

## OBJECTIVE

The Unicorn Children’s Foundation, Inc. has over 23 years of experience in creating cradle to career pathways for individuals with special needs. The organization has an established history of: connecting families to resources, advocating for inclusive opportunities, respecting differences, empowering individuals with unique abilities, and supporting success. The Unicorn Children’s Foundation is accepting proposals to design a strategic plan to open Special Percs Café™. This social enterprise will provide: (a) a high quality customer experience in a competitive high-demand industry; (b) sustainable funding for future programs for children with special needs; and (c) vocational training and employment options for individuals with special needs. The Unicorn Children’s Foundation will be the legal entity for contracting with the successful proponent. The project will be a concept to completion production. The purpose of the RFP is to provide proponents with an overview of the general requirements of the Special Percs Café™ and establish a benchmark upon which proposals will be evaluated.

## BACKGROUND

According to the Center for Disease Control & Prevention, one of every six children is affected by a neurodevelopmental disorder, such as ADHD, autism, dyslexia, and other learning disorders. The increase in prevalence of neurodiversity presents communities with serious health and social challenges. Currently, 54 million Americans cope with special needs and the rising associated cost. Too often, these individuals are isolated and underestimated without an opportunity to attempt to succeed despite their interest, willingness and ability.

According to the most recent disability statistics, 80% of individuals with special needs are unemployed or underemployed despite their desire and ability to work. Of those 20% who are employed, only 9% are working in competitive, integrated employment. Integrated employment fights poverty, discrimination, and isolation. In January of 2015, The Unicorn Children’s Foundation, Inc. led a multi-funder collaborative to commission a community needs assessment to understand the landscape of services and supports for individuals with special needs and disability in Palm Beach County. One of the key gaps that was identified was employment options for individuals with special needs/disability, consistent with national trends.

As an incubator of innovative programs that create cradle to career pathways which help people with special needs excel in their community, The Unicorn Children’s Foundation, Inc. launched a capital campaign to raise funds to launch the Special Percs Café™. This program will eventually lead to other opportunities for growth and revenue sources for individuals with special needs in other areas where they may showcase their unique abilities such as arts and hospitality, as well as creating a space in the community where inclusion happens in a very natural way. A business employing people with different abilities will also educate the general public on how we can relate, employ and be friends with people who are challenged by neurodiversity and special needs.

## PROPOSAL GUIDELINES & REQUIREMENTS

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Please submit three (3) hard copies, in addition to one (1) electronic copy (PDF) sent via email, of your response to this RFP no later than September 3, 2018.

## TERMS & CONDITIONS

This is an open and competitive process.

Contract terms will be negotiated contract terms upon selection of the successful proponent. A contract will be developed between the successful proponent and The Unicorn Children's Foundation, Inc. All contracts are subject to review by legal counsel, and the project will be awarded upon signing of an agreement or contract which outlines terms, scope, budget and other necessary items.

Once the launch of Special Percs Café™ has been completed and accepted by The Unicorn Children's Foundation, Inc., the concept, branding, site design and layout, strategic and operational plan, and all of its content become property of The Unicorn Children's Foundation, Inc.

The Contractor shall, at its own expense, agree to maintain in full force and effect at all times during the life of the Contract, insurance coverages and limits (including endorsements) of a comprehensive Commercial General Liability insurance policy to the satisfaction of The Unicorn Children's Foundation, Inc. in an amount of not less than \$500,000 all-inclusive together with a standard Business Automobile Liability at a limit of not less than \$500,000 each accident for all owned, non-owned and hired automobiles. The Unicorn Children's Foundation, Inc. shall also be named as an additional insured on the Policy with respect to any work performed by the Contractor for The Unicorn Children's Foundation, Inc. The insurance shall be maintained during the continuance of this agreement and shall not be capable of cancellation unless 10 days notice is first given to The Unicorn Children's Foundation, Inc. A certified copy of the policy shall be deposited with The Unicorn Children's Foundation, Inc.

The Contractor shall maintain Worker's Compensation and Employers Liability coverage and shall provide this coverage on a primary basis.

The contract entered into between The Unicorn Children's Foundation, Inc. and the successful bidder may not be assigned in whole or in part without the expressed written consent from The Unicorn Children's Foundation, Inc.

The Unicorn Children's Foundation, Inc. reserves the right to negotiate with the preferred proponent. The Contractor shall indemnify and hold harmless The Unicorn Children's Foundation, Inc. from any and all liability whatsoever and against any and all actions, damages, liens, claims, and demands of every nature and kind arising out of the performance by the Contractor or his employees, officers, or agents of this agreement.

## PURPOSE & OBJECTIVES

### **Purpose:**

The purpose of this RFP is to develop a strategic and operational plan for the start-up of Special Percs Café™, including concept, branding, site design and layout. Successful restaurant entrepreneurs and corporate chains offer their clients a unique experience, making them want to come back, time and time again. At Special Percs Café™, the total experience of "serving kindness one cup at a time" becomes the brand. This brand will differentiate Special Percs Café™ from current and future competition. It will also create the opportunity for The Unicorn Children's Foundation, Inc. to replicate this employment model with additional stores.

### **Objectives:**

- Provide vocational training to a minimum of 10 interns with special needs annually.
- Provide competitive employment to a minimum of 6 individuals with special needs annually.
- Generate a minimum 10% net profit
- Provide a high quality customer experience as evidenced by 80% satisfaction rate and number of return customers

## DELIVERABLE SPECIFICATIONS

Detailed project plan with critical path timeline and milestones. In deploying the envisioned solution, the following goals should be achieved.

