



CITY OF GULFPORT  
REQUEST FOR PROPOSALS

GULFPORT SENIOR CENTER CAPITAL  
PROJECT FUNDING FEASIBILITY STUDY

Proposals due by Thursday, February 21 at 2:00 P.M.

Mailed or Hand Delivered to:

**Office of the City Clerk**

**2401 53rd St. South**

**Gulfport, Florida 33707**

**CITY OF GULFPORT, FL  
REQUEST FOR PROPOSALS  
GULFPORT SENIOR CENTER CAPITAL PROJECT  
FUNDING FEASIBILITY STUDY**

Proposals for "**GULFPORT SENIOR CENTER CAPITAL PROJECT FUNDING FEASIBILITY STUDY**" will be received at the City of Gulfport, Office of the City Clerk, 2401 53<sup>rd</sup> Street South, Gulfport, Florida in Pinellas County until 2:00 pm on Thursday, February 21, 2019, at which time and place they will be publicly opened and read aloud in the City Council Chambers, 2401 53<sup>rd</sup> Street South, Gulfport, Florida. All proposals must be submitted in a single sealed envelope/box marked: **GULFPORT SENIOR CENTER CAPITAL PROJECT FUNDING FEASIBILITY STUDY**.

The City of Gulfport, Florida is seeking proposals from qualified fundraising consultants to conduct a feasibility study of an estimated \$10 million dollar capital construction project for a brand new senior center and multipurpose facility. The study should determine how much capital can realistically be raised and the timing of the potential campaign; addressing when the campaign should launch and a proposed duration of said campaign. It should also address strengths, weaknesses, opportunities, and threats related to the planning of the campaign including a path forward and potential funding map.

The request for proposals submittal shall be accomplished in accordance with the **PROPOSAL** documents which may be obtained from the Office of the City Clerk, 2401 53<sup>rd</sup> Street South, Gulfport, Florida, Monday through Friday, during normal business hours (8:00 am to 4:30 pm) or an electronic version of the proposal documents can be retrieved from the City's website (under services) at <https://mygulfport.us/bids/>. Questions regarding this request for proposals should be directed to Rachel Cataldo, Gulfport Senior Center Supervisor, (727) 893-1231 or [rcataldo@mygulfport.us](mailto:rcataldo@mygulfport.us).

The City of Gulfport reserves the right to reject any or all proposals, to waive any technical defects, and to accept any proposal which the proposing authority believes to be in the best interest of the City, and to waive any informalities or technicalities on proposals. The decision as to what constitutes a technicality shall rest solely with the City of Gulfport, Florida. This request for proposals and all proposals submitted are subject to City ordinances.

Lesley DeMuth, City Clerk

## **Purpose**

The City of Gulfport, Florida seeks proposals from qualified fundraising consultants to conduct a feasibility study of an estimated \$10 million dollar capital construction project for a brand new senior center and multipurpose facility. The study should determine how much capital can realistically be raised and the timing of the potential campaign; addressing when the campaign should launch and a proposed duration of said campaign. It should also address strengths, weaknesses, opportunities, and threats related to the planning of the campaign including a path forward and potential funding map.

## **Organization's Background**

The Gulfport Multipurpose Senior Center is part of the City's leisure services department. The Gulfport Multipurpose Senior Center actively seeks to support the independence and increased quality of life of its participants by encouraging involvement in programs and activities that promote health, welfare, safety and dignity. Membership is required, however; membership is free for all individuals 50 years of age or older regardless of whether they live in the City or not. The current Gulfport Multipurpose Senior Center opened on October 11, 1983. It was originally a 6,200 sq. ft. facility. In 2000, an addition was added to create the Catherine A. Hickman Theater. Also during that 2000 renovation, both an additional classroom for senior learning and a fitness center were created.

