Request for Proposals
Emerging Developer Initiative (EDI) Consultant

Opportunity – RURAL and alternative financing focus
Exciting opportunity for creative, driven, self-motivated project management consultant who is passionate about rural communities and about growing development capacity in Minnesota. Must share a dedication to racial equity and advancing opportunities for professional growth among rural leaders. Desire for proven experience working with and supporting communities and professionals of color.

Program
Minneapolis Housing Partnership (MHP) is committed to addressing affordable housing needs and historic racial disparities in housing outcomes statewide. To further that goal, MHP has created the Emerging Developers Initiative (EDI), which will focus on increasing and diversifying a pool of potential developers through training and support in the NW region of MN. Over the course of 2022, this program includes three phases:

I. Engagement, Research, and Resource Creation
   Analysis of existing developer supply in the NW region of MN to determine areas of focus for housing development capacity building. The goal is to establish connector pathways between emerging rural and BIPOC developers and housing development opportunities, and create relationship building opportunities with local BIPOC communities through engagement with strategic entities and individuals that work in, or desire to work in, the community development arena.

II. Increasing Developer Capacity
   Analysis of training needs to increase capacity of emerging rural and BIPOC development entities. Work with MHP to coordinate training and materials on capital access, development field, the development process, and related topics as needed. Create opportunities to explore and share development information and proposals with BIPOC and rural community developers. MHP will provide information and an introduction to regional training and resource programs, e.g., NWMF’s Entrepreneur Development program, to help emerging developers build capacity.

III. Housing Opportunity Workshops
   MHP will provide two workshops bringing together emerging BIPOC developers, regional development entities, community organizations, and local governments to network and receive training and tools to support local housing development. Workshop topics may include information about Local Housing Trust Funds, grant writing, preservation of existing affordable housing, adaptive reuse of underutilized buildings, community land trusts, and cooperative ownership e.g., mobile home co-op conversions.
Summary
To implement the EDI, MHP is seeking a Consultant/s who will be responsible for delivering project management and technical assistance work over 2022. Initial work will focus on coordination, community outreach and engagement, resource creation, messaging and training initiatives for rural and BIPOC individuals and organizations that are interested in pursuing housing development opportunities in the NW region of Minnesota. MHP is looking for consultants who have successful experience in effective outreach and engagement with under-resourced and diverse communities and knowledge of housing and community development. The consultant will also focus on determining individual capacity and training needs of EDI program participants and coordinating information and materials for easy access by participants.

Consultant Duties and Responsibilities
Under the direction of the MHP Community Development Director, the EDI Consultant/s will be responsible for leading project strategies, planning and coordination with MHP staff and external partners. The EDI Consultant/s will also conduct outreach, research participant eligibility and educational/training opportunities, review and utilize data on development needs in the NW region and implement community engagement opportunities for the EDI.

Specific duties will include:

1. Project management and coordination
   a. Project concept and full array of collaboration and package of incentives and supports for developers.
   b. Serve as project coordinator, providing strategic direction and managing project timelines and budget.
   c. Facilitate regularly scheduled meetings with MHP staff.
   d. Provide bi-weekly written updates to MHP on project status and progress.

2. Community engagement and outreach
   a. Identify and engage individuals to participate in initiative, with particular focus on recruiting individuals from communities of color and Native nations, who have a passion for creating housing opportunities.
   b. In partnership with organizations that have existing relationships with communities of color and Native nations, create and implement strategies to reach out to entities and individuals that work, or express interest in working within the development arena.
   c. Establish and implement effective outreach and communications to reach potential initiative participants.
   d. Create communications and marketing materials to effectively reach communities and individuals who will be interested in careers in housing development.

3. Research and resource creation
   a. Assist in research and analysis to support projections of housing developer supply and demand.
   b. Collect and analyze information from public and private sources to identify potential individuals and entities to engage and support through this initiative.
c. Research local sources of capital available for development and access to those funds by the development community.

4. Direct technical assistance and support to emerging developers
   a. Coordinate and deliver training materials on capital access, development fields and the development process.
   b. MHP and partners will provide scheduled opportunities to explore and share development information and proposals with BIPOC and other community developers.
   c. Research local educational opportunities to train individuals in the development fields.
   d. Provide information and introduction to the Northwest Minnesota Foundation Entrepreneur program to help new and potential developers build their capacity.

5. Regional Opportunity Workshops
   a. In tandem with MHP staff, coordinate two Opportunity Workshops within the NW MN Foundation region.

**Desired skills may include**

**Topical**
- Knowledge of community and housing development
- Finance and markets of housing
- Cultural competency and demonstrated experience collaborating with people from diverse racial, ethnic, socioeconomic, and other underrepresented backgrounds
  - *Plus – Experience and networks in Northwest Minnesota (see map)*

**Soft**
- Problem Solving
- Engagement and Outreach
- Verbal and Written Communications
- Execution - Implementation and Action Oriented

**Technical**
- Educator - Training / Teaching
- Program Development and Coordination
- Functional computer skills and access to the internet

**Access**
- Ability to travel to locations in NW MN.
Eligible respondents
Independent consultants, consulting agencies and management companies are desired respondents to RFP.

Start date
Immediately and ideally by February 1st, 2022. Majority of work to be completed in January-August 2022 timeframe

Duration of engagement
Activities anticipated completed no later than September 2022

Time commitment
Estimated 15-20 hours per week for the initial 4 months, 5-15 hours per week for the final two months (August/September).

Contract Term
The term of the consulting contract will be approximately 8 months with the opportunity to extend.

Deliverables
- Written and approved strategy for project, that includes timelines, responsibilities, target communities and strategies for outreach and engagement. Updated regularly in coordination and with approval of MHP staff coordinator.
- Materials for effectively communicating goals, incentives, and outcomes of program.
- Provide bi-weekly written updates to MHP on project status and progress.
- Identify at least 25 small and emerging developers, small landlords and/or individuals who are appropriate and motivated for development workshops.
- Create support strategies and connections to appropriate resources to advance their identified development projects.
- Support for at least two development workshops in summer/fall 2022.

Proposals
Proposals should include:
- Description and biography of entity applying
- Description of past experience working with rural, BIPOC and Indigenous communities
- Biographies or resumes of those individuals that will be involved in staffing the proposed work
- Detailed description of how the entity applying will approach and implement the EDI program
- Proposed timeframe for completion
- A detailed plan of costs for activities outlined in the RFP

Priority review of proposals begins January 17, 2022.
Send proposals to Courtney Overby, Community Development Associate at Courtney.overby@mhponline.org
Northwest Minnesota Foundation

Tribal and County Service Territory

Map created 8/2/2021 by CO
Map layers publically sourced - Minnesota Geospatial Commons