



Project Name or Description: Evaluation Services

Company Name: Germantown United Community Development Corporation

Address: 5320 Germantown Avenue

City, State, Zip Code: Philadelphia, PA 19144

Procurement Contact Person: Julie Stapleton Carroll, Board President

Telephone Number of PCP: 215.828.5176

Email Address of PCP: boardpres@germantownunitedcdc.org

Fax Number: N/A

1. Background/Introduction

Germantown United CDC (GUCDC) is a community-based nonprofit organization serving Northwest Philadelphia's Germantown neighborhood. GUCDC's mission is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development. Our work is centered on: Commercial Corridor Revitalization and Community Economic Development. GUCDC holds two significant contracts with the City of Philadelphia that support this work on the ground in Germantown. We serve as a bridge between the public and the government, and work to support the programming of the Division of Housing and Community Development (DHCD), the Department of Commerce, the Philadelphia City Planning Commission, as well as other relevant city agencies on their projects in Germantown.

Commercial Corridor Revitalization

Vibrant commercial corridors or "Main Streets" contribute to strong neighborhoods. They provide a place to work, shop, and meet your neighbors. GUCDC assists with the implementation of the City of Philadelphia's Targeted Corridor Revitalization Management Program by providing assistance, advice and support services to microenterprises and those looking to form microenterprises in this targeted low- and moderate-income area. These activities include neighborhood revitalization, programs designed to assist businesses, and community economic development. GUCDC is also exploring opportunities to strengthen and

diversify the mix of commercial uses in the business district, the potential to reuse vacant or underutilized properties, business and job attraction strategies, and available sources of funding to support recommended revitalization strategies.

Community Economic Development, Outreach, and Engagement

Beginning in September 2018, GUCDC expanded its mission and increased the organization's work around affordable housing, homeownership, and resident services. The organization's second government contract is with the City of Philadelphia's Division of Housing and Community Development (DHCD). GUCDC implements the Neighborhood Advisory Committee (NAC) program in Germantown, which is an extension DHCD. The NAC program serves Philadelphia's low- and moderate-income neighborhoods, including Germantown. GUCDC helps residents learn about City programs that could benefit them, with a focus on: preventing mortgage and real estate tax foreclosure; financial counseling; anti-predatory lending education; home repair resources; pre-purchase and home-ownership counseling; and renter assistance referral systems.

In general, GUCDC seeks to build upon existing assets of the community. Since our founding, we've established a niche in community-driven planning efforts and historic preservation. We recognize that Germantown's historic built environment and the history it represents is a community and economic asset worth preserving and building upon, with the potential to lift the economic status of the entire community. GUCDC collaborates with and supports residents working to improve Germantown, including block captains, civic associations, and faith-based organizations.

2. Project Goals and Scope of Services

With the recent move of our inaugural Executive Director into a part-time role, GUCDC is seeking support with the organization's executive transition plan, in order to position GUCDC to best implement our mission, serve the Germantown community, and improve operations to maximize efficiency.

We seek consultancy support to conduct an intensive assessment of GUCDC's organizational structure, financial position and management systems, operational processes and policies, programmatic initiatives, and stakeholder perspectives as they relate to GU's mission.

Following the assessment we seek a comprehensive report that provides feedback and recommendations to support the organization through an executive transition, including an analysis of the organization's financial position and recommendations for financial restructuring, human resource planning and staffing needs, the streamlining of administrative systems, mechanisms for reporting and communications, and organizational structure and culture overall.. The report should include activities, goals, timeline and projected costs.

The consultant will have the support of GU's small but dedicated team, which includes (3) full-time employees and a volunteer board of directors comprised of Germantown residents and representatives of local business, educational and service institutions.

3. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

Request for RFP: January 14, 2020

Deadline for Bidders to Submit Questions: January 16, 2020

GU CDC Responds to Bidder Questions: January 18, 2020

Bids Due to GU CDC: January 22, 2020

Selection of Top Bidders / Notification to Unsuccessful Bidders: January 24, 2020

4. Time and Place of Submission of Proposals

The RFP will be posted on our website, germantownunitedcdc.org, and can be downloaded from there directly as of 10 a.m. on January 14, 2020.

Respondents to this RFP must submit their proposal via email to boardpres@germantownunitedcdc.org. Responses must be received no later than COB Tuesday, January 21st. Responses should be clearly marked "RFP-AssessmentServices" and mailed or delivered to the contact person listed above.

5. Timeline

Two month engagement beginning late January 2020.

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of principals.
- A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to the proposed project.
- A representative selection of past projects and clients encompassing work similar to the work proposed in this RFP.

7. Evaluation Criteria

- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of services.

- The expertise of the firm in working with similar customers (i.e. nonprofit economic development and community-based organizations).

8. Budget

Germantown United CDC's budget for the project is \$8,000.00.