

# Add Us In/DiversityWorks

»» A Workplace Opportunity.

## REQUEST FOR PROPOSAL:

### Event Planning

Seeking Vendors to provide event planning for Disability Employment Awareness Month (DEAM) events at the Harbor Yard Ballpark in September and October, 2013.

- A. DEAM panel event at Harbor Yard Ballpark in September, 2013 for the purpose of engaging small and large businesses to advocate for the employment of people with disabilities and connecting the business community to the resources that are available via the Add Us In/DiversityWorks initiative.
- B. DEAM small and large business job fair at in October, 2013 which will seek to match small and large business employment opportunities to qualified job seekers within the target population.

**RELEASE DATE: June 28, 2013**

**RETURN DATE: July 15, 2013 by 4:00 pm (EST)**

*Preparation of this item was funded by the Office of Disability Employment Policy, U.S. Department of Labor, Grant No. OD-21074-10-75-4-9. This document does not necessarily reflect the views or policies of the Office of Disability Employment Policy, U.S. Department of Labor, nor does the mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.*

## **I. INTRODUCTION**

The WorkPlace, which serves as Southwestern Connecticut's Regional Workforce Development Board, manages projects and programs that help people prepare for careers and strengthens the workforce for employers. It administers workforce development funds and coordinates providers of job training and education programs to meet the needs of residents and employers in its 20-community region. These communities include: Ansonia, Beacon Falls, Bridgeport, Darien, Derby, Easton, Fairfield, Greenwich, Monroe, New Canaan, Norwalk, Oxford, Seymour, Shelton, Stamford, Stratford, Trumbull, Weston, Westport and Wilton.

Through the Add Us In/*DiversityWorks* initiative The WorkPlace, Southwestern Connecticut's Regional Workforce Development Board, leads a Consortium of organizations toward changing the culture of the workforce development and vocational rehabilitation systems to better accommodate and serve people with disabilities, including lesbian, gay, bisexual and transgender (LGBT) individuals with disabilities.

The WorkPlace seeks to help increase access to jobs and employment outcomes for people with disabilities, including LGBT individuals with disabilities. The Consortium will also help small businesses hire this target population, and will engage businesses to identify, adapt and replicate promising practices that can influence the recruiting, hiring and retention of people with disabilities among small businesses.

Funds for the Disability Employment Awareness Month (DEAM) events at the in September and October, 2013 are provided by the Office of Disability Employment Policy, U.S. Department of Labor, Grant No. OD-21074-10-75-4-9.

## **II. PURPOSE OF THIS RFP**

The WorkPlace will contract with qualified event planners for DEAM events at the in September and October, 2013. These events will seek to engage small and large businesses in hiring people with disabilities. Both events will showcase job-ready participant ambassadors and hosting a job fair on available employment opportunities for the target population.

The events at the seek to serve the dual purpose of bridging the gap between businesses that are invested in recruiting and hiring people with disabilities and familiarizing them with the resources that are available through the Add Us In/*DiversityWorks* program, while also matching those businesses to qualified job seekers within the target population.

A. DEAM panel event at Harbor Yard Ballpark in September, 2013 to engage businesses for the purpose of employing people with disabilities, and connecting businesses to the resources that are available via the *Add Us In/DiversityWorks* initiative.

The event will kick off with a discussion of four panelists representing the employers who have successfully hired and promoted the hiring of people with disabilities.

- Date of event: Friday, September 13<sup>th</sup> 2013
- Schedule:
  - o Panel: 5:15 p.m. to 6:30 p.m.
  - o Networking: 6:30 p.m. to 7:15 p.m.
  - o Ball game: 7:15 p.m.
- Submission of potential panelists (4): August 2<sup>nd</sup>
- Meeting with Consortium to finalize panelist selection: August 6<sup>th</sup>
- Marketing/Invitation Materials: Draft submitted by August 6<sup>th</sup>
- Coordination Plan to engage disability serving agencies, community networks, business organizations, chambers of commerce and businesses
- Outreach Plan for small and large business engagement
- Number of attendees: 50-100 Business representatives; 5-10 Disability and Youth Serving organizations; 100 clients from disability serving agencies
- Coordination with Harbor Yard
- Day of event management (coordination, set up, registration, etc.)

B. DEAM Job Fair event (Bridgeport location TBD) in October, 2013 to engage businesses in employing people with disabilities by creating a venue to introduce businesses to a job seekers within the target population.

- Date: October, 2013 (Exact date and time TBD)
- Marketing/Invitation Materials: Draft developed and delivered by August 21<sup>st</sup>
- Coordination Plan to engage disability serving agencies, community networks, business organizations, chambers of commerce and businesses
- Outreach Plan for small and large business engagement
- Number of attendees: 30-50 Businesses; 100-200+ Job Seekers
- Coordination with venue for event set up and implementation

- Day of event management (coordination, set up, registration, etc.)

