

### I. Purpose of the Request for Proposal

The Hospitality Industry Training and Education Fund dba Hospitality Training Academy (HTA) is seeking one or more qualified and experienced entities to provide various services related to outreach and communications.

### II. Background on the Hospitality Training Academy (HTA)

The HTA is a 501(c)(3) non-profit organization and labor-management trust fund formed by major hospitality and food service employers and the UNITE HERE Local 11 (Local 11) labor union which represents over 32,500 workers at hotels, stadiums, restaurants, and event centers across Southern California and the State of Arizona. Our mission is to transform the hospitality, food service, and tourism workforce by upskilling incumbent workers, providing high-level no-cost training to job seekers, and placing our students in good union jobs with high wages and benefits. Working with employers to develop our curricula, we offer pre-apprenticeship and upskilling courses and run best-in-class registered apprenticeship programs.

We make a concerted effort to recruit and serve BIPOC individuals; people experiencing homeless, at-risk of homelessness, or housing insecure; English language learners; immigrants and refugees; justice-impacted individuals; persons with disabilities; LGBTQ+ individuals; low-income and disconnected young adults; survivors of domestic violence and human trafficking; and veterans.

We partner with the workforce development system, public schools, and faith-based and community-based organizations to provide comprehensive support and wrap-around services. Our students and apprentices have access to case management, life skills coaching, Vocational English as a Second Language (VESL) classes, financial and computer literacy, and other services to help them complete training and retain and attain employment in a good union job with life-sustaining wages. We are committed to ensuring that our students not only succeed in their training but also in their new employment and up the career ladder into the middle class.

HTA also utilizes public funding and funds contributed by participating employers pursuant to collective bargaining agreements with Local 11 to train and upskill the current Local 11 workforce by providing instruction in many topics affecting the hospitality and food service industry such as ServSafe Food Certification and RBS Safe Alcohol Service training. HTA offers Chef de Partie/Line Cook, Room Attendant/Hotel Housekeeper, Barista/Latte Artist, and Mixology/Bartender registered apprenticeship programs, which are approved by the U.S. Department of Labor and the State of California Division of Apprenticeship Standards. HTA has also received numerous grants to operate specialized training and ESL/Workplace English programs.

In addition to providing the above-described training and employment readiness and referral services, HTA was selected by the Los Angeles County and City Workforce Development Boards as their Hospitality Sector Intermediary to analyze current trends

in the hospitality industry, identify training needs, propose workforce solutions, and coordinate with the workforce development system and sector-based partnerships.

Services provided under this RFP may be paid for using local, state, regional, or federal funds. Work from this solicitation may support HTA projects which are in part funded by federally-sourced funds, including HTA active grant awards at this time:

The Hospitality Training Academy's Comprehensive and Accessible Reemployment through Equitable Employment Recovery (CAREER) National Dislocated Worker Grant is supported by the U.S. Department of Labor Employment and Training Administration (DOL ETA), for which a total of \$3,000,000 or 95 percent of project will be financed with federal funds, and \$150,000 or 5 percent will be funded by other sources. The Hospitality Training Academy's QUEST National Dislocated Worker Grant (NDWG) is supported by the U.S. Department of Labor Employment and Training Administration (DOL ETA), for which a total of \$3,900,000 or 96 percent of project will be financed with federal funds, and \$150,000 or 4 percent will be funded by other sources. The Hospitality Training Academy's Hospitality Culinary Registered Apprenticeship Replication Project is financed by Critical Sectors Job Quality Grant Funding from the US Department of Labor Employment and Training Administration (DOL ETA), for which \$2,975,276 or 85% will be financed with federal funds, and \$508,140 or 15% financed from non-federal government sources.

For more information about the HTA, visit [www.LAHTA.org](http://www.LAHTA.org).

### III. Scope of Services and Service Categories

HTA will contract with an entity or entities to provide services under the following services categories. **Bidders may submit a proposal for one or all the requested outreach and communications service categories.** Each service category will be evaluated individually.