The Gulfport Multipurpose Senior Center offers a multitude of programs ranging from art and technology to health services and life planning. In addition to classes and events, the senior center also provides health services and screenings, congregate dining, Meals on Wheels, a pantry for those in need, a fitness center, outreach, and telephone reassurance calls. The senior center offers the Gulfport Extended Minibus Service (G.E.M.S.). G.E.M.S. provides safe, courteous, clean, reliable, and effective on-time service to the elderly and disabled residents of Gulfport to doctors' appointments, grocery shopping, and trips to the senior center. The senior center has an annual budget of \$244,284 and an additional budget of \$111,347 for its G.E.M.S. services.

The senior center currently has an FTE of 3.25 (G.E.M.S. 2.5 FTE). In the fiscal year 2017-18 there were 121 volunteers dedicating 9,638 service hours. The senior center experiences on average 600 customers per day. Last fiscal year, the building was open to the public 250 days for a total of 150,000 physical user experiences. There were 262 programs and events. Program

attendance was 35,951. The senior center fitness room was utilized by 10,960 patrons. Staff and volunteers made 2,704 care calls and G.E.M.S. logged 9,624 rides.

During the budget process for the 2015-16 fiscal year, Gulfport City Council directed City staff to evaluate and research the needs of the community utilizing the center. After conversations with stake holders and a participant survey that indicated there was a need to assess and address the context of the physical building, staff worked with an architectural firm to create a vision and concept for a new senior center building that would replace the single floor design for a more open concept with a second floor.

### **Submittal Procedures**

Firms or individual(s) shall submit five (5) original submittals and one electronic copy (on USB memory stick - .PDF Format). Responses must be submitted by the date and time indicated below. Proposals not submitted by that time will be refused. A proposal shall not be valid unless sealed in a single envelope or box marked: "GULFPORT SENIOR CENTER CAPITAL PROJECT FUNDING FEASIBILITY STUDY" and received by:

Office of the City Clerk  
2401 53<sup>rd</sup> St. South  
Gulfport, Florida 33707

**Proposals will be received until 2:00 P.M. on February 21 at the office of the City Clerk, City of Gulfport, Florida 33707**

Please direct all technical inquiries concerning this request for proposals in writing to the following City representative. **Questions must be submitted by Friday, February 8 at 4:00 P.M. and will be answered no later than February 14 at 4 P.M.**

Rachel Cataldo  
Gulfport Senior Center Supervisor  
2401 53<sup>rd</sup> St. South Gulfport, Florida 33707  
Phone: (727) 893-1231  
E-Mail: Rcataldo@mygulfport.us

### **Objectives of the Feasibility Study**

The feasibility study should address the following key areas using research, analysis, professional experience, interviews conducted with Gulfport Citizens, initial public meetings, and any other relevant tool and best practice:

- **Funding strategy:** Develop the optimal funding mix of lead donors, major donors, grant funding (government or otherwise), private foundations, and, if necessary, direct-mail public solicitations.
- **Establish potential support:** Through ongoing interviews, the consultant will provide a realistic estimate for potential campaign success. The consultant will determine if there are enough donor prospects, and enough prospects at different giving levels, to reach the recommended goal.
- **Establish a Feasibility Study Steering Committee:** If deemed appropriate for the initiative, the firm/individual(s) will create a feasibility steering committee, comprised of members of the community and other stakeholders.
- **Test basic planning assumptions with potential donors:** Find out how potential donors feel about the proposed campaign. Do potential donors see a new multipurpose senior center building as important enough to place on their priority giving list?
- **Determine campaign strategies:** Identify strengths, weaknesses, and a prognosis for success/inability to reach recommended goal. Create a proposal for successful implementation. Develop a fundraising plan for soliciting individual prospects. Information developed in confidential interviews with the consultant will be used to develop an appropriate solicitation plan, giving level(s), and fundraising schedule (including potential in-kind gifts).
- **Ascertain an appropriate time-frame for both the campaign planning study and the fundraising itself:** Guidance as to when to launch the campaign is a critical component of the feasibility study.
- **Set a realistic campaign goal:** Currently, the total project cost has been established at \$10 million dollars. Additionally, the City and campaign may need to consider the possibility of raising additional funding should the campaign exceed cost projections.
- **Craft a plan specific to the needs of Gulfport:** Using your expertise, create a plan specific to our project.

