

Hayti Promise Community Development Corporation
 P.O. Box 13, Durham, N.C. 27701
HaytiPromiseInfo@gmail.com

**Request for Proposals/Invitation to Bid
 Non-Profit Initial Branding and Media Platform Development and Maintenance (Reissued)**

A. Background

In May 2024, the Durham City Council approved a \$10 million dollar grant to Hayti Promise Community Development Corporation (Hayti Promise or CDC) as seed funding to catalyze revitalization along Durham’s historic Fayetteville Street Corridor and surrounding neighborhoods. Hayti Promise is a North Carolina non-profit organization. Additional background regarding the Hayti Promise history, mission, vision, and goals and City of Durham seed grant may be found in **Appendix A**.

HAYTI PROMISE INVITES PROPOSALS FROM HIGHLY QUALIFIED PROFESSIONALS TO DESIGN, IMPLEMENT, AND MAINTAIN AN INITIAL BRANDING AND MEDIA TOOLKIT AND RELATED COMMUNICATIONS PLATFORMS FOR A NEW NON-PROFIT COMMUNITY DEVELOPMENT CORPORATION.

B. Scope of Work

Description

Highly qualified proposers capable of delivering the specified scope of work in collaboration with Hayti Promise will possess capacity, as well as a proven record of success supplying the specified **Scope of Work** outlined in **Appendix C** hereto. Highly qualified proposers additionally will possess attributes needed to work productively with Hayti Promise directors, staff, and vendors, as well as local government officials.

Target Audience

Through the media tools developed under this solicitation, Hayti Promise must ensure that it communicates successfully with diverse target audiences, including:

- Durham taxpayers;
- Residents or businesses exploring services to be provided;
- Donors and investors seeking to support the organizational mission and goals;
- Vendors interested in supplying goods or services;
- Elected officials, journalists, and researchers.

C. Timeline and Milestones

Highly qualified proposers will submit proposals based on the following:

Anticipated Schedule

| | | | |
|-------------------------------------|----------------------------|---------------------------------------|----------------------------|
| Solicitation Issued: | 10/25/2024 | Vendor Selection/Notification: | 11/25 to 12/2/2024 |
| Q&A Period Ends: | 11/8/2024 | Anticipated Contract Signing: | 12/3 to 12/11/2024 |
| Proposals Due by Noon: | 11/15/2024 | Project Start: | 12/12 to 12/18/2024 |
| Virtual Finalist Interviews: | 11/20 to 11/22/2024 | Project Completion: | 2/28/2025 |

Interviews

Hayti Promise anticipates interviewing selected proposers (finalists) via video conference as part of the review process. Proposers selected for an interview will be notified via electronic mail and will be expected to maintain availability to facilitate timely interview scheduling.

Questions and Answers

Questions regarding this solicitation must be submitted **via email only** to HaytiPromiseInfo@gmail.com. Answers will be provided via email reply with a carbon copy to all proposers.

D. Submittal Guidelines

Responses submitted by highly qualified proposers will adhere to the following guidelines:

- *Timing* – be submitted **via email only** by 12pm on the **Proposal Due Date**.
- *Format* – consist of a single (1) electronic file provided in Portable Document Format (.pdf) no larger than 50 MB in size using 11 point font.
- *Confirmation* – ensure a submittal confirmation is received via electronic mail reply.

