

## RFQ # 24-10

### REQUEST FOR QUALIFICATIONS FUNDRAISING SERVICES PORTSMOUTH AFRICAN BURYING GROUND - FUNDRAISING CITY OF PORTSMOUTH, NH

#### INVITATION

The City of Portsmouth is requesting qualification packages from qualified individuals or firms to provide fundraising services for the Portsmouth African Burying Ground project. The fundraising services are expected to include 1) develop a campaign plan; 2) manage and implement the campaign; and 3) track progress.

Sealed packages, plainly marked RFP #24-10, "City of Portsmouth, African Burying Ground-Fundraising Services," on the outside of the mailing envelope, addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, NH 03801 will be accepted until 1:30 p.m. on Friday, December 11, 2009.

This Request for Qualifications document may be obtained from the Finance/Purchasing Department on the third floor at the above address or by visiting the Finance/Purchasing Department section of the City of Portsmouth website at [www.cityofportsmouth.com](http://www.cityofportsmouth.com).

**Continue below for the complete RFQ document.**

The City of Portsmouth reserves the right to reject any or all packages submitted, to waive technical or legal deficiencies, and to accept any packages that it may deem to be in the best interest of the City. By submitting a package, the consultant hereby authorizes the City to contact references and make any and all such further investigations as may be in the best interest of the City to evaluate consultant's qualifications for this project.

#### PROJECT PURPOSE

The purpose of this RFQ is to retain a fundraising consultant who will 1) develop a campaign plan; 2) manage and implement the campaign; and 3) track progress. It is expected the fundraising campaign will be required to raise between \$250,000 and \$500,000. Additional funds will be sought from governmental grants. Consultants will be expected to possess a full range of professional services to support the development of a fundraising plan and strategy and to implement the plan in cooperation and coordination with the Portsmouth African Burying Ground Committee and the City of Portsmouth.

#### PROJECT BACKGROUND

In October 2003, contractors carrying out infrastructure upgrades near the intersection of Court and Chestnut Streets unearthed a series of coffins. Under the direction of the State Archaeologist, a total of thirteen coffins were found at the site and eight were temporarily removed. Archaeological, historical and scientific protocols were followed throughout this process and a team of researchers has now analyzed the historic records, artifacts and skeletal remains, as well as DNA samples. The findings of the combined research support the interpretation that this location was the "Negro Burying Ground" shown on a 1705 City Map.

Documentary evidence indicates that this segregated burying area for colonial-era African-Americans may have been in use as early as 1705 in what was then the outskirts of town. As Portsmouth expanded during the prosperous 1790s, the burying ground was subsumed into the urban landscape as part of Chestnut Street. The Portsmouth African Burying Ground probably extended the entire length of the block between State and Court Streets, and as many as 200 graves may still lie beneath the west lane of Chestnut Street. The rediscovery of the burying ground has tremendous distinction as the only known African-American cemetery of its age that has been investigated through archaeology in all of New England.

Currently, the memorial to this important piece of Portsmouth's history is in the final design stage and the community is pursuing fundraising. The selected design includes the work of artist and sculptor Jerome Meadows of Savannah, Georgia and a local Landscape Architecture firm, Woodburn & Company. The memorial will be located on a City street, which will be closed to through traffic and presents an enormous opportunity for public art and education.

The burying ground and memorial lie in the heart of Portsmouth's downtown and will complement nearby, vibrant African American cultural entities -- the Seacoast African American Cultural Center and the Portsmouth Black Heritage Trail. The burying ground lies on the Portsmouth Black Heritage Trail and the memorial will be an opportunity to enhance understanding of Portsmouth's history.

#### **ANTICIPATED SCOPE OF WORK**

1. **Develop a Campaign Plan.** Work with the African Burying Ground Subcommittee on Fundraising (Subcommittee) and City staff to develop a fundraising strategy, which will raise between \$250,000 and \$500,000 in private funds from individual donors and foundations.
2. **Manage and Implement Campaign Plan.** In coordination with Subcommittee and City staff, implement the fundraising strategy; specific tasks are expected to include:
  - develop fundraising materials and communications;
  - identify key individual project donors;
  - recruit and train volunteers;
  - identify and write or coordinate submittal of grant proposals to potential grant sources; and
  - meet as needed with Subcommittee and City staff.
3. **Track Progress.** In coordination with the Subcommittee and the City of Portsmouth, track, evaluate, and adjust campaign goals. Report to Subcommittee and City staff.