### **Scope of Work & Deliverables**

The consultant's primary deliverable will be a feasibility study outlining the viability of a possible capital campaign that would yield \$10 Million dollars in funding for a new multipurpose senior center building and campus.

The awarded firm/individual(s) is required to include the following in the final analysis:

- **Prepare written report/fundraising plan:** The completion of the feasibility study will be a written report that synthesizes the findings from confidential interviews, and the consultant's recommendations for conducting a successful capital campaign based on comprehensive analysis.

At a minimum the report should address:

- Identification of the amount of money that can be reasonably raised.

- Names of potential major donors/funders and what their interests might be.
  - Time frame required for a campaign planning study to be completed.
  - Possible alternatives for raising funds.
  - Identification of who the senior center's allies are and who might oppose a campaign.
  - The senior center's real and perceived strengths and weaknesses in fundraising.
  - The community's perception of the senior center.
  - Completion and reporting out of all components listed as "Objectives" in this RFP.
  - Other major fundraising campaigns that are ongoing and might compete for the same donors.
- In addition, the awarded firm/individual(s) may be required to report the findings to the Gulfport City Council in a manner of their discretion which may include council presentation, community meeting, or executive summary.

#### **Timeline**

- **Sunday, January 20:** Request for proposals (RFP) Release Date.
- **Friday, February 8:** Any questions for City staff must be submitted by 4:00 P.M.
- **Thursday, February 21:** RFP submittal date by 2 P.M.
- **February 25-28:** Evaluation committee review and recommendation (short list).
- **March 5:** City Council will approve/deny committee's recommendation.

#### **Proposal Format and Requirements**

- **Contact Information:**
  - The firm or individual's name.
  - The firm's contact person.
  - All contact information, including email, address and telephone.
  - Website address.
  - The year the firm or practice was established.
  - The signature of the lead individual.
- **Description of the firm:** Structure, areas of expertise, time in business, number of employees, and other data that helps to characterize the firm; addresses of the main office and the office that will manage the project, if different.
- **Personnel:** Provide professional resumes for the main individual(s) to be assigned. Include those of consultants and describe their relevant experience. Describe responsibilities of key people. Identify the person who would be the primary contact point for the City. Provide an organizational chart of the project team.

- **Narrative description of how the firm proposes to execute the project:** Descriptions of experience with similar projects that demonstrate effective work are welcome, as are brochures that would help evaluate the firm. Submit a statement on why you believe you are the best qualified to carry out the project.
  
- **Experience:**
  - Briefly describe three projects recently executed by the firm for relevant public sector clients for whom you provided similar work in the last five years (ideally Central or West Coast Florida projects or senior center feasibility studies in the South East). For each project listed, provide the name, address, and contact name of the client's representative who can be contacted regarding your performance. Include the name of the lead firm in cases where you worked in partnership.
  
- **Firm Capabilities:**
  - Services provided by your firm relative to a feasibility study and to a capital campaign.
  - Experience with feasibility studies and fundraising plans.
  
- **Feasibility Study:**
  - Describe your feasibility study process, including a timeline. Include the duties you perform and those you expect to be performed by City staff or volunteers.
  - How do you determine who will be working with us in our feasibility study/campaign?
  - What are your expectations of the City and its resources during the feasibility study process?
  - Other than what is required by the City, what other types of information and recommendations will be included in the RFP capital campaign feasibility study?
  
- **Fee:**
  - Total estimated firm fee or actual cost for completion of the project including an itemized menu of services broken down by phase and cost.
  - A cost cap for the project if actual cost is not realized.
  
- **Claims and disputes litigation:** Identify all unresolved and ongoing claims and disputes against your firm in excess of \$500,000. Include any claims against the principals of your firm or any claims your company may have against a third party. Provide a history of litigation, including the outcomes, for the past five years.

