



Bacon Ridge Natural Area Hike RFP

Who we are:

Scenic Rivers Land Trust is a 501(c) (3) nonprofit land conservation organization based in Annapolis, Maryland. Since 1988, Scenic Rivers has partnered with landowners, communities, and public agencies to protect forests, farms, wetlands, and other natural areas through conservation easements and related land conservation strategies. A conservation easement is a voluntary legal agreement between a landowner and a land trust that limits future development on a property in order to protect its environmental features. To date, Scenic Rivers holds 83 conservation easements that protect more than 4,000 acres of forests, farms, wetlands, and other natural areas throughout Anne Arundel County.

Scenic Rivers holds a conservation easement on more than 630 acres within Bacon Ridge Natural Area, a publicly accessible preserve featuring over 15 miles of trails and some of Anne Arundel County's most significant forest and habitat resources. Scenic Rivers hosts various public programs at Bacon Ridge Natural Area, including but not limited to its [Healthy Forests Program](#), [Walk for the Woods](#), and various hikes. The Box Turtle Trail Loop serves as a focal point for guided hikes and educational programs at Bacon Ridge Natural Area. Through these staff-led experiences, participants explore one of Anne Arundel County's largest protected forests while learning about local ecology, conservation, stewardship, and the history of the land. Program themes and activities vary based on the audience and educational goals.

Scenic Rivers hopes to create both digital and print content to assist with Bacon Ridge hikes and other public programs. Digitally, the content will live in microsites, or small web pages that are nested within Scenic Rivers' main website (<http://www.srlt.org>). Print content will be used for educational and public programming.

Context:

Scenic Rivers Land Trust seeks proposals from qualified freelance writers, historians, storytellers, communications professionals, or content development firms to create interpretive and educational content for an upcoming anniversary hike celebrating the history of Scenic Rivers and Bacon Ridge Natural Area.

The selected contractor will work closely with Scenic Rivers staff to develop engaging content that highlights the historical context of Bacon Ridge Natural Area, the collaborative conservation efforts that have protected the landscape, and the people who have contributed to its stewardship over time.

Most project content will be developed using existing Scenic Rivers Land Trust resources, including organizational archives, historical documents, photographs, stewardship records, maps, and staff interviews. Limited independent research may be required to supplement available materials and verify historical context.



Scope:

The selected contractor will work collaboratively with Scenic Rivers Land Trust staff to develop interpretive and educational content that enhances the visitor experience of Scenic Rivers' annual Anniversary Hike and supports future public outreach initiatives.

Specific tasks will include:

1. Content Review and Discovery

- Review existing Scenic Rivers Land Trust materials, including organizational archives, historical documents, maps, photographs, stewardship records, and previously developed interpretive content.
- Conduct limited supplemental research to verify historical information and provide additional context where necessary.

2. Interpretive Content Development

- Develop written content for approximately 5–10 designated interpretive stops along the Anniversary Hike route.
- Create engaging narratives that highlight:
 - The history and conservation significance of Bacon Ridge Natural Area.
 - The history and growth of Scenic Rivers Land Trust.
 - Key conservation partnerships, land protection milestones, and stewardship efforts.
- Ensure content is accessible to a general audience and suitable for outdoor educational programming.

3. Digital Content Creation

- Draft content for web-based microsite that expand upon information presented during the hike.
- Organize content into user-friendly sections suitable for publication on Scenic Rivers' website.
- Provide recommendations for integrating archival photographs, maps, and other visual materials within digital content.

4. Print Content Development

- Develop copy for printed interpretive materials, which may include a hike guide, handout, or self-guided tour brochure.
- Develop QR “tree codes” for various plant identification along the hiking trails.
- Ensure print content complements digital resources while remaining concise and engaging for event participants.

5. Content Revisions and Final Deliverables

- Participate in up to two rounds of revisions based on feedback from Scenic Rivers staff.
- Deliver all final written content in editable digital formats (Microsoft Word or compatible format).



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- Provide a content organization guide identifying recommended placement of images, maps, and supporting materials.

Timeline:

The contractor will begin work on or before September 1, 2026 and will conclude by October 1, 2026.

Award Terms:

The contract is firm-fixed, with \$1,200 available for contractor award.