- 1) Outreach and Communication Strategy Consultant: One entity will be selected to coordinate with the HTA to develop and implement an outreach and communication strategy and plan. The consultant will coordinate the strategy and plan activities with HTA and serve as the point of contact with graphic designers, social media consultant, photographers, videographers, and media and public relations (being procured through this RFP) to ensure work is completed timely, accurately, and on-budget. This individual or firm will also work on event planning, including coordination of invitations, communications, and media advisories, and collecting media produced from the event. Please note that the US Department of Labor Employment and Training Administration current Consultant Fee Limitation is set at \$750 per day and represents an eight-hour workday.
- 2) Graphic Designer: One or more entities will be selected to provide graphic design services including but not limited to developing a style guide for HTA's

## **Request for Proposals: Outreach and Communications**

graphic identity and developing various content, including but not limited to event invitations, flyers, presentation materials, social media content, and other media content targeting multiple audiences and stakeholders.

- 3) **Social Media Communications:** One entity will be selected to manage HTA's social media accounts (e.g., Instagram, Facebook, X, LinkedIn), including creating content and/or working with graphic designer to create content, posting content in a timely manner, increasing engagement and audience, elevating partner organization posts, and managing ad buys for multiple audiences through social media. This entity will also provide training to HTA staff on how to take photography for social media.
- 4) **Media and Public Relations:** One entity will be selected to provide services related to developing and implementing a media strategy for the organization. This includes but is not limited to managing media outreach; developing and managing relationships with local, regional, state and national media; and earned media in print, online, radio and television. Additional responsibilities include but are not limited to developing an annual calendar of events and media opportunities; providing media training to HTA staff and students; collaborating with HTA staff and graphic designers to create presentations for conferences and other public forms; and overseeing copywriting and copyediting on multiple platforms and for multiple audiences.
- 5) **Photography:** One or more entities will be selected to provide professional photography services for HTA, capturing still and action-oriented images of training classes (students, staff, instructors, cooking, etc.) and various events hosted by or attended by HTA. The individual or firm will also provide editing of digital images and ensure they meet the intended social media platform (e.g., Facebook, X, LinkedIn, etc.), website, and/or print. Images are used to tell the story of HTA and conduct outreach.
- 6) **Videography:** One or more entities will be selected to provide professional videography services for HTA by recording at various events, including but not limited community buffets, special events, and participant graduations. Services will also include recording participant, staff, instructor, and stakeholder interviews and testimonials. Services include editing and producing short-form videos for various platforms, media, workshops, and other usage.

#### **IV. Procurement Requirements**

This RFP follows federal and State of California requirements for soliciting professional services of the type sought herein utilizing WIOA funds. Such requirements can be found in:

- WIOA (Public Law 113-128); and
- Title 2 Code of Federal Regulations (CFR) Part 200: "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards" (Uniform Guidance), including updates.

Projected costs must be "reasonable" within the meaning of the Employee Retirement

Income Security Act.

**V. Eligible Bidders**

Public or private organizations are eligible to submit proposals in response to this RFP. The successful bidder will be a vendor to the HTA and must meet the following criteria:

- 1) Is a dealer, distributor, merchant, or other seller providing goods or services that are required for the conduct of this project;
- 2) Provides the goods and services within normal business operations;
- 3) Provides similar goods and services to many different purchasers;
- 4) Operates in competitive environment;
- 5) Work performed on this contract must be done by persons who reside in the United States and are consistently available telephonically, via Zoom or similar platform, or via email, during the hours of 9:00 a.m. to 5:00 p.m., Pacific Time; and
- 6) Able to track and invoice billable hours and document work separately for various HTA projects.

Respondents must have experience and a proven track record of success providing services substantially similar to those sought through this RFP. The successful bidder must be available for monthly or as needed in-person meetings, at its expense, at HTA’s office at 1150 S Olive St, FL 26, Los Angeles, CA 90015.

