

**REQUEST FOR PROPOSALS**  
Minnesota Sports Facilities Authority  
**EQUITY ADVISOR**  
At U.S. Bank Stadium

January 15, 2019

**Section 1. The Opportunity:**

Equity is core to the Purpose, Mission and Vision of the Minnesota Sports Facilities Authority (MSFA). We are committed to ensure the workforce we have is representative of the people we serve. We believe diversity drives engagement, innovation and profitability. We value equity, dignity and inclusion for all stakeholders.

The MSFA is seeking a creative community leader with a shared vision to enhance the fulfillment of the MSFA's Equity Plan to serve as Equity Advisor (Advisor). The MSFA wishes to cultivate an inclusive work environment with stakeholders, community partners, professional organizations and associations, where equity, inclusion and diversity are supported and advanced. We are seeking an Equity Advisor who can effectively collaborate with these constituencies to help us drive critical focus areas, strengthen our performance as a community leader, and expand our inclusive talent and targeted business pipelines.

Those who respond to this RFP shall be referred to as "Candidates". The successful Candidate will develop and implement compelling and engaging strategies to create increased collaborations between the MSFA, key community stakeholders and business associations to foster equity, inclusion and diversity.

1. Leadership Role.

The Advisor will identify and develop relationships with key community leaders and partners, maintain and provide an updated database of outreach contacts, and prioritize key opportunities to grow the Stadium's network of Community Stakeholders and Associations.

- a) Community Stakeholders include, but are not limited to; leaders in the African American, Native American, Latino, Asian, and other diverse groups who can help to promote recruitment of candidates for employment opportunities.

- b) Associations include, but are not limited to: minority, women and veteran entrepreneurs; Metropolitan Economic Development Association (MEDA), Association of Women Contractors, veteran organizations, Hmong American Partnership, American Indian OIC, North Central Minority Supplier Development Council (NCMSDC), Minneapolis Urban League, Metro and Out-State Chambers of Commerce, and others who can help to promote the creation of economic opportunities.

## 2. Workforce and Targeted Business Outreach.

The Advisor will collaborate with Summit Academy OIC, SMG (Stadium Operator), Aramark (Stadium Concessionaire), Whelan Event Security Services and G4S (Stadium Security), and other stakeholders to introduce potential innovations in job fair strategies and to expand the Stadium's diverse workforce recruitment. The Advisor will also create economic opportunities for targeted businesses.

In addition, the Equity Advisor will participate in the MSFA's quarterly equity meetings with stakeholders, and as directed, in the MSFA strategic planning process.

One of the MSFA's goals for the Advisor is to increase targeted workforce candidates and business participation at public quarterly meetings where the MSFA, Stadium Operator, Stadium Concessionaire, Stadium Security, and others provide an update on their targeted business procurement commitments and workforce employment status. These events are designed to promote interaction and conviviality among Stadium personnel, workforce candidates, and the leadership teams of targeted businesses.

## 3. Performance Tracking.

The MSFA gathers workforce and procurement data and reports on progress against plan on a quarterly basis. The Advisor will work with MSFA staff to review the data with the Stadium's Enterprise Leadership Team and assess key strategies the MSFA can implement to achieve stated goals.

## **Section 2. Background:**

The State of Minnesota created the Minnesota Sports Facilities Authority (“MSFA”) to build and operate the state-of-the-art multipurpose facility known as U.S. Bank Stadium (“Stadium”) as a venue for Minnesota Vikings professional football, and a broad range of other professional sports, civic, community, youth athletics, educational, cultural events and commercial activities.

The MSFA has been proactive in its outreach to diverse communities and targeted businesses to promote employment and economic opportunities. Throughout the Stadium construction process, which is the largest public project in State history, the MSFA was recognized as a national leader in diversity, inclusion and equity. Of the 3.5 million hours worked during the construction process, 36% of the hours were attributed to minorities, 9% to women, and 4% to veterans. Over 300 Minnesota businesses were involved in the construction process (16% were women-owned, 12 % of these businesses were minority-owned, and 1% were veteran-owned). This record remains a historic achievement.

