

**GOLDEN TRIANGLE BUSINESS IMPROVEMENT DISTRICT  
REQUEST FOR PROPOSALS  
FOR  
STRATEGIC FUNDRAISING ADVISOR**

**RFP Purpose**

The purpose of this Request for Proposals is to receive proposals for selection of an individual or firm (Consultant) to provide services as a strategic fundraising advisor for the Golden Triangle Business Improvement District (BID) and Golden Triangle Charitable Corporation (GTCC).

This RFP does not constitute a Contract for Services performed or to be performed. After selection of the successful Contractor (referred to as the Contractor), the BID and the Contractor will negotiate a contract incorporating the Scope of Services.

**The Organization**

Founded in 1997, the Golden Triangle Business Improvement District (BID) is an award-winning non-profit 501(c)(6) corporation that works to enhance the Golden Triangle business district and neighborhood — a 44-square-block neighborhood that stretches from Dupont Circle to Pennsylvania Avenue in our nation's capital.

The BID has an annual budget of \$6 million and invests this funding in cleaning, maintenance, and landscaping, public art and placemaking, safety/ security/ homeless outreach, marketing, and sustainability.

Together with corporate and government partners, the BID develops and implements programs with the mission of strengthen the economic vitality of the Golden Triangle neighborhood (Appendix 1). In 2017, the BID established the Golden Triangle Charitable Corporation (GTCC), a 501(c)(3) organization, to generate financial resources and deliver programming to enhance the greater downtown area and ensure positive experiences for those living, working, and visiting.

**Scope of the Engagement**

Although the GTCC was largely inactive during the COVID-19 pandemic as the BID focused on response and recovery efforts. Workers, business travelers and tourists are returning to Washington DC, and the BID and GTCC are eager to capitalize on this moment by developing and executing a multi-pronged fundraising strategy to support and expand the organization's presence and programs.

The Golden Triangle BID is seeking an experienced Consultant in the role of Strategic Development Advisor for the GTCC. Initially, this Consultant will have an initial focus of fundraising from individuals, foundations, and corporations to support public art and technology programs. Further, early in the engagement the Consultant will work with BID staff members to reestablish the GTCC Board of Directors (Board) consistent with the goals to reimagine the neighborhood and consistent with the current fundraising environment.

The ideal Consultant will have experience driving successful fundraising and building relationships. They should be able to serve as a well-regarded representative when interfacing with current and potential funders, organizational leaders, constituents, and other stakeholders. They will work directly with the BID team to implement the developed fundraising strategy and achieve measurable results while embracing the organization's vision, mission, strategy, culture, objectives, and priorities.

## **Term of Engagement**

The period of performance is one year, with three, one-year option years available based on meeting mutually agreed-upon performance goals. In addition to fundraising responsibilities, this Consultant will work with the BID staff in the development and management of the GTCC's Board of Directors and will report to the Chief of Staff.

## **Budget**

The budget for this project is \$50,000 per year of engagement. If the proposed budget is above this amount, provide details and justification as to why.

## **Scope of Work**

### ***Strategy Development and Fundraising***

- Pursue, secure and lead conversations with individual, corporate and foundation prospects, donors, and lapsed donors.
- Develop and execute a fundraising strategy to re-establish and grow philanthropic and sponsorship revenue to support, primarily, public art and technology program. This would include cultivation of leads, including curation of major donors, corporate sponsorship, and institutional support, as well as development of fundraising events.
- Implement focused fundraising efforts in the areas of public art and tech, including fundraising for permanent large-scale art to be placed at 17<sup>th</sup> Street and Pennsylvania Ave NW as part of the Penn West Streetscape Project. Estimated cost: \$500,000.
- Play a significant role in securing philanthropic and sponsorship support of \$250,000 or more, over a 12-month period, while building a pipeline of prospective funders to sustain revenue growth of >40% in subsequent years.
- Develop fundraising correspondence and materials, including, but not limited to, talking points, pitch decks, sponsorship guides, etc. to support fundraising efforts.
- Create, implement, and document development processes and utilize a BID-owned CRM system to track leads, contributions, generate acknowledgments and enter critical donor information and notes.
- Meet frequently with the BID to enlist their assistance and provide timely updates.

### ***Golden Triangle Charitable Corporation's Board of Directors***

- Work collaboratively with BID leadership and others to recruit and engage Board members who will contribute to the organization's growth via their own means and through their networks. This would include development of Board member candidate profiles and requirements to assist with the prioritization and cultivation process.
- Develop and execute individualized Board cultivation and solicitation plans in close collaboration with BID leadership.

- Assist BID leadership in the planning of initial board meeting(s) that engage will engage the new Board in the GTCC fundraising goals and plans.

### **Locally owned Diverse or Woman-Owned Businesses**

The BID actively seeks locally owned businesses that are racially or ethnically diverse, or woman-owned, to participate in this request for proposals. Certified Business Enterprises, locally owned, diverse, and woman-owned firms are eligible for additional points in scoring. Any Consultant seeking to receive evaluation points as a CBE must be certified at the time of submission of their proposal. A copy of materials supporting Consultant's status shall be submitted with the Consultant's proposal.

