

**City of University City
Commission for Access and Local Original Programming
6801 Delmar Blvd.
University City, MO 63130**



REQUEST FOR PROPOSAL:

The University City Media Collaborative (UCMC)

For

Commission for Access and Local Original Programming (CALOP)

PROPOSALS MUST BE SUBMITTED BY

5:00 P.M., JANUARY 8, 2016

RESPONSES RECEIVED AFTER THE DUE DATE

WILL NOT BE EVALUATED

NO FAX OR EMAIL REQUESTS ACCEPTED

Request for Proposal

The Commission for Access and Local Original Programming (CALOP) seeks applicants for a grant to create and operate a new Missouri non-profit 501(c) (3) corporation to be known as The University City Media Collaborative (UCMC). CALOP will provide start-up capital for this new venture and may, at its discretion, provide either a limited, restricted endowment or grants to assure continual operation.

Proposals may be mailed or delivered to the Finance Department:

City of University City
Commission for Access and Local Original Programming (CALOP)
Attn: Keith Cole
6801 Delmar Blvd.
University City, MO 63130

Proposals must be submitted by 5:00 p.m. on Friday, January 8, 2016. Proposals received after the specified date will not be evaluated.

CALOP reserves the right to reject any and all proposals. The contract is subject to approval by the CALOP Commission Members. Proposals are all inclusive and will **not** be partially awarded. All proposals shall be deemed final, and once opened, no proposal shall be subject to correction or amended for any errors. All proposals that are submitted will become the property of CALOP.

GENERAL CONDITIONS

1. Goals and Objectives

Our goal is to create a self-sustaining organization located in University City dedicated to training our young people for permanent employment and empowering them for creative expression and civic involvement, while simultaneously ensuring that every University City resident will have access to instruction and current technology as noted below regardless of age, race, or socio/economic status.

The objective is to create a University City Media Collaborative that will train University City residents of all ages how to use both new and older media forms to share ideas, organize community conversations, or simply stay in touch with family and friends. The training will be provided for a fee or on a reduced-cost basis.

The University City Media Collaborative (UCMC) would, at its core, be a community technology center. "A community technology center (CTC) is a facility that provides free or low-cost computer access, and/or training, to people lacking the resources to have a computer and/or internet in their home. Such facilities are generally established through a collaborative effort on the part of government and non-profit organizations, as well as corporate and private

citizens.”¹ Beyond providing access to computers, the UCMC would offer training in audio and video production and classes in various forms of creative production, such as art, writing, filmmaking, and radio story telling. With this added component, the UCMC would empower citizens to understand current technology and continue the tradition of creating educational and cultural programming—the original mission of CALOP—while moving into the future by enhancing digital literacy and bridging a growing digital divide.

The Collaborative could be one or more of the following:

1. Be a partnership of local institutions that want to encourage the spread of technology to a wider audience and/or want to provide support for artistic and educational outreach and expression. Potential partners may include, but not necessarily be limited to: University City Public Library, Loop Media Hub, KDHX Community Media, the Center of Creative Arts, the Regional Arts Commission, the School District of University City, the Higher Education Channel (HEC-TV), Cinema St. Louis, and Washington University.

On the consumer level, the UCMC could offer training on hardware and software that increasingly people need on a daily basis to remain fully functioning, engaged citizens capable of making valuable contributions to society.

The Collaborative could teach audio and video production in multiple formats for multiple distribution platforms, which would align with the original vision and mission of CALOP.

UCMC could guarantee access to high speed internet and the equipment and training necessary to be an internet citizen. Also, it could be an incubator for the next generation of entrepreneurs who, through the Collaborative, will have access to the tools and knowledge they need to create the next Twitter, Etsy, or Facebook.

2. Be a site for an Apple Authorized Training Center (AATC) (<http://training.apple.com/aatc>)

The UCMC could become an Apple Authorized Training Center for people of all ages throughout the St. Louis region. Once established, revenue streams may come from charging fees for services, such as school lab fees, or through grants from corporations who need a trained labor force.

Upon successfully completing instruction at an AATC the students would be awarded a certificate of employability in Apple and Adobe products, which they could then present to prospective employers as evidence of their job qualifications. This is a crucial component in building the skilled labor force that corporations need to fill existing positions and create new jobs. The UCMC could be the leader in the field in the St. Louis region.

¹ Rouse, M. (2011, March). Definition of Community Technology Center (CTC). Retrieved from <http://whatis.techtarget.com/definition/community-technology-center-CTC>

3. Be an AVID Learning Partner
(<https://www.avid.com/US/services/training/become-partner>)

The UCMC could also consider becoming an AVID Learning Partner to provide training to people from University City and throughout the region on film and video production. The link above is for the AVID website where it describes in detail what it takes to become an AVID Learning Partner. Ideally, the UCMC could find certified instructors needed to proceed and develop a fee-based system (and revenue stream) similar to what would be used at the AATC.

The new non-profit corporation will:

- Create a new board of directors of outstanding and respected citizens to govern the actions of the organization. Current CALOP board members may be willing to serve as an interim board of directors for a limited period of time.
- Locate the operations of the UCMC in a University City location easily accessible to all residents of the greater metropolitan area.
- Seek additional grants and donations from multiple sources to facilitate growth and continual operation.
- Build partnerships with organizations in University City and throughout the region to collaborate on the use, operation, and funding of the UCMC.

REQUIREMENTS

Each proposal must be submitted in a sealed envelope, which shall be endorsed on the outside thereof with the following information.

Proposal for:

1. The University City Media Collaborative (UCMC)
2. CALOP
3. Name and Address of Respondent

The proposal itself, should include:

- A broad project concept and detailed business plan, along with proof of expertise in the field and a demonstrated track record of success (**including examples of prior work and references**). This concept and project business plan with components should be no longer than 10 pages with a maximum two-page summary of the project. This concept and business plan should include the following appendices which do not count toward the page limit:

(a) financial projections (for 3 or 5 years, or for two years past financial breakeven),

(b) an initial list of sources of grant, in-kind, and charitable funding, as well as any revenue-generating activities they can identify that might help fund the organization,

(c) resumes of key team members and job descriptions for future team members needed to meet the staffing requirements to make the initial organization capable of delivering on its goals.

- Interested persons or organizations should have experience in video/film production and business operation and management.
- The full proposal will be presented to the Commission to make a final selection.
- No current or former University City employees or CALOP commission members may apply.

The person(s) or group(s) selected will work closely with CALOP as well as other relevant community resources to insure compliance with the goals and guidelines of the UCMC initiative.

No proposal shall be modified, withdrawn, or cancelled without the consent of CALOP after the scheduled due date. All proposals submitted must be valid for a minimum period of sixty (60) days.

The individual / non-profit organization shall protect, indemnify and hold CALOP harmless against any liability, claims and costs of whatsoever kind and nature or performance of work in connection with the proposal.

Your signature acknowledges that he/she has read this solicitation, understands it, and agrees to be bound by its terms and conditions.

All proposals must be received by the date specified. Proposals received after the date prescribed shall not be considered for award and shall be returned to the respondent.

SELECTION

The Commission's goal is to make a final selection after the first submission and initiation of the business plan/concept, no later than March of 2016.