E. Proposal Content

Responses submitted by highly qualified proposers will include:

- *Cover Letter* – A one (1) page letter introducing the proposer to Hayti Promise and describing the proposer’s interest in delivering the specified Scope of Work.
- *Vendor Information* – Legal Name, Business Type (individual, corporation, limited partnership, general partnership, limited liability company, professional corporation, professional association, etc.), State Organized (must be registered with the N.C. Secretary of State prior to contract execution), Name and title of the individual(s) authorized to sign a contract with the Hayti Promise.
- *Key Staff/Partner* – Name, Title, Mailing address, Phone number, E-mail address and one (1) page resume for each staff member partner expected to be engaged in the Scope of Work.
- *Statement of Qualifications* – In one (1) page, describe recent past successful experience providing the deliverables specified in the Scope of Work to non-profit or similar clients. Provide data or other evidence of effectiveness of the services provided.
- *Approach to Scope of Work* – In no more than three (3) pages, describe your proposed approach to completing the Scope of Work including a description of the role of each Key Staff/Partner. Detail the proposer’s expectations if any of Hayti Promise during the process.
- *Delivery Schedule* – A one (1) page schedule with progress steps and deadlines for completing the Scope of Work by the Project Completion Deadline specified in Section C hereto (Timeline and Milestones).
- *Fee Schedule* – A one (1) page itemized budget for the completion of the Scope of Work detailing proposed fees associated with each milestone/deliverable and whether the fee(s) is one-time or recurring in nature.
- *References* – Name, Title, Phone Number and E-mail) address for three (3) clients that can speak the proposer’s experience and qualifications.
- *Work Samples* – At least two (2) unique samples of work/deliverables similar to the specifications in the Scope of Work provided to prior nonprofit or local government client(s).

F. Evaluation Criteria

Criteria for selecting a highly qualified proposer(s) to contract for services with Hayti Promise may be predicated upon factors including, though not limited to:

- *Cost* – Lowest proposed cost for services which is less than or equal to the specified budget and/or going market rates;
- *Responsiveness* – Commitment to meeting all legal requirements and conform to specifications;
- *Responsibleness* – Quality, appropriateness, and completeness of proposed deliverables, commitment to beginning and completing work within the time specified in **Section C** herein (**Timeline and Milestones**), and demonstrated skill, judgment, and integrity necessary to engage with non-profit leadership to deliver services supporting the mission, vision, and goals of Hayti Promise.

G. General Conditions

Rejection of Proposals

Hayti Promise retains the right to reject any and all bids, for any reason or no reason.

Claims Against Hayti Promise

No proposer will have any claims or rights against Hayti Promise arising out of the participation by a proposer in the solicitation process.

No Compensation Express or Implied

No compensation shall be due or implied to be due to any proposer unless and until a mutually negotiated agreement between the parties is approved by the Hayti Promise Board of Directors and is fully executed by all parties. Said agreement shall dictate the terms upon which any eventual compensation may be earned.

Hayti Promise Actions and Participation

Any assumption that Hayti Promise will take certain actions, provide facilities, or do anything else must be explicitly stated in the solicitation, and further reflected in any subsequent proposal submitted.

Insurance Requirements

Proposer agrees to maintain, on a primary basis and at its sole expense, at all times during the life of the contract contemplated under this solicitation applicable coverages and limits as specified in **Appendix B** hereto. The requirements specified, as well as CDC's review or acceptance of insurance maintained by Proposer shall not in any manner limit or qualify the liabilities or obligations assumed by Contractor under the contract.

Flow-Down Requirements

Proposer understands that Hayti Promise may utilize funding received from a variety of sources including the local, state, or federal government. Proposer agrees at all times to comply with any reasonable requirement from any funder which Hayti Promise must impose, enforce or "flow-down" to the Proposer as part of any contract in order to comply with obligations dictated to Hayti Promise by the funder, or applicable law. Such requirements if applicable will be included in **Appendix D**.

Equal Business Opportunity

It is the intent of Hayti Promise to provide equal opportunities for contracting to underutilized firms owned by minorities and women. It is further the intent of Hayti Promise to prohibit discrimination against any firm in pursuit of these opportunities.