**Maximum Funding Available:** \$30,000

### **III.THE WORKPLACE INVOLVEMENT**

The WorkPlace has received funding to help increase access to jobs and employment outcomes for people with disabilities, including LGBT individuals with disabilities, through the Add Us In/*DiversityWorks* initiative. Our intent is to utilize vendor services in conjunction with the Add Us In/*DiversityWorks* Program Manager and Consortium members to plan, coordinate and carry out the both events. While we understand there can be no guarantee on attendance, we are looking for as much of a “Turn Key” event as possible.

- A. Upon contracting, vendors will spend time coordinating initial planning meetings with the Consortium, lists of involved businesses, business organizations, and disability and youth serving agencies that the WorkPlace has collaborated with in the past in order to build a planning committee.
- B. Use of WorkPlace office and office equipment for committee meetings, photocopying and any other clerical activities will be available to selected vendor.
- C. WorkPlace support staff will facilitate mailing materials, accepting reservations and conveying to vendor
- D. WorkPlace to pay directly:
  - a. Venues
  - b. Printers
  - c. Suppliers (pipe and drape, etc.)
- E. The WorkPlace will assist in soliciting sponsors for all events related expenses.
- F. Payment will be on a cost-reimbursement basis. Invoices may be submitted bi-weekly or monthly.
- G. The WorkPlace will cover all event expenses not covered by sponsors.

## IV. QUALIFICATIONS

Proposers must be able to demonstrate their current capability and possess a record of successful past performance in providing substantially similar products or services as those specified in this RFP. Accordingly, proposers must conform to the following minimum qualification standards and provide the required information in order to be considered for the award.

At minimum, the proposal should address the following information completely to receive consideration:

Proposal Information:

- Legal Name of Organization
- Connecticut UI Tax Registration Number (or other states if applicable)
- Organization Mailing Address, Phone Number and Web Site Address
- Contact Name and Email Address
- Background and experience with similar events. Specific examples are required, i.e. types of event(s), number of attendees, etc.
- References, including contact information of at least two (2) similar events.
- High-level overview of how you would handle the challenge of increasing attendance, small and large business engagement , collaboration with disability and youth serving agencies
- Not having been debarred by any federal or state agency, and being a legal entity in business for at least one year
  - Proposers must demonstrate having knowledge of issues surrounding people with disabilities and/or experience working with people with disabilities including lesbian, gay, bisexual and transgender individuals with disabilities. Proposers may partner with content experts in their submissions.
  - Budget: Proposals must include a line item budget with a budget narrative that explains how every line cost was established.

Example of budget narrative:

Labor \$4,980

Project lead time: 166 hours @ \$30/hour

Material Development \$1,200

Graphic Design costs: 40 hours @ \$30/hour

Travel \$275

Travel to meetings, venue, etc., estimated at 50 miles R/T x 10 trips @ .55/mi

## V. YOUR RESPONSE

Proposers need to acknowledge that if selected they will:

- Cooperate with all evaluations by Federal grantors and their designated contractors
- Comply with/sign applicable assurances and certifications

## VI. INQUIRIES, PERTINENT DATES and SUBMISSIONS

This Request for Proposal is issued by The WorkPlace. All communications concerning this RFP, including any requests for clarification, may be directed to the following The WorkPlace contact:

Ashley McGuffie  
Program Manager, Add Us In/Diversity Works  
The WorkPlace, Inc.  
350 Fairfield Avenue  
Bridgeport, CT 06604  
203-610-8578  
amcguffie@workplace.org

Ashley McGuffie is the sole point of contact for all matters related to this RFP.

### RFP Schedule

Vendors interested in submitting proposals in response to this RFP should do so according to the following schedule.

EVENT	TIME (EDT)	DATE
RFP Issue Date		06/28/2013
Bidders Conference Call for Questions <b>Call in number: (866)499-3427</b> <b>PIN: 4322601125 followed by #</b>	1:00 PM	07/09/2013
Deadline for submission of proposals	4:00 PM	07/15/2013
Approximate Contract Award Date		07/19/2013

## Instructions for Submitting Proposals

An email response is required.

- The budget shall be submitted in Excel format
- The narrative response shall be submitted in Word format
- Both files must be attached to the same email and submitted by the proposal due date and time.

**Submitting a proposal does not a guarantee of contract.** The WorkPlace reserves the right to contract with entities that meet the initial eligibility criteria; are within the parameters of both of its programs, and are cost effective.

**SUBMISSION:** Electronic (email) format only. Hard copy or facsimiles will not be accepted.

**SUBMISSION DEADLINE:** 4:00 p.m. (EDT) on July 15, 2013

*Submissions received after the deadline time and date will NOT be accepted.*

**ANTICIPATED APPROVAL DATE:** July 19, 2013.