The MSFA wishes to sustain and expand our leadership position and commitment to targeted business participation and workforce diversity in all areas of Stadium operations including; workforce development, procurement of goods and services, and capital improvements.

On December 21, 2018, the MSFA adopted an Equity Plan ([MSFA Equity Plan](#)) for on-going Stadium operations. The purpose of the MSFA Equity Plan is to formalize the MSFA’s efforts to implement the statutory mandate and be recognized as a leader in providing equitable procurement opportunities, inclusion and creating a diverse workforce.

## **Section 3. Workforce and Targeted Business Programs:**

1. Current Activities. The MSFA’s current efforts toward achieving Equity goals include the following:
  - a) The MSFA has contracted with Summit Academy OIC to collaborate with MSFA in the implementation of a Stadium employment assistance program to recruit, hire, and retain minorities, women and veterans for employment at the Stadium. Summit Academy OIC maintains a schedule of regularly occurring job fairs.

- b) The MSFA, Stadium Operator and Stadium Concessionaire demonstrate leadership in their commitment to workforce diversity by holding job fairs, advertising employment opportunities, and through other community outreach efforts.
- c) As a leader, the MSFA intends to be proactive in its outreach to African American, Native American, Latino, Asian, and other diverse groups to recruit candidates for employment opportunities.
- d) The MSFA reaches out to community groups, and associations including, but not limited to: minority, women and veteran entrepreneurs; Metropolitan Economic Development Association (MEDA), Association of Women Contractors, veteran organizations, Hmong American Partnership, American Indian OIC, North Central Minority Supplier Development Council (NCMSDC), Minneapolis Urban League, and others to create economic opportunities.
- e) The MSFA maintains a vendor portal for veteran-owned, women-owned, and minority-owned small businesses to maximize and simplify procurement contracting opportunities at the Stadium.
- f) The MSFA recognizes the legislature did not establish specific goals for contracting with targeted businesses. The MSFA will broaden its outreach by advertising Requests for Quotes and Proposals on its website, in various media outlets, and in the Minnesota State Register.
- g) The MSFA regularly assesses what additional strategies and tactics might be implemented to accelerate the realization of desired goals.
- h) The MSFA hosts public quarterly meetings where the MSFA, Stadium Manager, Stadium Concessionaire, and others provide an update on the status of workforce, procurements, capital projects and upcoming opportunities. The quarterly meetings are designed to promote interaction and conviviality among Stadium personnel, workforce candidates, and the leadership teams of targeted businesses.

## **Section 4. Request for Proposal**

1. **Best Value:** This Request for Proposal (RFP) is focused on the selection of an Equity Advisor who will provide the best value to the MSFA.
2. **Requested Qualifications:** The MSFA reserves the right and discretion to assess the qualifications and capability of Candidates to perform the work and services defined in this RFP. It is the request and intent of the MSFA that Candidates responding to the RFP have the following qualifications.
  - a) Significant experience in the creation and coordination of effective community conversations and planning processes.
  - b) Demonstrated experience in the complexities of implementing effective diversity, inclusion and equity programs.
  - c) Current relationships with key Community Stakeholders and Associations who are engaged in actively promoting equity, inclusion and diversity in Minnesota.

3. **RFP Timeline:** These are the key dates in the Equity Advisor RFP process.

Advertise and issue Request for Proposals	January 15, 2019
Written Questions Due	January 30, 2019 by 3PM
Written Responses Posted on MSFA Web Site	February 4, 2019
Proposals Due	February 20, 2019 by 3PM
Interviews of Shortlisted Candidates	February 25-28, 2019
Selection of Provider	March 4, 2019
Contract Period	March 15, 2019 -June 30, 2020

4. **Executive Summary:** The following items shall be included in the Proposal's executive summary.
  - a) Candidate's name, business name, and business address. List the business owners. If the proposed form of entity is a joint venture, please identify each joint venture participant. Provide a brief summary describing why the Candidate is the most qualified to serve as Equity Advisor to the MSFA.

