MANHATTAN YOUTH RECREATION AND RESOURCES

Request for Proposals: Business Consultant
July 7, 2008

I. Mission Statement & Background

Manhattan Youth Recreation and Resources (MYRR), a community-based 501 (c)(3) nonprofit founded in 1986, provides innovative after school programs for over 800 children of working families. While the children are at work and play, their parents -- many clerical staff, municipal workers, custodians and service employees who perform vital services in the Financial District, Battery Park, and Tribeca -- can work through the day knowing that their children are nearby, in a safe environment, with caring adult supervision. Manhattan Youth serves families from diverse economies and cultures, but all of our programs are offered with a sliding-scale fee to ensure that children can participate regardless of their family's ability to pay.

Profile

Manhattan Youth is led by a ten-member Board of Directors and a Parent's Advisory Board. We have 125 full- and part-time staff. Our budget is a mix of State and City grants, gifts from foundations, corporations and individuals, and MYRR fees for services.

Snapshot of Current Programs

Manhattan Youth Recreation and Resources offers the following programs and services to working families of lower Manhattan:

- At four school-based sites, PS 234, IS 89, and PS150, PS 89; 800 children ages 5 through 13 participate in ongoing after school programs offering a range of structured developmental, educational and recreational activities
- At the Downtown Day Camp in late June, July and August, 400 children take part in a comprehensive all-day summer program.
- At Southbridge Towers Community Room, children of all ages participate in visual arts classes and karate classes
- At Pier 40 young teens gather for a touch football league in the winter months.
- In the Manhattan Youth Art Shack 3,000 children participate outdoors in art instruction over the course of the summer months in Hudson River Park.
- Our Downtown Basketball League runs programs for over 300 boys and girls 5 days a week during the cold winter months.
- Manhattan Youth Players produce many new plays each year, some written by students.

Downtown Community Center (opened June 2, 2008)
The new state-of-the-art community center is currently being build on Warren Street opened in June of 2008. The Downtown Community Center will be Lower Manhattan's first community center concentrating on Childcare, teen programs and recreation opportunities for the entire community. See materials on Downtown Community Center.

- There will be comprehensive adults programs
- Senior programs including senior swim, exercise and various other programs
- The Teen Center will conduct various programs
- Many new programs in computer lab, theatre, studio, competitive size swimming pool, and more programs developing each year.
- The new physical education with exercise equipment, computer lab and community projects are the highlights.
- Community meetings take place on evenings and weekends.
- Childcare programs during times when school is closed.

II. Request for Proposals: Business Consultant

MYRR is in the process of analyzing its existing operations and planning for its future which includes the launching of a new community center that will require a rapid expansion of MYRR's programming and budget. The designee will work with MYRR to establish strategic business goals, establish a five-year business plan, and produce materials suitable for MYRR's possible program expansion.

Consultant will assist in prioritizing of strategic business goals. This will include: a review of current program enrollment levels and fees charged; an analysis of future enrollment levels and fees needed to sustain ongoing operations of the new community center; a proposal for organizational infrastructure needed to operate at a larger scale; and a proposal for board development and fundraising milestones. This review will include historic income statements as well as cash flow projections through construction and facility in opening and subsequent phases.

III. Qualifications of Contractor

- At least 10 years experience with proven track record of successfully developing/reviewing business plans and increasing revenue.
- Must be a highly organized self-starter with strong project management skills, ability to multi-task, and work both independently and in a team environment, including with staff and Board members
- Extensive knowledge of financial development (including return on investment analysis), market dynamics and strategy. Strong analytic and writing skills.
- Consultant should be familiar with non-profits small and large, particularly community and youth serving agencies.
- Familiarity with Lower Manhattan and its expanding residential and business populations a plus.
- An understanding to the Lower Manhattan as it recovers from the tragedy of September 11 2001 and be familiar with its rebuilding agency the Lower Manhattan Development Corp.

IV. Proposer's Outline

- The proposer should identify clients that may pose a conflict of interest; other firms in the same field whom the client has worked for and who is currently working for.
- The Proposer should submit a timeline of deliverables to MYRR.
- Total estimated firm fee for completion of the project, and whether the firm would be willing to agree to a cap.
- The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate used in the proposal. The name and experience of the individuals who will work on the project.
- A list of anticipated reimbursable expenses and the rate charged for each.
- Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
- Any other fees or charges.
- Materials that highlight the consulting agency's unique strengths, talents, philosophy, sensitivity to the public realm, breadth of knowledge, and experience
- Total fees and expenses should be in the range of $45,000 to $75,000.

<u>To apply, please submit a cover letter and resume to:</u>
Robert Townley
Executive Director
Manhattan Youth
225 Broadway #1020
New York, NY 10007

All proposals are due by 5:00pm on July 31, 2008