



Hospitality
TRAINING ACADEMY

Capital Campaign Consultant

RFP Bidder Conference

November 6, 2024

About the Hospitality Training Academy

- Hospitality Industry Training and Education Fund (HITEF) dba Hospitality Training Academy (HTA) formed in 2006 as a task force of labor, business, and community leaders.
- Taft-Hartley labor-management partnership between the **UNITE HERE Local 11** labor union and **hospitality employers** in Southern California and the State of Arizona.
- 501(c)(3) organization and Taft-Hartley labor management trust fund and ERISA-governed employee welfare benefit plan.



UNITE HERE Local 11 represents over 32,000 workers employed in hotels, restaurants, airports, sports arenas, and convention centers throughout Southern California and Arizona.

**UNITE
HERE!
LOCAL 11**



HTA: the Hub of the Hospitality Sector in Southern California

- The nonprofit labor-management partnership between UNITE HERE Local 11 and 170+ employers – including top hotels, restaurants, universities, sports and entertainment venues and airport concessions.
- A nationally recognized organization that trains the hospitality, food service, leisure, and tourism workforce in Southern California and State of Arizona.





Hospitality
TRAINING ACADEMY

We provide **free** best-in-class training taught by experienced chefs, bartenders, baristas and other instructors in a professional setting.

Hospitality Worker Training

- Line Cook
- Room Attendant/Housekeeper
- Mixologist/Bartender
- Barista/Latte Artist

Additional Programs:

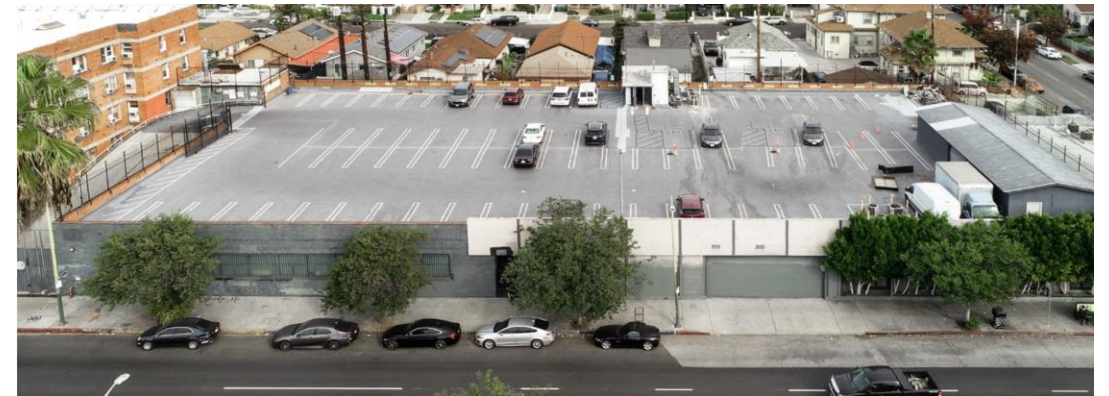
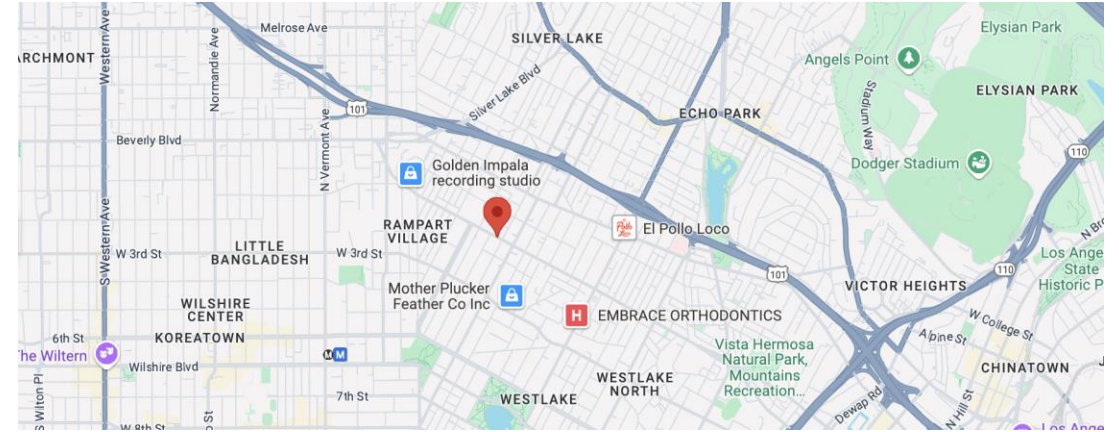
- Prep Cook Pre-Apprenticeship
- ServSafe
- Customer Service
- Dishwashing

Benefits and services to ensure that students succeed:

- Classes are 100% FREE
- Classroom materials are 100% FREE: uniforms, books, knives
- We place 100% of graduates into good-paying union jobs
- We offer supportive services and wraparound case management, customer service training, ESL classes, financial and computer literacy, resume building, interview training, and more.

