Request for Proposals – Design & Communications Consultant
Wells Fargo Open for Business

BACKGROUND
Local Initiatives Support Corporation (LISC) is dedicated to helping community residents transform distressed neighborhoods into healthy and sustainable communities of choice and opportunity — good places to work, do business and raise children. LISC mobilizes corporate, government and philanthropic support to provide local community development organizations with, in part, grants and technical and management assistance. LISC is a national organization with a community focus. Our program staff is based in every city and many of the rural areas where LISC-supported community development takes shape. In collaboration with local community development groups, LISC staff help identify priorities and challenges, delivering the most appropriate support to meet local needs. LISC offers a wide range of technical assistance and organizational support (either directly or through the engagement of qualified consultants) to assist local community organizations rebuild their neighborhoods. Through a network of 30 local field offices in urban areas, Rural LISC that works in 36 states, and a range of national programs, LISC provides these groups with expert technical assistance to undertake revitalization activities: affordable housing, retail, and facility development; organizational capacity building; and increasingly, programs that improve quality of life such as community safety and youth recreation. See www.lisc.org for more information.

PROJECT BACKGROUND
LISC San Diego is partnering with: the Asian Business Association, City Heights Community Development Corporation, Diamond Business Association, El Cajon Business Improvement Association, International Rescue Committee, Jacobs Center for Neighborhood Innovation, Logan Heights Community Development Corporation, National City Chamber of Commerce, Otay Mesa Chamber of Commerce, San Diego Volunteer Lawyers Program, and the University of San Diego to provide technical assistance to small businesses across the County. LISC San Diego and the partners are seeking to showcase local BIPOC businesses in our communities to highlight the impact of the technical assistance program.

PROJECT SCOPE
To support this effort, LISC San Diego seeks a local design and communications consultant to join our project team. The Consultant will be responsible for creating and implementing a communications campaign to highlight the BIPOC small businesses, the impact of the technical assistance program, and the impact on the community.

Potential Deliverables for Planning Consultant will include a combination of the following:

1. Facilitation and Planning
   a. Work with project team (LISC and partners) to identify which media of communication would be best for the recommended businesses.
   b. Work with project team to execute said campaign (video shoot, photoshoots etc)

For more information, please visit www.lisc.org
2. Final Product: A strategic communications campaign that highlights BIPOC small businesses.
   Campaign can include:
   a. Producing videos
   b. Shooting/editing photographs
   c. creating infographics
   d. leading workshops (ex. photography tips, social media)
   e. interview/write articles
   f. interview/write podcast stories
   g. other creative visual storytelling ideas

TIMELINE
- RFP released on 10/12/22
- RFP due by 10/25/22
- Consultant selected by 10/31/22
- Consultant contract begins 12/1/22
- All deliverables completed by 5/31/22

SUBMISSION
RFP submission should include:

1. Overview + History of Work
2. Project Team + Qualifications (subcontractors allowed)
3. Relevant Prior Experience
4. References - 2 past clients
5. Proposed Timeline for completing deliverables (Project Term: December 1, 2022 – May 31, 2023)
6. Budget - Draft budget based on above deliverables, subject to change, not to exceed $50,000.
   a. Budget must include estimate of how many campaign deliverables will be provided

If you have questions or to submit RFP responses email Karina Velazquez, Program Officer, kvelazquez@lisc.org by 5m on Tuesday, 10/25/22.