

**Request for Proposal
SPC #03-18-19
2018-2019 MLK Day of Service
Signature Award
“Reflections on the Last 50 Years-
How Far Have We Come?”**

St. Petersburg College

SPC

Issued- Friday, August 10, 2018- 8:00 A.M.

Introduction and Purpose of the Request for Proposal (RFP)

History of MLK Day of Service:

The mission of the Day of Service in Florida is to engage the neighboring community in transforming the Dr. Martin Luther King, Jr. Holiday into a day of citizen action and volunteer service in honor of Dr. King, to be, “A Day On, Not a Day Off.” The goal is exemplified in increased civic engagement and community support that is necessary to the development of a strong community and a necessary precursor to individual self-sufficiency.

The National Dr. Martin Luther King, Jr. Day of Service was created in 1994 through federal legislation co-authored by former Pennsylvania U.S. Senator Harris Wolford and Atlanta Congressman John Lewis, both veterans of the Civil Rights Movement with Dr. King. Wolford and others led some 3,000 volunteers in 150 service projects, along with corporate sponsors, community leaders, students, volunteers and people from throughout the region all to honor Dr. King’s legacy and uplift the community as he would have, with “A Day On” of service, “Not a Day Off.”

Since that time the project has caught hold around the U.S. but grown tremendously in the Pennsylvania region and in 2011 the Greater Philadelphia King Day of Service, which includes Pennsylvania, New Jersey and Delaware held the record for the largest King Day of Service event in the nation. A record 75,000 people of all ages and backgrounds volunteered in some 1,200 service projects. <http://www.serve.gov/?q=site-page/mlkday>

Through funding secured by State Senator Darryl Rouson from the Florida Legislature and St. Petersburg College, serving as the fiscal tracking agent, in collaboration with a Community Advisory Board made up of citizens of the City of St. Petersburg, initiated the first Annual MLK Day of Service in St. Petersburg, Florida which served as the pilot for the State of Florida. The primary focus of the Day of Service is to perpetuate the goal of promoting the MLK Day of Service, “A Day On, Not a Day Off”. To that end, community organizations were encouraged to develop and complete community service projects that would positively impact the community and honor Dr. King’s legacy of social uplift, racial equality, and non-violent activism.

As a result of the success of the 2013 implementation of the MLK Day of Service in St. Petersburg, Florida, the Florida State Legislature provided additional funding to expand the MLK Day of Service from St. Petersburg-Pinellas County to include Hillsborough, Manatee and Sarasota, and Broward Counties to be administered by Hillsborough Community College, State College of Florida, and Broward College respectively.

HISTORY of St. Petersburg College: St. Petersburg College (“SPC” or the “College”), located in Pinellas County, Florida, and established in 1927, is one of the oldest colleges in the 28-institution Florida College System (“FCS”). SPC is the first college in the FCS to become a four-year college issuing baccalaureate degrees beginning in 2001. SPC is governed by a five-member Board of Trustees appointed to four-year terms by the Governor of Florida. The Board of Trustees appoints the College President who has administrative responsibilities for college operations.

ACADEMICS: Enrollment in 2016-2017 included 49,006 students, including 40,661 credit seeking and 8,345 non-credit seeking (Source: spcollege.edu). St. Petersburg College offers more than 100 academic programs, career training, and university transfer options at twelve locations throughout Pinellas County and online.

REQUEST FOR PROPOSAL: St. Petersburg College is soliciting proposals from local businesses and organizations residing in the City of St. Petersburg (address must fall within St. Petersburg City limits) to serve as the signature project and Kick-Off the 2019 MLK Day of Service. This year’s theme is, “Reflections on the Last 50 Years- How Far Have We Com?” The proposal must support the mission of the day of service and spirit of giving back to the community. A highly qualified proposal would include members of the community to include but not limited to schools, churches, businesses and organizations residing in St. Petersburg collaborating together to honor the spirit of Dr. Martin Luther King, Jr. Proposals may include but are not limited to a large community event, community service learning projects, musicals, and public performance plays and theatrics. The proposal should include a historical reflection of the last 50 years.