**Five (5) physical copies of the proposal and one (1) digital PDF copy supplied on a USB memory stick are to be delivered to the office of the City Clerk by Thursday, February 21 at 2 P.M.**

## **Criteria for Selection**

The top firm/individual(s) may be invited to make oral presentations of their proposals to the evaluation team. Staff to be assigned to this study, may be expected to travel to the City of Gulfport at their own expense for an interview if deemed necessary by the committee. Following the evaluation process, the team will then select the firm/individual(s) that the City considers most qualified. The successful firm/individual(s) will be requested to enter into negotiations to produce a contract for this assignment. The City reserves the right to negotiate modifications to the RFP that it deems acceptable. The City reserves the right to terminate negotiations in the event it deems the progress towards a contract to be insufficient.

Proposals will be evaluated and scored by a committee appointed by the city manager on the following criteria and weighted percentages on a scale of 1 (being the lowest) and 10 (being the highest):

- Demonstrated experience of individual(s) to be assigned to the feasibility study. (20%)
- Firm's or individual's understanding of socioeconomic communities similar to Gulfport's demographic. (10%)
- Strategy's fit with the City of Gulfport's values and operations. (10%)
- Qualifications of project team. (20%)
- Competitive proposed fee. (20%)
- Strict adherence to all applicable federal, state, and local law, including; Florida Statute 287.055 "Consultants Competitive Negotiations Act" and the City of Gulfport Purchasing Manual guidelines on "BID/Request for Proposals and Contracts." (10%)

Upon selection of a finalist by the committee, Gulfport City Council must approve the use of the funds budgeted for the study. If approved, the City of Gulfport will enter into contract negotiations. If these negotiations fail, the City of Gulfport will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified by the city manager's office.

## **Indemnification**

In consideration of \$10.00, which will be included in the Bid price to the City, the Proposer shall defend, indemnify, save and hold the City harmless from any and all claims, suits, judgments and liability for death, personal injury, bodily injury, or property damage arising directly or indirectly from any performance under this RFP, or a subsequent purchase order or contract entered into by the City or firm/individual(s), its employees, subcontractors, or assigns, including legal fees, court costs, or other legal expenses. Firm/individual(s) acknowledges that it is solely responsible for complying with the terms



of this RFP or a purchase order or contract arising out of this RFP. In addition, the firm/individual(s) shall, at its/their expense, secure and provide to the City, prior to beginning performance under an RFP, or a subsequent purchase order, or contract, all insurance coverage as required in this RFP, if any.

#### **Assurances**

The responding firm/individual(s) shall provide a statement of assurance that the firm/individual(s) is not presently in violations of any statutes or regulatory rules that might have an impact on the firm's operations. All applicable laws and regulations of the State of Florida and ordinances and regulations of the City will apply.

#### **Project Records**

The awarded firm shall maintain auditable records concerning the procurement to account for all receipts and expenditures, and to document compliance with the contract. These records shall be kept in accordance with generally accepted accounting methods, and the City reserves the right to determine the record-keeping method in the event of non-conformity. These records shall be maintained for three (3) years after final payment has been made and shall be readily available to City personnel with reasonable notice, and to other persons in accordance with the Florida Public Disclosure Statutes. Upon completion of the study, all reports, studies, recommendations, forms, and other project specific information will need to be submitted in an electronic file format (.PDF, .JPEG) on CD or USB storage device.

#### **Deviations from Specifications**

Respondents shall clearly indicate, as applicable, all areas in which the items/services proposed do not fully comply with the requirements of this submittal. The decision as to whether an item fully complies with the stated requirements rests solely with the City.

#### **No Collusion**

By offering a submission to this RFP, the responder certifies that no attempt has been made or will be made by the responder to induce any other person or firm to submit or not to submit a submission for the purpose of restricting competition. The only person(s) or principal(s) interested in this submission are named therein and that no person other than those therein mentioned has/have any interest in this submission or in agreement to be entered. Any prospective firm should make an affirmative statement in its proposals to the effect that, to its knowledge, its retention would not result in a conflict of interest with any party.

## **Termination**

The resulting contract may be canceled by the City when:

- a. Sufficient funds are not available to continue its full and faithful performance of this contract.
- b. Sub-standard or non-performance of contract.
- c. The City wishes to terminate at any time and for any reason, upon giving thirty (30) days prior written notice to the other party.

