

WHO WE ARE

Zazo Brown Consulting Group helps museums, historic sites, parks and other public-facing organizations tell their stories well and serve visitors with confidence. Our founders bring more than 50 years of combined experience with the National Park Service and the Smithsonian. We pair that hands-on leadership with practical tools staff can use the next day: clear interpretive language, visitor engagement frameworks, and plans that fit how a site really runs.

CORE COMPETENCIES

- Interpretive planning and language review: tour scripts, exhibits, signage and audits
- Visitor engagement strategy and staff retreat facilitation
- Interpreting difficult and layered history with honesty and care
- Descendant and community engagement, partnerships and stakeholder planning
- Grant development support and program evaluation
- Cultural tourism and historic preservation planning
- Organizational capacity building and strategic planning
- Anniversary and commemoration planning, including America250
- Staff training and leadership development

PAST PERFORMANCE

Prince George's County — Natural and Historic Resources Division (MD)

Reviewed tour scripts, exhibit text and training materials across every site and built a Division-wide Interpretive Language Framework for talking about slavery and Indigenous history.

July 2026 – March 2027

Stratford Hall Historic Preserve — Visitor Engagement Retreat (VA)

Staff survey, then a three-day on-site retreat for staff from every department, leading to a printed Visitor Engagement Framework for training new and current staff.

July – October 2026

Stratford Hall — African American Cemetery Memorialization Project (VA)

Lead consultants on a successful \$200,000 Jessie Ball duPont Fund grant. Engaged as Process Consultant and Descendant Satisfaction Consultant to document decisions and survey descendants.

November 2026 – August 2027

PHOEBE / Historic John Lee Webb House (Hot Springs, AR)

Strategic planning study across six areas, from organizational assessment and preservation to cultural tourism and funding, with an implementation roadmap. Funded through the City's CDBG program.

October 2026 – January 2027

COMPANY DATA

UEI: UPJHG4E2TRK5

CAGE: 15YX8

SAM.gov: Active, All Awards

Established: September 2025

Business Type: Small Business

Insurance: General & Professional Liability

NAICS CODES

541611 Management Consulting

541618 Other Management Consulting

611430 Professional & Management Development Training

PSC CODES

R499 Other Professional Services

R408 Program Management / Support

U008 Training / Curriculum Development

WHY WORK WITH US

50+ years combined experience.

National Park Service and Smithsonian leadership, now focused on your site.

Agency-side insight. 35 years with the National Park Service, from seasonal ranger to Director of Federal Partnerships for America250, aligning more than 100 federal agencies.

Site leadership. Superintendent, Fort Monroe National Monument. Site Manager, Boston African American National Historic Site.

Museum depth. Co-founder Jennifer Zazo-Brown brings more than 15 years with the Smithsonian Institution.

POINTS OF CONTACT

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