REQUIREMENTS AND PREFERENCES: Each proposal will be reviewed and evaluated on the following four criteria: experience and qualifications, key performance indicators, bid amounts, and veteran or minority owned business. The proposal with the highest score will be awarded the service project. A brief description of each criteria is noted below:

Experience and Qualifications:

Briefly describe your organization or business and the role you play in the community. Next, you will need to describe in detail the service project and address how your organization or business meets the qualifications to provide this project as the Kick-Off event for the 2019 MLK Day of Service. You may include summaries of any MLK Day of Service, community service or service learning work you have performed in the past and how the service benefitted the community. Finally, you will need to provide a detailed timeline and outline of the project from development to completion.

The proposal must include the date(s), time(s), and location of the signature project. All location and site procurement is at the responsibility of the project awardee and will require approved service agreements and insurance liability documentation. All marketing, publication of printed materials, and social media is at the responsibility of the awarded project. The above-mentioned location and publication must be approved in advance by St. Petersburg College and the MLK Community Advisory Board prior to any project posting.

Key Performance Indicators:

Key Performance Indicators (KPI) will include the who, what, when, where and how of the project. The who should address any schools, churches, businesses and organizations residing in St. Petersburg that the project will be collaborating with on the project. The “what and how” should describe the delivery of the project, i.e. a large community event, community service learning projects, musicals, and public performance plays and theatrics. The proposal should include detailed specifics of the where to include location, dates and times. Keep in mind all of the KPI descriptions will be evaluated on how the project honors the spirit of Dr. Martin Luther King, Jr. and presents a historical reflection of the last 50 years.

Bid for Proposal Amount:

The total award amount will not exceed \$25,000. Proposals should include any in-kind donations your organization or business will be making to the project. The purpose should be to provide a service in the spirit of giving.

Veteran and/or Minority Owned Businesses:

Any proposal submitted by a veteran and/or minority owned business will automatically receive 15 points.

EVALUATION SCORING

The evaluation criteria below correspond with the criteria provided in the Proposal Specifications above. Allotted points will be based on how well a Respondent addresses the criteria in the Proposal Specifications. The evaluation scoring committee will consist of the MLK Community Advisory Board, St. Petersburg College MLK Project Technician and the Executive Director of Retention Services as the Fiscal Agent for the MLK Day of Service award.

Experience and Qualifications	/50 Points
Key Performance Indicators	/25 Points
Bid for Proposal Amount	/10
Veteran and/or Minority Owned Businesses	/15
Total Points:	/100 Points

QUESTIONS: Questions regarding this RFP should be sent via e-mail to Karen Reynolds, Reynolds.karen@spcollege.edu no later than 9:00 A.M. Wednesday, August 22, 2018. Questions will be reviewed and answered via e-mail no later than 5:00 P.M. Friday, August 24, 2018.

SUBMITAL: Please mail your final proposals and statement of work to the attention of Karen Reynolds, Purchasing Manager, St. Petersburg College, P.O. Box 13489, St. Petersburg, FL 32773-3489 **no later than Tuesday, September 4, 2018.**

SUMMARIZED SCHEDULE OF RFP EVENTS: Below is a summarized schedule of RFP events. Any changes will be issued in the form of a written notification.

Time	Day/Date	Description
8:00 A.M.	Friday, August 10, 2018	RFP for 2018-2019 MLK Day of Service Signature Award “Reflections on the Last 50 Years- How Far Have We Come?”
9:00 A.M.	Wednesday, August 22, 2018	All questions submitted to Karen Reynolds, Reynolds.karen@spcollege.edu
5:00 P.M.	Friday, August 24, 2018	Q & A sent to all respondents via e-mail
4:00 P.M.	Tuesday, September 4, 2018	All proposals mailed to Karen Reynolds, Purchasing Manager, St. Petersburg College, P.O. Box 13489, St. Petersburg, FL 32773-3489
9:00 A.M.	Monday, September 10, 2018	Intent to Procure posted

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