**VI. Proposal Evaluation Factors**

Proposals will be reviewed by HTA utilizing the following criteria, which are listed in order of importance:

<b>Evaluation Criteria</b>
Proposal Narrative <ul style="list-style-type: none"> <li>• Experience is clearly described and demonstrated.</li> <li>• Ability to provide all activities in the Service Category.</li> </ul>
Fixed Fee <ul style="list-style-type: none"> <li>• Fees are reasonable for services being provided.</li> </ul>
Model or Template Service Agreement <ul style="list-style-type: none"> <li>• Fair and reasonable terms regarding indemnification and limitation of liability</li> </ul>
References Submitted
Cover Page Completed and Signed

Incomplete proposals will not be considered.

The final selection decision will be made by HTA’s Board of Trustees or the Administrative Committee of the Board of Trustees. The award may go to a bidder with

a lower score, considering the relative benefit to HTA’s programs based upon the considered judgment of the Board of Trustees or the Administrative Committee.

**VII. Award and Contract**

HTA will contract with the successful bidder(s), provided there is agreement on contract terms, that specify all services to be provided, associated costs and fees to be paid to the contractor in connection with the delivery of services, and timeframes for the delivery of services and completion of work.

The bidder must bid to provide all services identified in the individual service categories listed in Section III above for which they are bidding. The award for each service category will be made to at least one entity that is able to deliver all requested services of that service category. One or more service categories may be awarded to a single bidding individual or firm.

This bid cycle is for up to five years with annual contract renewals based on funding and the needs of HTA. The estimated first contract term is October 2024 through September 2025. All costs to successfully perform the services requested for the term, including expenses, must be included in the proposed fixed rates. However, as indicated above, the successful bidder will be selected based on the cost/price proposed along with its experience and capability. The combined annual amount budgeted for these services is expected to be \$120,000.

The decision on the final award for the contract will be made by the HTA Board of Trustees or the Administrative Committee of the HTA Board of Trustees. The award may go to a bidder with a lower score considering the relative benefit to HTA's programs based upon the considered judgment of the Board.

**VIII. RFP Timeline**

HTA’s timeline for this RFP and the delivery of services is as follows:

Release of RFP	July 17, 2024
Last day to submit questions	July 31, 2024
Proposals in response to RFP due	August 16, 2024 at 5:00pm Pacific
Award announced	Estimated August 2024
Appeals due	10 working days after Award announced
Appeals process completed	Estimated 10 working days after appeals due
Award Approval	Estimated October 2024

**IX. Request for Proposal Response Package**

Bidders must submit the following as part of the response package:

- 1) A completed and signed Proposal Cover Page (Exhibit 1)
- 2) Proposal Narrative (Exhibit 2)
- 3) Proposed Fixed Fees (Exhibit 3)
- 4) References (Exhibit 4)

**X. Submission of Proposals**

Responses to this Request for Proposal are due no later than 5:00 p.m. (Pacific) on August 16, 2024. Responses must be submitted by email, using the templates/forms provided herein.

The proposal response package including requested attachments must be submitted as one (1) combined PDF. Bidders must email the proposal response packages to Sean Glynn, HTA Contracts and Data Manager at [Sean.Glynn@LAHTA.org](mailto:Sean.Glynn@LAHTA.org). Receipt of proposals will be acknowledged by email.

**XI. Questions Regarding this Request for Proposal**

Questions regarding this Request for Proposal must be submitted on the website's RFP page on [www.lahta.org](http://www.lahta.org). Any questions posed will become part of an "RFP Question and Answer" document which will be posted on the RFP page on [www.lahta.org](http://www.lahta.org).

For any website issues, please contact Sean Glynn, HTA Contracts and Data Manager at [Sean.Glynn@LAHTA.org](mailto:Sean.Glynn@LAHTA.org).

**XII. Appeals Process**

The successful bidder will be announced by HTA in August 2024 (estimated). Following the announcement, other bidders may file an appeal. Bidders may appeal procedural issues only.

Appeal inquiries should be directed by email to Adine Forman, HTA Executive Director, at [Adine.Forman@LAHTA.org](mailto:Adine.Forman@LAHTA.org). All appeals are due no later than 5:00 p.m. (Pacific) 10 working days after the award is announced.

