop a cohesive 10 year master plan for the entire site
 - Operational plan
 - Furnishings plan for the interior spaces (main house, kitchen, cellar, attic)
 - Landscape and interpretive plan for exterior spaces
 - Marketing and Educational Outreach
- Regional media launch plan
- Demonstrate our commitment to supporting Scotchtown's African-American Descendants
- Continual engagement plan for stakeholders

Phase 2: Implementation

- Undertake proposed physical and interpretive changes to the site
 - Implement landscaping and visitor flow plan from arrival to departure
 - Install identified collection pieces and exhibit props for furnishings plan
 - Interpretive documents for the staff
 - Staff Training
 - Design and install interpretive signs
 - Implement recommended operational changes
- Enact community partners plan for continual engagement, i.e access to research and oral histories
- Increased individual and group visitation through media and public awareness plan launch
- Identify and fund projects related to additional research and archaeology

Inspiration

To get your team thinking about what success looks like, we've provided a list of historic sites that have inspired us.

Montpelier: www.montpelier.org

President Lincoln's Cottage: <http://www.lincolncottage.org/>

Tenement Museum: www.tenement.org

Monticello: www.monticello.org

Whitney Plantation: www.whitneyplantation.com

Matilda Joslyn Gage House: www.matildajoslyngage.org

Abbe Museum: www.abbemuseum.org

Proposal Submission Specifics

- Proposals must be submitted by May 30th to Jennifer Hurst-Wender, director of museum operations jhurstwender@preservationvirginia.org.
- Questions about the project should be directed to Jennifer Hurst-Wender, director of museum operations.
- Preservation Virginia's Scotchtown Master Plan Committee will review and schedule interviews with your team for this project after the submittal deadline.

To be considered you must meet the following requirements:

- 1-3 previous case studies or project summaries in which you or your team has completed similar plans including community engagement, visitor surveys, attending/facilitating listening sessions and design workshops
- 3-5 examples of previous brand identity work
- 2-5 Brand launch concepts – e.g. events, social campaigns, public stunts, etc.
- Include team bios and CVs