All Consultants will be afforded full opportunity to submit their proposal in response to this request and will not be discriminated against on the grounds of race, color, national origin, or any other legally protected categories.

All Consultants are encouraged in their proposals to demonstrate their commitment to promoting and supporting an environment of diversity, equity, and inclusion.

### **Selection Criteria**

The BID will review all proposals for content, completeness, and ability to perform the essential functions and primary responsibilities. Submission of a Proposal shall constitute the Consultant's consent that the BID may make such inquiries as it finds necessary to evaluate the Consultant's submission and qualifications.

The BID shall award the Contract to the qualified Consultant whose proposal it determines is the most advantageous to the BID and its goals. The BID reserves the right to award the Contract based upon the initial submission, without further discussion. The BID reserves the right to reject all proposals, to postpone this RFP, or to cancel this RFP at its option.

#### ***Adherence to Requirements in Submission***

The overall timeliness, completeness, and overall quality of the submission will be evaluated.

#### ***Background information on the Consultant/ Consultant Firm***

Provide background on the Consultant/ Consultant firm that outlines the background and organizational history that you believe sets you or your firm apart. Please provide the locality you are based as well as references. If you are a CBE enterprise, provide a copy of materials supporting your firm's status as a locally owned, diverse, or woman-owned business. If your business is a CBE, please include a copy of your certification acknowledgement letter.

#### ***Performance Capability***

Provide demonstrated examples of projects you or your firm have worked on of similar size and scope, showcasing your firm's expertise, results, and unique attributes. These examples should include how much was raised and the results of those efforts. If there is a team, provide resumes for all consultant Team members that would be affiliated with this contract.

#### ***Project Scope***

Provide details and strategies that demonstrate how the Consultant/ Consultant firm will successfully accomplish the objectives outlined above in the Scope of Work. This section should show how the

Consultant will bring experience, knowledge, and creativity to the development and implementation of fundraising strategy and building of a goal-oriented Board for the GTCC.

**Sample Contract**

Provide a sample contract for review.

**Price**

The BID reserves the right to award the Contract to the most qualified Consultant whose Proposal it determines to be the best value to desired performance regardless of price.

**Proposal Submission Process**

**Key Dates**

Release of RFP	4-26-2023
Questions on RFP Content Due By	5-10-2023
<b>Proposal Submission Due Date</b>	<b>5-24-2023</b>
Interviews-	Early June 2023
Project Award	June 2023

**Questions on RFP Content**

Questions regarding the RFP and the response requirements should be submitted in writing to Patrick Powell, Chief of Staff, no later than 5-8-2023 via email to [ppowell@goldentriangledc.com](mailto:ppowell@goldentriangledc.com).

To ensure fairness for all Proposers, responses to written questions will be provided to all those that submit Proposals.

**Submission**

Interested Consultants should submit a cover letter, and RFP submission in a PDF document via email to Pat Powell at [ppowell@goldentriangledc.com](mailto:ppowell@goldentriangledc.com) by 5-22-2023.

**Interviews**

Submissions will be evaluated and selected Consultants will be notified of interviews the week of 5-29-2023.

**Finals Selection**

Final selection notification will be made in June.

**Guidelines for Proposal Content**

Proposals should include the following components. These elements should highlight the Consultant's experience in developing fundraising strategies and engaging Board of Directors to achieve measurable results.

- Cover Letter
- RFP Response
- References
- Sample contract

## **Insurance**

The Contractor shall provide evidence that it carries a CGL policy, written on an occurrence (not claims-made) basis, covering liability for all ongoing and completed operations of the Contractor, including ongoing and completed operations under all subcontracts, and covering claims for bodily injury, including, without limitation, sickness, disease or death of any persons, injury to or destruction of property, including loss of use resulting therefrom, personal and advertising injury, and including coverage for liability arising out of an Insured Contract (including the tort liability of another assumed in a contract) and acts of terrorism (whether caused by a foreign or domestic source). Such coverage shall have limits of liability of not less than \$1,000,000 each occurrence, a \$2,000,000 general aggregate (including a per location or per project aggregate limit endorsement, if applicable) limit, a \$1,000,000 personal and advertising injury limit, and a \$2,000,000 products-completed operations aggregate limit.

## **Indemnification**

Contractor shall indemnify, defend, and hold harmless the BIDS, their subsidiaries, affiliates, officers, directors, agents, employees, and other partners (each, including the BIDs, a "Covered Person") from and against any and all pending and threatened claims, losses, liabilities, litigation, damage, penalty, expense and demands of every kind and nature whatsoever (any of the foregoing a "Loss"), including, without limitation, the costs as and when incurred of investigating and defending any such Loss, and including, without limitation, reasonable attorneys' fees and disbursements therefore, incurred by a Covered Person resulting from or arising in connection with the performance of this Agreement, caused in part or in whole by any negligent or willful act or omission of Contractor, its officers, agents, employees or representatives. This indemnity shall include, but not be limited to, claims for or by reason of any actual or alleged infringement of any United States patent, trademark or copyright or any actual or alleged trade secret disclosure.

# Appendix 1- Map of Golden Triangle