To file an appeal, applicants must submit it in writing and identify the specific reason(s) for the appeal. Written appeals shall not be more than 1 page, single-spaced with one-inch margins and a 12-point Arial font.

Written appeals must include the following information:

- 1) The entity name, contact name, email, telephone number, and the address of the

- proposer; and  
2) Detailed statement for appeal.

Written appeals may not include any new or additional information that was not submitted with the original proposal. Only one appeal per proposal will be permitted. All appeals will be reviewed by the HTA Board of Trustees or the Administrative Committee of the Board of Trustees, which shall be provided with a copy of the RFP and the appeal. The review of the appeal will be communicated (estimated) 10 working days after appeals are due. This decision shall be final.

**Exhibit 1  
Proposal Cover Page  
Applicant Information and Signature**

**Applicant Information** (indicate N/A for any item not applicable)

1.	<b>Service Category(ies) Bidding For:</b>	<input type="checkbox"/> Outreach and Communications Consultant
		<input type="checkbox"/> Social Media Consultant
2.	<b>Proposer’s Name (legal name of entity)</b>	<input type="checkbox"/> Graphic Designer
		<input type="checkbox"/> Media and Public Relations
3.	<b>Name of Authorized Contact Person</b>	<input type="checkbox"/> Photographer
	<b>Title of Authorized Contact Person</b>	<input type="checkbox"/> Videographer
	<b>Phone Number – Contact Person</b>	
	<b>E-Mail – Contact Person</b>	
4.	<b>Administrative Address</b>	
	<b>Website Address</b>	
	<b>Phone Number</b>	
	<b>Professional Social Media Handles</b>	
5.	<b>Federal Tax ID number</b>	
	<b>Certificate of Good Standing – <i>Attach a copy of the certificate if available.</i></b>	

**Signature**

The name, title, and signature of an individual authorized to submit the RFP is required below.

<b>Name</b>			
<b>Title</b>			
<b>Signature</b>		<b>Date</b>	



## **Exhibit 2 Proposal Narrative**

**Instructions:** Provide a response for each question for each service category for which you are bidding.

**Page Limit:** 5 pages per service category

**Formatting:** 12-pt Arial, double-spaced, one-inch margins.

### **Outreach and Communications Strategy Consultant:**

- 1) Describe your experience and qualifications to serve as Outreach and Communications Strategy Consultant for HTA.
- 2) Describe your process for developing a robust outreach and communications strategy and work plan.
- 3) Describe your experience coordinating strategy and work plan activities with graphic designers, social media, media and public relations, photography, and videography vendors to ensure work is completed timely, accurately and on-budget.
- 4) Describe your experience coordinating events with media, including follow-up.
- 5) Provide a sample of a strategy and work plan (does not count against page limit)

### **Graphic Designer:**

- 1) Describe your experience and qualifications as a graphic designer including developing flyers, print and social media ads, and other materials for public and/or private organizations to reach various stakeholders.
- 2) Describe your experience developing style guides.
- 3) Describe your experience designing presentations and leave-behind materials for conferences, workshops, and meetings.
- 4) Describe software programs you use, your proficiency level, and years of experience.
- 5) Attach the following samples to your proposal (does not count against page limit).
  - Two (2) sample style guides
  - Three (3) sample social media ads or posts
  - Three sample (3) print ads
  - Three (3) sample flyers

### **Social Media Consulting:**

- 1) Describe your experience and qualifications developing social media marketing and creating content and/or working with graphic designers to create content that is targeted to reach various stakeholders. Describe your knowledge and experience with YouTube, Facebook, Instagram, X, and LinkedIn.
- 2) Describe your process and plan for increasing social media engagement to increase traffic and new followers.
- 3) Describe your experience with social media ad buys.
- 4) Attach the following samples to your proposal. Identify if the content was created by you or a graphic designer. Samples do not count against page limit.
  - Two (2) sample postings from LinkedIn
  - Two (2) sample postings from Facebook

