

## I. Purpose of the Request for Proposal

The Hospitality Industry Training and Education Fund dba Hospitality Training Academy (HTA) is seeking one qualified and experienced individual or firm to provide Professional Services as a Capital Campaign Consultant for the organization in the categories of individual and institutional supporter identification, cultivation, engagement for the purpose of a \$10 million 12–18-month capital campaign to complete renovations of a new 30,000 square foot regional training center in Los Angeles.

## 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 Bartender/Mixologist 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 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 Work – Capital Campaign Consultant**

HTA is seeking to contract with an experienced Capital Campaign Consultant that will work with the HTA to develop and implement a major gift campaign with the goal of raising \$10 million within 12-to-18 months to complete the renovation of a new regional training center.

This individual or firm must be registered with the State of California Attorney General's Registry of Charities and Fundraisers and must submit proof of registration and annual financial reports with the proposal.

This individual or firm will have a demonstrated track record of creating and directing a fundraising campaign that cultivates and engages foundation supporters and individual donors.

The individual or firm will be responsible for identifying appropriate local, regional, and national sources of support and facilitating meetings between key HTA staff and program officers or board members.

The individual or firm will be responsible for working with HTA staff and consultants to develop support collateral in digital and print form, slide decks, and strategic communication including grant writing. In addition, this work may include planning

events to engage institutional and individual supporters including but not limited to in-person, online, partnered, and other events to showcase the life-changing work of HTA and increase visibility among philanthropic community.

#### 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 8:00 a.m. to 6:00 p.m., Pacific Time;
- 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 like 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:

Proposal Narrative
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|--|
| <ul style="list-style-type: none"><li>• Experience is clearly described.</li></ul> |
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<p>Current Registration with State of California and Annual Reports</p> <ul style="list-style-type: none"> <li>• Proof of current active registration with the State of California Attorney General's Registry of Charities and Fundraisers</li> <li>• Annual financial reports (Form CT-2CF) for 2021, 2022, and 2023</li> </ul>
<p>Rates and/or Fee Schedule</p> <ul style="list-style-type: none"> <li>• Rates and/or fee schedule are reasonable for the services being provided.</li> </ul>
<p>Model or Template Service Agreement</p> <ul style="list-style-type: none"> <li>• Fair and reasonable terms regarding indemnification and limitation of liability.</li> </ul>
<p>References Submitted</p>
<p>Cover Page Completed and Signed</p>

Incomplete proposals will not be considered for evaluation.

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) 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 this RFP for which they are bidding. The award will be made to at least one individual or entity able to deliver all requested services of that service category.

This bid cycle is for up to 2 years with annual contract renewals based on funding and the needs of HTA. The estimated first contract term is November 2024 through October 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 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	October 14, 2024
Last day to submit questions	October 25, 2024
Proposals in response to RFP due	November 15, 2024
Award announced	Estimated December 2024
Appeals due	10 working days after Award announced
Appeals process completed	Estimated 10 working days after appeals due
Award Approval and Contract Negotiations	Estimated January 2025

## 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/Proposed Fee Schedule (Exhibit 2);
- 3) Model Service Agreement (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 November 15, 2024. Late applications will not be accepted.

Responses must be submitted by email, using the templates/forms provided herein. Bidders must email 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 to Sean Glynn, HTA Contracts and Data Manager at [Sean.Glynn@LAHTA.org](mailto:Sean.Glynn@LAHTA.org) by October 25, 2024. Questions asked 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).

## XII. Appeals Process

The successful bidder will be announced by HTA in December 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>Proposer's Name (legal name of entity)</b>	
2.	<b>Name of Authorized Contact Person</b>	
	<b>Title of Authorized Contact Person</b>	
	<b>Phone Number – Contact Person</b>	
	<b>Email – Contact Person</b>	
3.	<b>Administrative Address</b>	
	<b>Website Address</b>	
	<b>Phone Number</b>	
	<b>Professional Social Media Handles</b>	
4.	<b>Federal Tax ID number</b>	
	<b>Certificate of Good Standing – Attach a copy of the certificate if available.</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 and Fee Schedule

**Instructions:** Provide a response for each question

**Page Limit:** 10 pages

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

- 1) Describe your experience and qualifications to serve as Capital Campaign Consultant for HTA. Describe your most recent three successful campaigns for nonprofits and/or training and/or educational organizations including a summary of the project, the funding goal, if you attained the goal, and timeframe to reach the goal.
- 2) Describe your process for developing a comprehensive case for support, campaign strategy, and work plan.
- 3) Describe your experience coordinating strategy and work plan activities with graphic designers, social media, communications and public relations, and/or government relations professionals.
- 4) Describe your process for identifying individual and institutional supporters for a capital campaign of this size and length.
- 5) Describe your experience planning and executing fundraising events.
- 6) Rates/Fee Schedule: provide your flat fee rate or fee schedule.
- 7) Attach the Following:
  - a. Proof of current active registration with the State of California Attorney General's Registry of Charities and Fundraisers
  - b. Last 3 years of Annual reports filed with the Arroney General's Registry of Charities and Fundraisers.



**Exhibit 3  
Model Service Agreement**

Please provide a copy of a model service agreement that you propose to use for this position.

**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>Email – 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>Email – 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>Email – 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>	