



Oak Cliff Chamber of Commerce

Request for Proposal(s) #1001

1001 North Bishop Avenue , Dallas, TX 75208

5/25/17

Oak Cliff Chamber of Commerce Request for Proposals

May 17, 2017

1.1 Statement of Purpose

Oak Cliff Chamber of Commerce is soliciting proposals for the purpose of planning, organizing, and executing a comprehensive multi-month fundraising campaign. The objective of the fundraising campaign is to raise money needed to pay off the chamber capital asset and to position the chamber to better meet the service needs of our community, which encompasses: business development, workforce training, education scholarships, and programming.

1.2 Background Information

Thomas L. Marsalis bought 2,200 acres of beautiful farm country, covered with oak trees in 1889. The area was then known as Hord's Ridge. In 1890, by a one-vote margin in the Dallas City Council, the suburb marked by rugged hills and towering oaks was changed from Hord's Ridge to Oak Cliff. Later that same year, with a population nearing 7,000, Oak Cliff was incorporated as an independent city.

In the late 1890's annexation talk violently divided Oak Cliff citizens. So violently did they clash that the whole matter ended in the lap of the Texas Legislature. By special act of the state legislature, Oak Cliff officially became a part of the City of Dallas, occupying 180 of the 290 square miles of Dallas.

With growing interest and opportunities in Oak Cliff, it wasn't long before a group of businessmen decided that the area needed a business association in which to encourage continued growth and sustainability. In 1920 the Oak Cliff-Dallas Commercial Association was started. The name of the association was changed to Oak Cliff Chamber of Commerce in 1939.

Presently, the chamber has approximately 400 members and a board of 40 community and civic leaders. The chamber serves all of Oak Cliff, which includes prominent areas such as North Oak Cliff and impoverished areas such as the Lancaster/Kiest community.

The chamber has been involved in many community building efforts including: Mayor Rawlings Grow South Initiative, Redbird Revitalization, Oak Cliff Gateway, and Oak Cliff Street Car. Additionally, continues to offer programs that benefit the citizens of Oak Cliff. These programs include: Small Business Seminars, Transportation Summit, Golden Oak Scholarships, Legislative Summit and Quality of Life efforts such as community clean-ups and safety fairs.

The chamber is very active in local and state government. Oak Cliff Chamber of Commerce continues to support efforts that provide increased value, improved quality of life, and economic development for Oak Cliff citizens. Efforts supported recently include: High Speed Rail, Affordable Healthcare, and Mental Health Clinic for Oak Cliff.

1.3 Scope of Work

Phase I Conduct a Campaign Planning Study

- Assist in the development of a case study
- Work with chamber staff, board and elected officials to identify key prospects
- Determine realistic campaign goals

Phase II Develop a Campaign Plan

- Develop a fundraising plan and calendar
- Assist in developing collateral materials and use of social media
- Train chamber staff, board and volunteers

Phase III Execute/Manage the Campaign

- Assist in the development of campaign materials
- Oversee prospect calls and follow-ups
- Develop donor tracking/recognition methodology
- Work with board on the management of public information

1.4 Schedule

Oak Cliff Chamber of Commerce would like to substantially conclude the campaign by the end of November 2017. The preliminary schedule for the campaign is:

June	Consultant Selection
July	Campaign Planning Study/Goal of Campaign
August	Campaign Plan/Campaign Calendar/Collateral Material
September	Campaign Launch

1.5 Proposal Format and Requirements

Respondents must furnish one original and six copies of their proposal. Please limit Proposal to 20 pages (not including staff resumes). Estimated price and terms for services should be provided separately, listing breakdown of scope of services in a sealed envelope marked “Estimated Price & Terms for Services.” Please address the following areas in your proposal:

- A. Description and experience of the firm: areas of expertise, time in business, number of employees, and address of the firm.
- B. Experience: briefly describe recent projects executed by the firm. List relevant clients for whom you have performed similar work in the past five years. For each project listed provide the name, address, and a contact name who can verify your performance. If projects were a partnership, identify the lead firm.
- C. Personnel: provide resumes for the key people to be assigned. If consultants will be used, identify their relevant experience. Identify the person who would be the primary contact for the chamber. Provide an organizational chart of the project team.
- D. Provide a narrative description of how the firm proposes to execute the project. Descriptions of experience with similar projects that demonstrate effective work are welcome, as are brochures that would help evaluate your firm. Submit a statement on why you believe your firm is best qualified to carry out the project.
- E. Provide an itemized cost of your services by Phase, or if working on a commission basis, provide expected total commission and dates.
- F. References from at least four clients.
- G. Questions and responses: respond to all questions listed below:
 - a. How many fundraising campaigns have you/your firm done?
 - b. Have you completed a fundraising campaign for a non-profit entity? If so, please list the entity(ies).
 - c. Describe your familiarity with the demographics of Oak Cliff.
 - d. What is your success rate with capital campaigns?
 - e. Describe how your firm will identify the chamber’s strengths and weaknesses.

1.6 Consultant Selection

Proposals will be evaluated and scored by members of the Board of Oak Cliff Chamber of Commerce.

- A. Demonstrated experience of staff to be assigned to the campaign
- B. Firm’s understanding of Oak Cliff and Oak Cliff Chamber of Commerce
- C. Campaign strategy’s fit with Oak Cliff Chamber values and operations
- D. Demonstrated experience of firm

The chamber reserves the right to conduct phone or in person interviews. Following proposal scoring, and possible interviews, Oak Cliff Chamber will enter into contract negotiations. If these negotiations fail, the chamber will proceed with contract negotiations with the firm scoring second and so on. Unsuccessful respondents will be notified.

1.7 RFP Questions and Responses

All questions and responses should be directed to **Oak Cliff Chamber of Commerce, attn: Kiyundra Gulley, 1001 North Bishop, Dallas, TX 75208**, 214-943-4567, occ@oakcliffchamber.org. All response to the RFP must be received by 5:00pm, June 23, 2017, at the above address. Please state **“Proposal for Fundraising Campaign 2017”** on the outside of the response package and provide one original and six copies of the proposal.

1.8 Additional Information

- A. Statement of Non-Commitment
Issuance of this RFP does not commit Oak Cliff Chamber of Commerce to award a contract or pay any costs incurred in preparation of proposals responding to the RFP. Oak Cliff Chamber of Commerce reserves the right to reject any or all proposals and re-advertise. All proposals become the property of Oak Cliff Chamber of Commerce.
- B. Successful contract bidders must comply with provisions of all applicable federal law, Title VI and Title VII of the Civil Rights Act of 1964. Any subcontracting by the successful bidder subjects the subcontracting firm(s) to the same provisions of the federal law.