

Radford Child Development Inc. Request for Proposal (RFP)

RFP # RCD17022014

Issue Date: March 10th, 2014

Title: Radford Child Development Center

Issuing Agency: Radford Child Development Inc.
Board of Directors
518 Meadow Ridge
Radford, VA 24141

Work to be Performed: In City of Radford, Virginia

Period of Contract: From Date of Award Through 06/15/2024

Deadlines: *Letters of Intent* Have to Be Submitted by
April 10th, 2014
Completed Proposals Will Be Received Until
2:00 PM **May 12th, 2014**

All Inquiries for Information Should Be Directed To: Bethany Mott at 407-952-2610 or Agida Manizade at 434 227 7196

LETTERS OF INTENT AND FINAL PROPOSALS MUST BE MAILED OR E-MAILED TO: RCD INC., 518 MEADOW RIDGE, RADFORD, VA 24141; OR
radfordchilddevelopment@gmail.com

NOTE: THIS NON-PROFIT DOES NOT DISCRIMINATE AGAINST FAITH-BASED ORGANIZATIONS IN ACCORDANCE WITH THE CODE OF VIRGINIA, § 2.2-4343.1 OR AGAINST A BIDDER OR OFFEROR BECAUSE OF RACE, RELIGION, COLOR, SEX, NATIONAL ORIGIN, AGE, DISABILITY, OR ANY OTHER BASIS PROHIBITED BY STATE LAW RELATING TO DISCRIMINATION IN EMPLOYMENT.

**Letter of Intent to Submit Proposal
Radford Child Development Center**

The following child care provider _____ intend(s) to submit a proposal to RCD Inc. to manage the new child care facility for up to 124 children in Radford, Virginia. It is understood that the proposal is due May 12th, 2014. The final grant award will be based upon approval of the proposal, and the total award will not exceed \$210,000.

Name and Address of Company:

_____ Zip Code: _____

Employee Identification #: _____

Fax Number: (____) _____

E-mail Address: _____

Date: _____

By: _____

(Signature In Ink)

Name: _____

(Please Print)

Title: _____

Telephone Number: _____

Please submit this letter of intent by April 10th 2014, to:

Bethany Mott
Radford Child Development Inc.
radfordchilddevelopment@gmail.com

Or mail it to:
Radford Child Development Inc.
518 Meadow Ridge,
Radford, VA 24141

TABLE OF CONTENTS
RFP #RCD17022014

Cover Page	1
Letter of Intent	2
Table of Contents	3
Purpose	4
Background	4
Statement of Needs	5
Proposal Preparation and Submission Instructions	5
Signature Page	10
Floor Plan and Elevations	11

I. Purpose:

The purpose of this Request for Proposal (RFP) is to solicit proposals for developed business models to establish and manage the new child care facility for up to 124 children ages 6-weeks old through 4-years old. The RCD intends to recruit and sign a contract with one provider through competitive negotiation to manage the new child care facility which will be located in Radford, Virginia. The RCD will establish the time period for performance of services by the child care provider and sign a contract with a provider. This grant by RCD will provide funding for all of the classroom equipment, playground equipment, toys, educational materials and resources, furniture, computers, teachers' and director salaries for several weeks prior to opening. RCD is looking for a provider that is willing to collaborate with RCD board of directors and has a long-term commitment to the area.

II. Background:

Radford Child Development, Inc. is a non-profit organization whose goal is to develop a quality, certified child care facility in the city of Radford located in Southwest Virginia. A recent child care needs assessment of the Radford community strongly showed that a significant majority of the area's families are struggling to find quality, nationally certified child care for their children.

Our Mission: To develop and/or support excellent, nationally accredited child development program(s) in Radford that embodies the best practices of early childhood care and education. We understand that all working parents need to have access to a quality certified educational child development facility.

Our major strategies include:

- 1) *Attracting a childcare provider with current NAEYC accreditation or meeting NAEYC standards and seeking NAEYC accreditation to Radford, VA,*
- 2) *Providing funds for pre-opening expenses to make operating a center financially feasible,*
- 3) *Providing tuition discounts for low-wealth families,*
- 4) *Creating awareness, disseminating information, and involving all community members,*
- 5) *Assisting to recruit and retain highly qualified teachers,*

6) Working with congressional representatives at the state and national level to change local/state/Federal policies related to child development facilities.

III. Statement of Needs

Last year, RCD conducted a needs assessment with members of the Radford community. We sought to measure the discrepancy between the current condition and the desired condition. This assessment documented a critical need for quality child care in Radford. Analysis of the assessment showed that more than 400 children in Radford need quality child care. However, Radford currently has only one full-time state licensed provider (that serves 44 children). Based on the analysis, 9 out of 10 children in Radford do not have access to a state-licensed child care provider. Additional data on needs assessment is available upon request.

IV. Proposal Preparation and Submission Instructions

A. General Instructions:

- Complete the Letter of Intent and send it to the aforementioned address by April 10th, 2014.
- Schedule a meeting with RCD representatives after completing the Letter of Intent. We recommend that you schedule a meeting prior to submitting your full proposal. To schedule a meeting email Ms. Mott at radfordchilddevelopment@gmail.com or call Dr. Manizade at 434 2277196.
- In order to be considered for selection, you must submit a complete response to this RFP as an electronic copy by e-mail to the address indicated on the cover page by May 12th, 2014.
- Proposals shall be signed by an authorized representative of the applicant. All information requested should be submitted. Failure to submit all information requested may result in the proposal being rejected.
- Proposals should be prepared simply and clearly, providing a straightforward description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- Proposals should be organized in the order in which the requirements are presented in the RFP.