Purpose of Capital Campaign Consultant RFP

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 **\$8-\$10 million** within 12-to-18 months to complete the renovation of a new 30,000 square foot regional training center at **2707-2711 Beverly Boulevard** in the Rampart Village neighborhood of Los Angeles.



Consultant Responsibilities

- 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.

Eligible Bidders & Bidder Requirements

- Public or private organizations are eligible to submit proposals in response to this RFP.
- 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 Successful Bidder

The successful bidder will be a vendor to the HTA and must meet the following criteria:

- Is a dealer, distributor, merchant, or other seller providing goods or services that are required for the conduct of this project;
- Provides the goods and services within normal business operations;
- Provides similar goods and services to many different purchasers;
- Operates in competitive environment;
- 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;
- Able to track and invoice billable hours and document work separately for various HTA projects.

Application/Proposal Requirements

- Proposal Narrative
- Current Registration with State of California and Annual Reports
- Proof of current active registration with the State of California Attorney General's Registry of Charities and Fundraisers
- Last 3 years of Annual reports filed with the Attorney General's Registry of Charities and Fundraisers
- Rates and/or Fee Schedule
- Model or Template Service Agreement
- References page
- Cover Page

Questions about Current Funding and Setup

- **Question:** Would HTA be able to identify 35-55 stakeholders who could be interviewed by a consultant to determine their level of interest in supporting a \$10 million campaign?
- **Answer:** Yes—though the scope may be excessive for this project.
- **Question:** Approximately how many donor records do you have? Email list size? What database do you use?
- **Answer:** No individual donors have contributed to HTA in the past. We use Salesforce as our CRM for tracking participants, but not for donors.
- **Question:** Is the HTA Board willing and able to make introductions to potential philanthropists who might be inclined to learn more about HTA's \$10 million campaign? What expectation exists from your Board of Trustees regarding philanthropy (both give and raise)?
- **Answer:** HTA is jointly governed by trustees appointed by UNITE HERE Local 11 and by employer trustees. There is no giving expectation and our trustees have limited relationships with foundations or HNW individuals.
- **Question:** What is your current funding portfolio—grants/individuals/corporations/govt.?
- **Answer:** The vast majority of our funding comes from state and federal sources.

Questions about Current Funding and Setup

- **Question:** Which staff members serve as front-line solicitors? Does HTA have a development team? How many staff make up the development team? Who will be meeting with donors?
- **Answer:** The Deputy Director will staff the campaign. We are open to making other strategic hires as needed. We are open to making leadership, program staff, instructional staff, participants, and alumni available to meet donors or program officers.
- **Question:** Is HTA willing to make an investment in fundraising, which could include hiring advancement staff, training staff and volunteers, purchasing constituent engagement technologies/software, and launching direct marketing?
- **Answer:** This will depend on the size and scope of the recommended investment.
- **Question:** What is your anticipated timeline for starting and completing the construction of the training center? Are there any deadlines or milestones that we should be aware of?
- **Answer:** Groundbreaking no later than 2027, opening no later than 2028.
- **Question:** Does HTA have a budget for this engagement?
- **Answer:** No—we are open to project-based, hourly, and commission-based proposals.

Questions about Project and Scope

- **Question:** Are you taking phone calls to learn more and/or clarify questions?
- **Answer:** All questions should be addressed to sean.glynn@lahta.org. Answers will be posted on our website.
- **Question:** Have you completed (or plan to complete) a feasibility study prior to launching the campaign?
- **Answer:** No—please consider building a feasibility study into your proposal.
- **Question:** Does HTA have a "case for support" or will the selected consultant be responsible for developing it?
- **Answer:** No—the selected consultant will be responsible for developing this in collaboration with HTA.
- **Question:** Is HTA interested in building a fundraising program that can identify and engage prospective donors year over year for needs in addition to the training center renovations or is the interest primarily for securing funds for the renovations only?
- **Answer:** We are building this program to raise funds for the renovation. If successful, we are open to maintaining a private fundraising strategy to expand our revenue sources.

Questions about Eligibility

- **Question:** The proposal lists forms 2C-2CTF which are another category of fundraising consultants called Commercial Fundraisers. Certified Fundraising Counsel forms are called 3C-3CTF. Does this mean that I cannot apply?
- **Answer:** Fundraising Counsel are eligible to apply. Please include your applicable last 3 years of Annual reports filed with the Attorney General's Registry of Charities and Fundraisers. We have updated the RFP document to reflect this as well.
- **Question:** My registration is not current with the State of California Attorney General's Registry of Charities and Fundraisers. Could I bid and then register if awarded?
- **Answer:** Section III Scope of work, "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." Since this is a requirement on which we are evaluating submissions (Section IV), the status must be active at the time of proposal submission for consideration.
- Our organization works with clients to develop and guide their fundraising strategy—not raise money on their behalf. The RFP reads as wanting an external fundraiser. Given our positioning, are you still interested in our approach?
- **Answer:** We are interested in this approach and will release an amendment to the RFP to accommodate these kinds of bids.

Important Dates

- **Applications Due:** December 4, 2024
- **Award Announced:** January 2025 (Estimated)
- **Award Approval and Contract Negotiations:** February 2025 (Estimated)



Contact information

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