

**Request for Proposals (RFP)**  
**For Strategic Planning Consultant**  
**For the Centro Campesino Five Year Strategic Plan 2022-2027**  
**Florida City, Florida**  
**October, 2021**

Centro Campesino requests proposals from qualified strategic planning consultants and/or teams for the planning, facilitation, and development of a strategic plan for 2022- 2027.

The consulting engagement will help us navigate the strategic planning process with the end result of the development of a strategic plan that guides our work (of the board and staff) for the next 3 – 5 years. The timeframe (projected number of years) of the plan will depend on the initial assessment of the organization, the board, and its stage of organizational development.

We are seeking consultants that have experience with Latino community-based organizations that seek to build organizational and community assets; are well-versed in economic development, affordable housing, education, social justice issues; and also have a basic familiarity with immigrant and/or farmworker issues and the landscape of immigrant-serving organizations in both rural and urban environments.

We invite candidates to submit a proposal by **November 30, 2021** for consideration.

**About Centro Campesino:**

Centro Campesino is a Community Development Corporation that strengthens families by providing affordable housing, homeownership support, economic advancement, and educational opportunities.

Centro Campesino was formed in 1972 as the Centro Campesino Farmworker Center in response to the deplorable living conditions of farmworkers and other low-income families in South Florida. Since then, Centro Campesino has constructed over 500 single family homes for low-income families, 130 affordable rental units, and rehabilitated more than 6,000 homes for rural low-income families in eleven Florida counties. Centro Campesino has provided job training and placement to more than 1,000 youth and farmworker adults in non-agricultural jobs and guided over 3,000 families through the homeownership process. Since 2008, Centro has assisted over 2,000 distressed homeowners facing South Florida's foreclosure crisis. And, in the aftermath of Hurricane Andrew (which devastated South Florida in 1992), and then during every hurricane season, Centro Campesino was instrumental in developing and implementing hurricane relief and recovery efforts. Since the hurricane devastation in 2004, Centro Campesino has repaired and/or replaced over 217 damaged homes.

Today, Centro Campesino's lines of business are Housing development, homeownership solutions, property management, education/workforce development, and community revitalization and leadership development in Central and South Florida. Centro Campesino's Board of Directors includes eleven volunteer members. Centro Campesino's paid Staff includes an Executive Director and 32 FTE members. \*Organizational 2020 Neighborhood American Outcomes Metrics are attached.

Centro Campesino is part of the national ***Neighborworks Network of Excellence***, an affiliation of more than 240 nonprofit organizations located in every state, the District of Columbia and Puerto Rico (<https://www.neighborworks.org>). The Neighborworks network was founded and is supported by ***Neighborworks America***, whose mission is to create opportunities for people to live in affordable homes, improve their lives and strengthen their communities.

**Topics of priority for the strategic Centro Campesino Strategic Planning for 2022-2027** include, but are not limited to, the following (not listed in order of priority):

- The need to plan and guide the organization in a rapidly changing environment. For example, our current strategic plan 2017 – 2022, did not initially include Hurricane Irma in September 2017 nor the COVID-19 pandemic in 2020 and 2021. With that being said, Centro Campesino rapidly pivoted towards the disasters, and performed incredibly well both financially and programmatically.
- The need to significantly **plan and expand production of new affordable housing supply**. Since their inception, Centro Campesino has built over 500 single family homes and 122 multi-family units. But no units have been constructed since 2015 as a result of the cost of construction, the appraisal, and the amount that a family can afford to purchase do not result in profitability.
- The need to significantly **plan, support, and expand** our customer base to increase wealth by building assets such as an education, a home, or a job and/or a business. In our service area and our local neighborhoods, during the pandemic homes have appreciated over 22% and the cost of new homeownership is beyond affordable with starting prices exceeding \$300,000.

More information and detail about Centro Campesino can be found on our website at <https://centrocampesino.org>

### **Scope of Services**

Each consultant who submits a proposal in response to this RFP will outline and recommend the process which in their experience has been efficient and successful with their previous clients.

The consultant/training team or individual will provide at least the following Scope of Services:

- Inform the overall design process for the Strategic Planning process, create, and implement methods to gather information, identify emerging themes.
- Help to determine appropriate number of meetings and level of engagement for the Centro Campesino Strategic Planning Team and the full Centro Campesino Board and Staff.
- Work with Centro Campesino Strategic Planning Team to develop and facilitate sessions to manage overall process.
- Draft, edit and complete the Centro Campesino **Strategic Plan 2022-2027**, communicating with the Centro Campesino Strategic Planning Team throughout the process.

#### **RFP Submission Requirements**

We are seeking a consultant or team of consultants who are knowledgeable in the field of affordable housing and community development, and who are creative, engaging, efficient, and cost competitive. To respond to this RFP, please submit the following.

- Statement of Qualifications.
- Statement of Methodology/Approach to deliver proposed scope of services.
- Proposed Fee for Service. A complete project price based on the above scope of work is requested. Separately include estimate of additional fees or reimbursable expenses that may apply, such as travel, etc. Please also share your hourly rate and preferred payment schedule. Include recommendations for shared work for Centro Campesino staff to perform that could reduce overall cost.
- Proposed timeline with critical benchmarks.
- Two professional references with contact information.

**Submissions will only be accepted via email, rather than by hard copy, to facilitate sharing of information among members of the Strategic Planning Team.**

Please email your submission to John Martinez, Executive Director, Centro Campesino, at [jmartinez@ccfcfl.org](mailto:jmartinez@ccfcfl.org) no later than Tuesday, November, 30, 2021 at 5 PM Eastern Standard Time.

If you have questions or wish to discuss this opportunity further, please feel free to email or call John Martinez at (305) 245-7738, extension 228. Please leave a voice message if we are not able to immediately connect.