- All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP.

B. Specific Proposal Instructions

Signature Page: Complete the Signature page and submit it with the entire completed proposal.

Organizational Background: Describe your organization, your mission, and recent history. Explain why you are interested in opening a child care facility in Radford.

Accreditation: It is *required* that the new facility in Radford *is* run by either NAEYC accredited provider or a provider that is meeting NAEYC standards and will be seeking NAEYC accreditation for the new center. Please indicate your current certification and accreditation status. Describe your previous experiences running a NAEYC accredited facility (if any). State your intentions related to obtaining NAEYC accreditation for the new facility.

Budget: In this grant the RCD will provide funding that can be applied for the following pre-open expenses for the new center designed for up to 124 children:

- ✓ Classroom equipment;
- ✓ Classroom materials;
- ✓ Playground equipment;
- ✓ Play equipment, toys;
- ✓ Educational materials, curriculum material and resources;
- ✓ Furniture;
- ✓ Kitchen, laundry appliances and fixtures;
- ✓ Computers;
- ✓ Classroom set up and training;
- ✓ Teachers' salaries for several weeks prior to opening
- ✓ Director salaries for several weeks prior to opening.

Please provide detailed budget for aforementioned pre-open expenses. The amount should not exceed \$210,000.

Business Model: Provide detailed a business model for 5 years. The model should address information listed below.

- ✓ *Revenue Assumption*. For each age category list your *revenue assumptions* including the following:
 - Teacher- student ratios;
 - Number of classes;
 - Tuition rates;

- Group sizes;
- Registration fees;
- Occupancy assumptions;
- Discounts (if any)
- ✓ *Staff Expenses*
 - Director
 - Teachers
 - Operations/Kitchen Staff (if any)
 - Benefits (payroll taxes, employee benefits)
- ✓ *Direct Expenses*
 - Educational supplies
 - Equipment replacement
 - Food costs (if any)
 - Office Supplies
 - Janitorial Supplies
 - Utilities
 - Insurance
 - Center marketing and promotions
 - Teacher training
 - Accreditation
 - Gifts and awards
 - Miscellaneous
- ✓ *Indirect Expenses*
 - *Cost of the Facility:*

There are several options under this category (see listed below). Some providers may prefer to rent a new facility; others prefer to own their own building. RCD is open to discuss options that are acceptable to a provider.

We have developed potential floor plans for a facility serving 124 children. These floor plans were created with NAEYC certification requirements in mind. The floor plans are available for the provider to use, but are not required (see attached copy of Floor Plan and Elevations).

<u>Option 1:</u>	Rental on Tyler Avenue, Radford, VA
	New Build-to-Suit Building
	10 year lease with two 5 year renewal options
	Proposed 10 Year Lease Rates (including Rent, CAM, taxes and insurance)
Year 1	\$129,600
Year 2	\$132,581
Year 3	\$135,630
Year 4	\$138,750

Year 5	\$141,941
Year 6	\$145,206
Year 7	\$148,545
Year 8	\$151,962
Year 9	\$155,457
Year 10	\$159,032

Option 2: There is a lot available for purchase on corner of Tyler Avenue and Rock Road, Radford, VA. The purchase price has to be negotiated with the landowner, Mark Williams.

Option 3: Provider is free to find its own location to lease or to own in Radford City.

Please note: RCD spent several months looking for a free or affordable potential location for the new facility. Local landowners Jeff Price and Mark Williams of Price Williams Realty offered the use of their land (at an excellent location) free of charge. Price Williams also committed to front the cost of the facility and build a new center in a 5-6 month built-to-suit timeframe with a market rent if RCD finds an entity willing to sign a ten-year lease (see the rent information below). If Option 1 is chosen, the provider will be required to sign the lease with Price Williams. (Price Williams is also willing to sell the designated lot, if preferred. Provider is also free to find and establish their own location (to lease or to own) in Radford.

- o Janitorial Expense
- o Maintenance Expense
- o Phone/Internet
- o Insurance (general liability policy)
- o Taxes & Licenses
- o Bank Services Charges
- o Additional Expenses or Fees: There are several models for operating the new center in Radford. A provider might use a *management fee model*, or use a *revenue sharing model*. RCD is open to discuss the options and the model preferred by a provider. Depending on the model chosen, additional charges, such as administrative expenses (finance, accounting, and legal services) or other management fees or overhead expenses, might be applicable.

Curriculum: Provide information about your curriculum model. Provide curriculum certification information (if applicable).

Past Experience: Describe your previous experiences running a NAEYC accredited facility. If you do not have such experience, describe your experience running a certified childcare center.

Collaboration: RCD board of directors will continue involvement with a new center after the opening in order to support the facility for years to come and to participate in its governance. Please describe how you might collaborate with the RCD board before and after the opening date.

Supporting Materials: Provide supporting materials (if any) for your proposal.

V. Signature Page

In compliance with this Request For Proposals (RFP) and all conditions imposed in this RFP, the undersigned child care provider hereby offers and agrees to provide services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation, and the undersigned company hereby certifies that all information provided below and in any schedule attached hereto is true, correct, and complete.

Name And Address Of Company:

_____ Date: _____

_____ By: _____

(Signature in Ink)

_____ Zip Code: _____ Name: _____

Employee Identification #: _____ (Please Print)

Fax Number: (____) _____ Title: _____

E-mail Address: _____ Telephone Number: (____) _____