- b) Provide a description of similar services provided by Candidate during that last 5 years; including client name, locations, and contact information.
  - c) A Candidate's response may also contain any narrative, charts, tables, diagrams, or other materials to the extent such additions are useful for clarity or completeness of the response.
  - d) Exhibit A – Description of Professional Services. Candidate must provide a description of the proposed scope of services, including the estimated monthly hours and anticipated work schedule.
  - e) Exhibit B – Professional Services Contract amount. Candidate must provide its proposed total contract amount for all fees and expenses, and hourly rate(s) for each resource included in Proposal.
  - f) Exhibit C - Minnesota Department of Human Rights "State of Minnesota/Metropolitan Agencies – MDHR Certificate of Compliance". Candidate must complete the Minnesota Department of Human Rights "State of Minnesota/Metropolitan Agencies – MDHR Certificate of Compliance" form.
  - g) Certificate(s) of Insurance. Provide copies of Candidate's Certificates of Insurance showing Candidate's current limits for commercial general liability, worker's compensation, employer's liability, business automobile liability, and professional liability.
5. Evaluation of Proposals and Selection of Provider: The MSFA will select Proposals on a best value basis.
- a) The MSFA will conduct an interview with a selected short list of Candidates who have submitted a responsive proposal to select the Equity Advisor.
  - b) There shall be no disclosure of any information derived from Proposals submitted by competing Candidates. The content of all Proposals is nonpublic data under Chapter 13 of Minnesota

Statutes until such time as a notice to award a contract is given by the MSFA.

- c) The RFP, responses to it, and any subsequent negotiations and discussions shall in no way be deemed to create a binding contract or expectation of an agreement between the Candidate and the MSFA.
- d) Each Candidate submitting a Proposal in response to this RFP acknowledges and agrees that the preparation of all materials for submittal to the MSFA and all presentation, related costs, and travel expenses are at Candidate's sole expense and that the MSFA shall not, under any circumstances, be responsible for any cost or expense incurred by the Candidates. The MSFA shall be allowed to keep any and all materials supplied by the Candidates in response to the RFP.
- e) The MSFA reserves the right to accept or reject any or all Proposals, to amend or alter the selection process in any way by addendum, to postpone the selection process for its own convenience at any time, and to waive any non-material defects in proposals submitted. Proposals are required to remain open and subject to acceptance until an award is finalized, or a minimum of (90) days following the date of submission of Proposals. The MSFA also reserves the right to accept or reject any individual sub-consultants that the successful Candidate proposes to use.

6. Proposal Due Date. Proposals are due by 3:00 pm. CST, February 20, 2019.

**Two bound copies of the Proposal should be enclosed in a sealed envelope and addressed to:**

Minnesota Sports Facilities Authority  
Attention: James Farstad  
1005 4<sup>th</sup> Street South  
Minneapolis, Minnesota 55415

AND

Minnesota Sports Facilities Authority  
Attention: Elizabeth Proeitz  
1005 4<sup>th</sup> Street South  
Minneapolis, Minnesota 55415

**One electronic copy of the proposal should be sent via email to:**

James Farstad  
[James.Farstad@msfa.com](mailto:James.Farstad@msfa.com)

AND

Elizabeth Proeitz  
[Elizabeth.Proeitz@msfa.com](mailto:Elizabeth.Proeitz@msfa.com)

**Questions must be submitted no later than 3:00 PM on January 30, 2019 and sent via email to:**

James Farstad  
[james.farstad@msfa.com](mailto:james.farstad@msfa.com)

AND

Elizabeth Proeitz  
[Elizabeth.Proeitz@msfa.com](mailto:Elizabeth.Proeitz@msfa.com)

7. Definitions. For purposes of this Request for Proposal, the following definitions apply:
- a) Those who respond to this RFP shall be referred to as “Candidates”.
  - b) “Equity” means everyone has access to the same opportunities. Equity recognizes that advantages and barriers exist and that not everyone starts from the same place. Equity begins by acknowledging this unequal starting place and

continues to adjust and address the imbalance of opportunities. Equity is not an outcome.