## **Additional Information and Conditions**

Statement of Non-Commitment-Issuance of this RFP does not commit the City of Gulfport to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. The City of Gulfport reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the City of Gulfport and a matter of public record in accordance with Florida State records laws.

## **Reserve the Right**

The City reserves the right to reject any and all submittals, or any part of any submittal, to waive any irregularities or informalities in any submittal, and to accept that submittal which is deemed to be in the best interest of the City. The City reserves the right to establish additional contracts that may be similar in nature to any contract resulting for this RFP as best serves the needs of the City.

## **Equal Employment Opportunity**

The chosen firm/individual(s) must comply with provisions of any applicable federal law, Florida law, Title VI, and Title VII of the Civil Rights Act of 1964.

## **119.0701 FLORIDA STATUTES – PROVIDES FOR THE FOLLOWING:**

*“In addition to other contract requirements provided by law, each public agency contract for services must include a provision that requires the contractor to comply with public records laws, specifically to: (a) Keep and maintain public records that ordinarily and necessarily would be required by the public agency in order to perform the service. (d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the contractor.”*

## **Adherence to the City of Gulfport’s Human Rights Policy**

The City of Gulfport and associated parties shall observe and be in compliance with all applicable laws, ordinances, and rules and regulations of the State of Florida and the City of

Gulfport during the conduct of official business with and/or in representation of the City of Gulfport. The City of Gulfport acknowledges it is the intent of the City Council, in enacting Chapter 26 of the City of Gulfport Code of Ordinances, to protect and safeguard the right and opportunity of all persons to be free from all forms of discrimination, including discrimination based on age, race, color, religion, national origin, ancestry, disability, marital status, gender, gender identity or expression, sexual orientation, or physical characteristic.

### **Submittal Withdraw**

After submittals are opened, corrections or modifications to submittals are not permitted, but a respondent may be permitted to withdraw an erroneous submittal prior to the award by the City Council, if the following is established:

- a. That the respondent acted in good faith in submitting the submittal;
- b. That in preparing the submittal there was an error of such magnitude that enforcement of the submittal would create severe hardship upon the respondent;
- c. That the error was not the result of gross negligence or willful inattention on the part of the respondent;
- d. That the error was discovered and communicated to the City within twenty-four (24) hours of submittal opening, along with a request for permission to withdraw the submittal;
- e. The respondent submits documentation and an explanation of how the error was made.

**CERTIFICATION OF INFORMATION PROVIDED**

I certify that the information and responses provided on this Questionnaire are true, accurate and complete. The Owner of the Project or its representatives may contact any entity or reference listed in this Questionnaire. Each entity or reference may make any information concerning the Contractor available to the Owner.

Dated

\_\_\_\_\_, 2019

**consultant:**

\_\_\_\_\_  
(consultant Name)

\_\_\_\_\_  
(Signature)

By: \_\_\_\_\_  
(Typed Name)

Its: \_\_\_\_\_  
(Title)

Sworn to and subscribed before me

this \_\_\_\_\_ day of \_\_\_\_\_ 2019.

\_\_\_\_\_  
(Notary Public)

\_\_\_\_\_  
(My Commission Expires)

## Section 2. Public Entity Crime Form

### SWORN STATEMENT UNDER SECTION 287.133(3)(a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES.

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL  
AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to:

(print name of the public entity)

by \_\_\_\_\_  
(print individual's name and title)

for \_\_\_\_\_  
(print name of entity submitting sworn statement)

whose business address is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

and (if applicable) its Federal Employer Identification Number (FEIN)  
is \_\_\_\_\_  
(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn  
statement: \_\_\_\_\_).

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
- A predecessor or successor of a person convicted of a public entity crime: or
  - An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list (attach a copy of the final order).

**I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH I (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.**

\_\_\_\_\_  
(Signature)

Sworn to and subscribed before me this day of \_\_\_\_\_.

Personally known \_\_\_\_\_

OR Produced Identification \_\_\_\_\_  
(Type of identification)

\_\_\_\_\_  
Notary Public - State of Florida  
My Commission expires \_\_\_\_\_