The final scope of work will be negotiated with the selected firm.

## SCHEDULE

The selection of the fundraising consultant is expected to proceed as indicated below:

Step	Date
Request for Qualifications posted	November 18, 2009
Proposals due	December 11, 2009
Firms short listed and Interviews	December 2009
Firm selected	December 2009
Proposal Submitted to City by Selected Firm	December 2009
Contract signed and project commencement	January 2010

## SELECTION PROCESS

The City of Portsmouth will use a two-stage process for the final selection of a qualified consultant to perform this work.

Stage 1 will consist of review of qualification packages submitted by firms interested in being considered. The City anticipates selecting up to three (3) firms to short-list based on an evaluation of the written materials submitted. Short-listed firms may be asked to submit additional materials, attend interviews, or both. The short-listed firms will be ranked after interviews and additional materials are reviewed.

Stage 2 will consist of the selection of one finalist firm based on the selection criteria. The finalist will submit a proposal and the City will initiate contract negotiations with the highest ranked firm (finalist). If contract negotiations are unsuccessful, the City will enter into a subsequent negotiation with the next highest short-listed firm.

## SUBMITTAL REQUIREMENTS

Qualifications packages shall include the following:

- Brief history of the firm, including areas of expertise and technical capabilities.
- Descriptions of relevant previous fundraising efforts or campaigns, which have been successfully completed (or are underway).
- A brief one-page description of project approach.
- Include the names and contact information of up to three (3) references.
- Include a copy of a fundraising plan, used in a previous engagement.
- Hourly rates, along with any other fee schedule and reimbursable costs.
- Additional information that will assist the City in considering the Evaluation Criteria outlined below.
- Six (6) copies of the qualifications package must be submitted.

Sealed qualification packages, plainly marked RFQ #24-10, "Portsmouth African Burying Ground – Fundraising - Services" on the outside of the mailing envelope, addressed to the

Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, NH 03801 will be accepted until 1:30 p.m. on Friday, December 11, 2009.

### **EVALUATION CRITERIA**

Consultants will be evaluated according to the following:

1. Qualifications and previous related work of consultant. (30 points)
2. Demonstrated ability of firm to carry-out fundraising campaign of similar character and size. (25 points)
3. Understanding of project goals, local issues, and community fundraising assets and opportunities. (20 points)
4. Quality of sample materials and package submitted. (15 points)
5. Responsiveness to submission requirements. (10 points)

The City of Portsmouth reserves the right to reject any or all qualifications packages submitted, to waive technical or legal deficiencies, and to accept any packages that it may deem to be in the best interest of the City. By submitting a package, the consultant hereby authorizes the City to contact references and make any and all such further investigations as may be in the best interest of the City to evaluate consultant's qualifications for this project.

The City reserves the right to negotiate directly with the firm selected for additional project work.

### **ADDITIONAL INFORMATION**

Additional information about the Portsmouth African Burying Ground can be found at <http://www.cityofportsmouth.com/abg/index.htm>.

### **QUESTIONS**

Questions about this RFQ shall be directed in writing to David Moore, Assistant Community Development Director, Portsmouth City Hall 1 Junkins Avenue Portsmouth, NH 03801 or [dmoore@ch.cityofportsmouth.com](mailto:dmoore@ch.cityofportsmouth.com). All questions must be received by 4:30 p.m. on Friday December 4, 2009. Written responses will be posted to the Finance/Purchasing website at <http://www.cityofportsmouth.com/finance/purchasing.htm> no later than 4:30 p.m. on Monday December 7, 2009.

### **INSURANCE REQUIREMENTS FOR THE PROJECT**

Insurance shall be in such form as will protect the Consultant from claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract whether such operation by himself or by anyone directly or indirectly employed by him. Insurance coverage will be incorporated into the contract.

### **Indemnification will be required in the Contract**

The Consultant agrees to pay on behalf of and hold harmless the City of Portsmouth for all claims arising in whole or in part from its work on behalf of the City.