H. Appendices

Appendix A – **Hayti Promise Fayetteville Street Corridor Improvements Project Overview**

Appendix B – **Minimum Insurance Requirements**

Appendix C – **Scope of Work for Branding and Media Platform Development and Maintenance**

Appendix D – **City of Durham Uniform Guidance Contract Clauses for Federal Funding (UGCCFF)**

APPENDIX A

HAYTI PROMISE – FAYETTEVILLE STREET CORRIDOR IMPROVEMENTS PROJECT OVERVIEW

DESCRIPTION

Durham’s Fayetteville Street Corridor Improvements Project (the Project) will mitigate negative social, cultural, economic, and financial impacts that were exacerbated by COVID-19. The Project, and partner institutions, Hayti Promise Community Development Corporation (Hayti Promise) supported by St. Joseph’s Historic Foundation serving as fiscal agent, will leverage a \$10 million dollars grant from the American Rescue Plan Act of 2021 approved by the Durham City Council in May 2024 to fuse local, state, federal and private advocacy and investment to hasten inclusive, equity centered, resident-focused revitalization strategies to counteract negative economic and social conditions along the Fayetteville Street Corridor and adjacent neighborhoods.

MILESTONES

2023 – Hayti Promise Community Development Corporation (Hayti Promise) was founded with the mission of inviting inclusive economic growth and local wealth creation in underinvested neighborhoods along the Fayetteville Street Corridor.

Durham City Council commits initial \$10 million American Rescue Plan Act “seed” grant to Hayti Promise to support revitalization in the Corridor.

2024 – Hayti Promise recruits its Board of Directors centering equity, community representation, unity and proven economic and community development commitment.

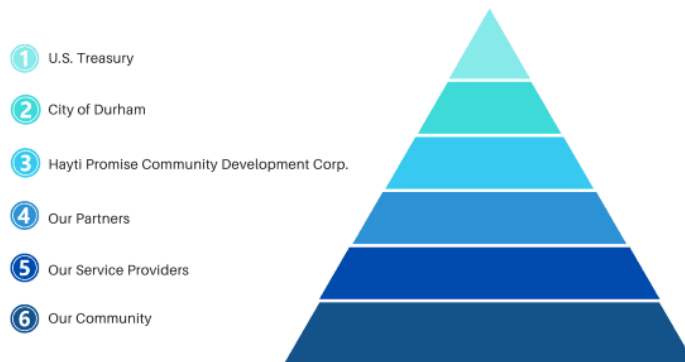
Hayti Promise and the City develop an ARPA compliant project scope of work supported by St. Joseph’s Historic Foundation in the role of fiscal agent and contract Hayti Promise to implement the Fayetteville Street Corridor Improvements Project.

PEOPLE, PARTNERSHIPS, COMMUNITY

Hayti Promise will implement the multi-year project with the help of its volunteer board of directors. The board will guide how ARPA grant funding is used, and raise additional funding from public, private, and charitable sources to support and expand Hayti Promise’s programs beyond the initial grant period.

Hayti Promise will partner with local neighborhood, cultural, business, and community development groups to improve housing and commercial buildings, attract and grow businesses, and create more vibrant community spaces.

Roles



APPENDIX B

MINIMUM INSURANCE REQUIREMENTS

The Contractor agrees to maintain, on a primary basis and at its sole expense, at all times during the life of the Contract the following applicable coverages and limits. The requirements contained herein, as well as Hayti Promise's review or acceptance of insurance maintained by Contractor, is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Contractor under this Contract.

Commercial General Liability – Combined single limit of no less than \$1,000,000 each occurrence and \$2,000,000 aggregate. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability, Cross Liability, or Personal and Advertising Injury Liability.

Worker's Compensation & Employers Liability – Contractor agrees to maintain Worker's Compensation Insurance in accordance with North Carolina General Statute Chapter 97 and with Employer Liability limits of no less than \$1,000,000 for each accident, each employee, and policy limit. This policy must include a Waiver of Subrogation.

Cyber Liability – Limits of no less than \$1,000,000 each occurrence and \$2,000,000 aggregate.