- Two (2) sample postings from Instagram
- Two (2) sample postings from X
- Links to two (2) YouTube postings

**Media and Public Relations:**

- 1) Describe your experience and qualifications developing and implementing a media strategy for public and/or private organizations that serve low income or marginalized communities.
- 2) Describe your experience managing media advertising; developing and managing relationships with local, regional, state, and national media; and placing stories in print, online, radio and television media.
- 3) Describe your experience providing media training to nonprofit or public agency staff.
- 4) Describe your experience collaborating with public and/or private organization staff to create presentations for conferences and other public forms.
- 5) Describe your experience with copywriting and copyediting.
- 6) Attach a sample media strategy (does not count against page limit)

**Photography**

- 1) Describe your background as a professional photographer, including training, years providing services, and certifications.
- 2) Describe your experience photographing still and action-oriented images and describe the various events you regularly photograph.
- 3) Describe the planning information you need prior to an event. How much lead time for planning do you generally need?
- 4) Describe your experience editing digital images for social media platforms, websites, and print. What editing programs/software do you use?
- 5) Provide a link to your website or provide a link to a Dropbox or other file-share that will allow evaluators to view your photography and editing. Please provide between 40-50 photographs.

**Videography:**

- 1) Describe your background, kl,. as a professional videographer, including training, years of providing services, and certifications.
- 2) Describe the type of public, community, and/or school events you have recorded.
- 3) Describe your experience in recording interviews and testimonials. What is your approach to calming people that are nervous about speaking on camera? What is your approach that helps people tell their story?
- 4) Describe the planning information you need prior to an event. How much lead time for planning do you generally need?
- 5) Describe your experience editing videos for social media platforms, websites, and workshops. What editing programs/software do you use?
- 6) Provide a link to your website or provide a link to a Dropbox or other file-share that will allow evaluators to view your videos. Please provide between 5 and 7 videos.

**Exhibit 3  
Fixed Hourly Rates**

List the hourly rate for each service category for which you are bidding. If certain activities under a service category would have different rates than others, please list all such rates (add additional rows as needed). All costs to successfully perform the proposed services must be included in the total proposed rates.

<b>Outreach and Communication Strategy Consultant</b>	
<b>Total</b>	
<b>Graphic Designer</b>	
<b>Total</b>	
<b>Social Media Consultant</b>	
<b>Total</b>	
<b>Media and Public Relations</b>	
<b>Total</b>	
<b>Photographer</b>	
<b>Total</b>	
<b>Videographer</b>	
<b>Total</b>	

**Exhibit 4  
References**

Provide 3 references for clients for whom you have provided similar services:

**Reference 1**

<b>1.</b>	<b>Name of Organization</b>	
<b>2.</b>	<b>Name of Contact Person</b>	
	<b>Title of Contact Person</b>	
	<b>Phone Number – Contact Person</b>	
	<b>E-Mail – Contact Person</b>	
<b>3.</b>	<b>Administrative Address</b>	
<b>4.</b>	<b>Type of Project</b>	
<b>5.</b>	<b>Timeframe – Start to Completion Dates of Project</b>	

**Reference 2**

<b>1.</b>	<b>Name of Organization</b>	
<b>2.</b>	<b>Name of Contact Person</b>	
	<b>Title of Contact Person</b>	
	<b>Phone Number – Contact Person</b>	
	<b>E-Mail – Contact Person</b>	
<b>3.</b>	<b>Administrative Address</b>	
<b>4.</b>	<b>Type of Project</b>	
<b>5.</b>	<b>Timeframe – Start to Completion Dates of Project</b>	

**Reference 3**

<b>1.</b>	<b>Name of Organization</b>	
<b>2.</b>	<b>Name of Contact Person</b>	
	<b>Title of Contact Person</b>	
	<b>Phone Number – Contact Person</b>	
	<b>E-Mail – Contact Person</b>	
<b>3.</b>	<b>Administrative Address</b>	
<b>4.</b>	<b>Type of Project</b>	
<b>5.</b>	<b>Timeframe – Start to Completion Dates of Project</b>	