- Written articulation of the vision and review of possible ways to achieve brand.
- SWOT Analysis and articulation of our competitive advantage.
- Strategic and operational strategies, including quality standards, risk management plan, staffing and resource requirements (including budget).
- Long-term strategic objectives.

- Short-term goals/priorities/initiatives
- Implementation timeline.
- Review of target clientele.
- Draft menu to enhance concept.
- Storefront location identification and lease recommendation.
- Design layout to finalize interior colors, fixture look & rough detail, lighting, and furniture.
- Review all logos and signage so that the entire concept is interlinked to brand.
- Layout of the bar design to ensure that it is tied to the concept.
- Build a list of equipment and associated cost.
- Create a written estimate of Bar construction, Interior cost, flooring, painting, fixture cost, lighting cost, furniture cost, small wares, specialty beverage and coffee brewing equipment, health department required sinks, startup inventory and design cost.

## BUDGET

Please provide cost proposals to accomplish the scope outlined below. The project costs should be broken down for each phase of the project. List pricing for:

Deliverable 1: Establish Concept and Brand Development

Deliverable 2: Site Evaluation and Recommendation

Deliverable 3: Menu Development and Beverage Guides

Deliverable 4: Coffee Bar Design & Equipment Layout

Deliverable 5: Equipment, Small-Wares and Vendor Selection

Deliverable 6: Identify Barista Training Curriculum

Deliverable 7: Complete Strategic and Operational Plan

## TIMELINE & SUBMISSION

RFP sent to Prospective Consultants	July 26, 2018
RFP Response Deadline	September 3, 2018 at 5:00 p.m.
Review of Submittals	September 3 – 7, 2018
Scheduled Interviews	September 10 – 19, 2018
Firm Selection and Begin Implementation	October 1, 2018

Questions pertaining to the RFP should be emailed to Sharon Alexander at [salexander@unicornchildrensfoundation.org](mailto:salexander@unicornchildrensfoundation.org) by August 15, 2018 at 12:00 p.m. Questions from all proponents will be consolidated and all questions and answers will be posted at [www.unicornchildrensfoundation.org](http://www.unicornchildrensfoundation.org) on August 20, 2018.

All costs associated with the delivery of the project should be presented in U.S. dollars, in a flat rate, fee for service format.

Submissions must include three printed copies and one Adobe PDF digital copy. The digital copy may be submitted via email to [salexander@unicornchildrensfoundation.org](mailto:salexander@unicornchildrensfoundation.org). It is the sole responsibility of the person submitting the proposal to make sure it is received at the closing location by the closing time. Proposals received after deadline will not be considered and will be returned unopen.

Proposals are to be clearly addressed and delivered to:

RFP-2018-SPC  
Sharon Alexander  
CEO  
The Unicorn Children's Foundation, Inc.  
21100 Ruth & Baron Coleman Boulevard, Suite 250  
Boca Raton, FL 33428  
Telephone: (561) 620-9377, ext 303  
Fax: (561) 620-9376  
Email: [salexander@unicornchildrensfoundation.org](mailto:salexander@unicornchildrensfoundation.org)

An evaluation committee will review all submitted RFPs. During this time, we may request interviews at our office with the evaluation committee.

Negotiations will begin immediately and should conclude no later than September 24, 2018. A date for final delivery of the project and all materials to be decided as part of the contract.

The name of the successful proponent will be decided on or about September 28, 2018. All other proponents will be notified by mail.

The Unicorn Children's Foundation is not responsible or liable in any manner for the risks, costs, or expenses incurred by any consultant in the preparation of its response to this RFP, nor travel expenses incurred by finalists.

## QUALIFICATIONS

List the five businesses you/your firm has provided consultation for that best reflect your work and relevancy to this project. Briefly list the role you/your firm played in each project. The URL of each business should be submitted. Only sites that are live will qualify during evaluation.

Describe your experience in producing strategic and operational business plans in the hospitality industry for other non-profit and/or community-focused projects.

Provide current reference information for three former or current clients.

Briefly describe your/your firm's organizational capacity to produce a strategic and operational business plans (e.g., staff, equipment, software, physical space, office location, etc.).

Provide a company profile, length of time in business, and core competencies. What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.

Briefly describe your firm's project management process.

Timeframe for completions. The timeframe for the completion of the project will be evaluated as per the proponent's ability to meet the timeframe outline in Timeline & Submission section above. In addition, timeframes will be part of the contractual agreement; therefore, a realistic timeframe for completion is requested.

If your organization is planning any corporate mergers or acquisitions, please explain.

If your organization maintains any vendor partnerships that will affect this project, please explain.

## EVALUATION CRITERIA

Proposals that meet the mandatory requirements will be evaluated with the following criteria by the evaluation committee of The Unicorn Children's Foundation, Inc.

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative designs that engage communities and customers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Depth and Breadth of Staff – The proponent firm has appropriate staff to develop the concept in the time frame needed.
- Budget

The Unicorn Children's Foundation, Inc. reserves the right to reject any or all proposals and to accept the proposal that best fits the requirements of this project. Evaluations will be based on overall proposals and not on the lowest bid. Preference may be given to proponents that employ people with special needs/disability.

## FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages.

**Title Page:**

The Unicorn Children’s Foundation, Inc., Development of Special Percs Café™ Proposal, RFP-2018-SPC, your company name, address, website address, telephone number, fax number, email address, and primary contact person.

**Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company.

**Proposal:**

Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. You should touch on your ability to deliver the project in the timeframe.

**Project Plan**

Proposed calendar of implementation milestones.

**Qualifications & Staffing:**

Provide the information requested in the Qualifications section above.

**Budget & Fees:**

Provide the information requested in the Budget section above.