- c) “Diversity” means the presence of different races, genders, ethnicities, religions, nationalities, and sexual orientation in the stadium. Diversity exists in groups and in relationships with others. Diversity is an outcome.
- d) “Inclusion” means people with different identities feel valued and welcomed within the Stadium workplace. Inclusion is an outcome.
- e) “Stadium Concessionaire” means any and all entities retained directly or indirectly by the MSFA to manage food and beverage operations at the Stadium.
- f) “Stadium Operator” means the entity retained by the MSFA to market and operate the Stadium.
- g) “Equity Plan” means the document approved by the MSFA Board, on December 21, 2018, to formalize the MSFA’s efforts to implement the statutory mandate and be recognized as a community leader in providing equitable opportunities and creating a diverse workforce with inclusive environments.
- h) “Employment Data” means information including the name of each employer and the name, ethnicity, gender, veteran status, zip code, and total hours worked and pay of each employee.
- i) “Procurement Data” means information regarding goods or services procured by the MSFA for the operation of the Stadium, including the business name on the contract, purchase order, or other agreement; date of procurement; total purchase amount; type of business, and MBE/WBE/VBE status or certification.
- j) “Targeted Business Program” means the MSFA commits to maximizing contracting opportunities with veteran-owned, women-owned or minority-owned small businesses.
- k) “Workforce Program” means the MSFA commits to maximizing employment opportunities of veterans, women and members of minority communities.

- l) “Equity Advisor” means a creative community leader with a shared vision who will enhance the fulfillment of the MSFA’s plan and assist in the identification of and outreach to key equity, inclusion and diversity goals.

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**Exhibit A**

**DESCRIPTION OF PROFESSIONAL SERVICES**

**A. Base Scope of Service**

**B. Additional Services**

**EXHIBIT B**

**Professional Services Contract Amount**

**Compensation.** The MSFA shall pay Contractor the hourly fees set forth below, plus approved reimbursable costs and expenses.

**FEES:**

<b>Position</b>	<b>Name</b>	<b>Hourly Fee</b>

**EXPENSES:**

<b>Description</b>	<b>Expense Amount</b>

**EXHIBIT C**



State of Minnesota/Metropolitan Agencies – MDHR Certificate of Compliance

The Request for Proposals or Request for Bids solicitation you responded to may require you to have or to obtain a Certificate of Compliance from the Minnesota of Department of Human Rights (MDHR). Please fill out and submit this form with supporting documentation. The bid-award agency will not review your proposal or bid until MDHR and the bid-award agency review this form and/or supporting documentation.

**Option A** – We have employed more than 40 full-time employees on any single day in any state during the previous 12 months. Please check the applicable box below.

We have a MDHR Certificate of Compliance. Attached is the Certificate.

We don't have a MDHR Certificate of Compliance. Attached is our application for a MDHR Certificate of Compliance.

**Option B** – We have an affirmative action plan approved by the Federal Government but no MDHR Certificate of Compliance. Please check the box below.

Attached is a copy of the affirmative action plan approved by the Federal government in the last 12 months, the Federal government's approval letter, and our application for a MDHR Certificate of Compliance.

**Option C** – We are exempt because we employed fewer than 40 full-time employees on any single day in any state during the previous 12 months. Please check the box below.

We are exempt. Attached is a list of all of our employees and their state of employment during the past 12 months.

**Option D** –

The current bid is exempt. The bid award agency doesn't expect the goods or services provided will exceed \$100,000. The bid proposal is exempt. The bid project number is: \_\_\_\_\_

**Signature**

In signing this document, you certify that the information is accurate and that you are authorized to sign on behalf of the company.

Name of Company	Authorized Signature
Date	Printed Name
Phone Number	Title

AN EQUAL OPPORTUNITY EMPLOYER  
Freeman Building • 625 Robert Street North • Saint Paul, MN 55155 • Tel 651.539.1095  
MN Relay 711 or 1.800.627.3529 • Toll Free 1.800.657.3704 • Fax 651.296.9042 • mn.gov/MDH