Automobile Liability – Limits of no less than \$1,000,000 Combined Single Limit. Coverage shall include liability for Owned, Non-Owned and Hired automobiles. In the event Contractor does not own automobiles, Contractor agrees to maintain coverage for Hired and Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Auto Liability policy. **Automobile coverage is only necessary if vehicles are used in the provision of services under this Contract.**

Umbrella or Excess Liability – Contractor may satisfy the minimum liability limits required above under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability, however, the Annual Aggregate limits shall not be less than the highest 'Each Occurrence' limit for required policies. Contractor agrees to endorse Hayti Promise Community Development Corporation as an 'Additional Insured' on the Umbrella or Excess Liability unless the Certificate of Insurance states the Umbrella or Excess Liability provides coverage on a 'Follow-Form' basis.

Additional Insured – The contractor agrees to endorse Hayti Promise Community Development Corporation as an Additional Insured on the Commercial General Liability. The Additional Insured shall read Hayti Promise Community Development Corporation as its interest may appear.

Certificate of Insurance – Contractor agrees to provide Hayti Promise Community Development Corporation a Certificate of Insurance evidencing that all coverage, limits, and endorsements required herein are maintained and in full force and effect, and Certificates of Insurance shall provide a minimum thirty (30) day endeavor to notify, when available, by Contractor's insurer. If Contractor receives a non-renewal or cancellation notice from an insurance carrier affording coverage required herein or receives notice that coverage no longer complies with the insurance requirements herein, Contractor agrees to notify Hayti Promise Community Development Corporation within five (5) business days with a copy of the nonrenewal or cancellation notice, or written specifics as to which coverage is no longer in compliance.

The Certificate Holder address should read:
Hayti Promise Community Development Corporation
P.O. Box 13
Durham, N.C. 27701

All primary insurance carriers must be authorized to do business in North Carolina. The requirements listed above, as well as Hayti Promise's review or acceptance of insurance maintained by Contractor, is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Contractor under this Contract.

APPENDIX C

SCOPE OF WORK – BRANDING AND MEDIA PLATFORM DEVELOPMENT & MAINTENANCE

Task 1. Design and deliver a start-up non-profit media toolkit that includes at minimum, a branding package, website, email, and related media tools and resources appropriate to successfully support the organizational mission, vision, and goals. Quality proposals should consider the following:

Brand Development

- Brand Identity
- Style guide
- Logo lockups
- Stationery
- Presentation templates
- Tabling/signage templates
- Formatted social media templates
- Other, Not Listed?

Website Development

- Comprehensive Strategic Planning - Information gathering and discovery, Scalability, Platform selection
- Architecture - Nonprofit suitability, Sitemap, Wireframing
- Programming and Development - UI/UX design attributes, Third-Party integrations and plug-ins
- Content Creation and Presentation
- Quality Assurance Review - SEO services, Copy editing, Usability testing, ADA/WCAG compliance
- Launch - Warranty, Ongoing management, Maintenance frequency, Data analytics monitoring/reporting
- Other, Not Listed?

Email Hosting

- Reliability - Up-time, Optimization, Autoresponders, Forward, Mail Rules, Calendar, Address Book
- Security - Encryption, Spam-filtering, Password Management, Two-factor authentication, Data Back-up
- Scalability - Users, Storage Capacity, Archiving, Future Content Migration, Plug-ins, Collaboration Tools, Mobile Integration
- Support - Customer Service access, Support level, Uptime Guarantee
- Other, Not Listed?

Task 2. Implement and maintain newly delivered media platforms on behalf of Hayti Promise on a contract basis for up to 24-months, including though not limited to:

- Maintaining Hayti Promise’s online presence (website, email, social media, other);
- Coordinating media strategies with the Hayti Promise Board of Directors;
- Writing articles, op-ed pieces, and press releases;
- Compiling and maintaining PR materials and clippings;
- Monitoring and coordinating responses to media inquiries;
- Supporting positive news and/or social media coverage for Hayti Promise.