

# Flint River Corridor Alliance

## REQUEST FOR PROPOSAL PROGRAM MANAGEMENT

Proposals addressed to Flint River Corridor Alliance (FRCA), email at [mfreeman@communityprogress.net](mailto:mfreeman@communityprogress.net), will be received until 5:00 p.m. on April 30, 2013. Please use "FRCA RFP Response" in the subject line.

### Flint River Corridor Alliance

The Flint River Corridor Alliance (FRCA) is a community based organization of government, non-profit, and private sector stakeholders organized to initiate, support, and sustain projects in the Flint River Corridor that revitalize the river as a community asset while enriching the quality of life for the area's residents, businesses, and visitors.

#### *Priority Areas:*

- Economic Development and Neighborhood Revitalization
- Recreation and Culture
- Environmental Quality and Infrastructure

The Flint River Corridor Alliance, housed within the Flint River Watershed Coalition is tasked with the implementation of the Wade Trim Plan [<http://www.frcalliance.org/documents/flint-river-restore-plan.pdf>] for the Flint River from Hamilton Dam to Chevy in the Hole. Implementation of the plan will include the following;

- The first phase will include determination of the initial project based on stakeholder interest and community support. Additionally, financial commitments for the 'project ramp-up' should be realized.
- The second phase, under an amended contract, will provide for funding and advocacy for active and passive recreational amenities which may include such capital improvements projects as trails, picnic areas, nature and wildlife viewing, gathering areas, a pathway bridges and pathway, greening/phyto-remediation, and public art in a natural setting that complements the phase one plans.
- Phase III will include fund development for the identified project and ultimate implementation.

#### **Institutional Partners:**

Center for Community Progress  
Flint River Watershed Coalition  
Genesee Regional Chamber of Commerce  
Kettering University  
Mott Community College  
Genesee County Metropolitan Planning Commission  
City of Flint  
Genesee County Land Bank Authority  
Hurley Medical Center  
Genesee County Parks and Recreation Commission  
Local Initiatives Support Corporation  
The University of Michigan-Flint

## **PROJECT**

FRCA is requesting submissions from project management consultants interested in fulfilling the project-based 'ramp up' funding and capacity requirements for the organization's plans for operations. This would include creating, managing and supporting fund development and project plans (possibly to include a membership group) to support work of the FRCA.

The purpose of this Request for Proposal is to retain a project consultant who will complete the first phase of activities listed below:

### **Phase 1 – Initial funding commitments and 'Ramp-Up' plan (3 – 6 Months)**

- Refine internal capacity and needs including staff, board, and volunteer requirements for fundraising.
- Work with board and staff to refine budget.
- Develop fundraising campaign plan and calendar.
- Secure financial commitments from institutional partners and conduct interviews to determine project priorities.
- Broaden support for plan by identifying new potential partners.
- Develop marketing materials that outline project vision and reason to support the project.
- Utilize market materials to develop a grant proposal template.
- Provide guidance to Board and Staff on FRCA events.

Ultimately, the goal of the Ramp-Up phase is to strengthen the FRCA internal capacity by securing the necessary funding and putting in place basic systems to have staff dedicated to advocating for the Flint Riverfront Restoration Plan.

Concurrently, the organization will be coordinating a fundraising (and friend-raising) campaign to meet the financial requirements for sustainability and to strengthen the long-term financial security of the organization. FRCA envisions the completion and success of next phases of the fundraising effort as follows:

Upon successful implementation of Phase 1, the contract may be extended or converted to a staff position.

### **Phase 2 – Ramp-Up and Fundraising campaign implementation and launch (6 – 12 Months)**

- Conduct board and staff training on advocacy and fundraising.
- Identify donors by constituency and create individual donor packet.
- Set goals (gift charts) and develop fundraising strategy and timing.
- Implement donor stewardship, cultivation and tracking.
- Develop campaign and donor events.
- Develop donor recognition and naming opportunities.
- Assist with grant writing and foundation opportunities.
- Collaborate with website developer and stakeholders on the development of interactive website.

### **Phase 3 – Campaign management (6 – 18 months)**

- Solicit and cultivate major donors.
- Manage the public information and public relations plan.
- Engage in community outreach to raise awareness.
- Manage implementation of project.

## **FRCA Budget and Ongoing Operational Needs/'Ramp-Up' Budget:**

Program Director	\$ 40,000.00
Events/Meetings	\$ 14,000.00
Event Coordinator	\$ 7,000.00
Rent	\$ 6,000.00
Fees	\$ 4,100.00
Administrative	\$ 3,000.00
Supplies	\$ 2,900.00
Mailing/Printing	\$ 2,500.00
Internet/Web	\$ 500.00
<b>Total</b>	<b>\$ 80,000.00</b>

### **Compensation**

\$6,000. Initial contract period will be up to six months. If financial obligations of partners are realized during this period, the contract amount will be increased to \$40,000 for one year.

### **Questions**

All questions pertaining to this proposal are preferred in writing and sent in an email with RFP question in the subject line by April 26<sup>th</sup>. After this date no further inquiries, concerns or questions may be submitted.

### **Initial RFP Response**

Please provide the following by email with "FRCA RFP Response" in the subject line to [mfreeman@communityprogress.net](mailto:mfreeman@communityprogress.net) no later than April 30, 2013:

1. Provide a resume and references
2. Provide a cover letter with relevant work experience and associated outcomes related to:
  - Fund development for projects and programs, particularly capital campaigns
  - Grant writing for local, state and federal funding
  - Community organizing
  - Institutional and political advocacy for projects and initiatives
  - Nonprofit management
  - Project or program management

If you are invited to an interview, you will be asked to prepare a presentation for the Board, which includes:

1. Your plan for the next (up to) six months. Provide any feedback or creativity on phasing if there are alternate approaches that might be employed.
2. A timeline to complete Phase I activities (which is less than six months) and a schedule of work and hourly commitment.
3. How will you employ your community connections?
4. What will your fund development campaign consist of?
5. An explanation of how you might re-allocate items in the 'ramp-up' budget.