

**The Last Green Valley, Inc.
Request for Proposals (RFP)
Capital Campaign Feasibility Study Consultant**



Overview of Project

The Last Green Valley, Inc. (TLGV) seeks a qualified independent consultant to conduct a fundraising feasibility study for a capital campaign that will support a new headquarters facility for The Last Green Valley National Heritage Corridor.

Organizational Background

The Last Green Valley National Heritage Corridor is located in eastern Connecticut and south-central Massachusetts. The Corridor was designated by Congress in 1994 because of its rich history in a surprisingly rural landscape. Bisected by the Route 169 National Scenic Byway, the Corridor highlights stories past and present about the relationship between people and the land. From Indigenous Peoples, colonists, revolutionaries, mill owners and immigrant workers, to farmers, foresters, innovators and outdoor enthusiasts today, the Corridor's history and culture are intertwined with its landscape. With 84% forest and farm, the region is green by day and dark at night, and is the last swath of dark night sky in the coastal sprawl between Boston and Washington, D.C. It is one of 62 National Heritage Areas in the National Park Service system.

TLGV is the 501(c)(3) nonprofit organization designated in the federal legislation to manage activities in the National Heritage Corridor. TLGV helps people care for, enjoy and pass on The Last Green Valley's significant resources.

Project Background

TLGV is ready to embark on an exciting project to create a headquarters facility to support the activities of the National Heritage Corridor. In 2022, TLGV engaged Museum Insights, a Massachusetts based cultural planning firm, to lead formal planning work for the new facility. After conducting extensive research including site visits, interviews and benchmarking, Museum Insights identified TLGV's key constituents, the activities and programs that would best serve them and the facilities needed to implement the activities and experiences. Museum Insights' report will be available to the selected consultant.

Project Outcome

TLGV's new headquarters will become a regional touchstone for appreciating the unique natural, historic, cultural and agricultural resources of The Last Green Valley National Heritage Corridor. It will serve as a portal to the region, connecting residents and visitors to the outdoors, celebrating the area's history and culture, and engaging current and future residents in the stewardship of this unique place. A one-page Headquarters Concept document is appended to this RFP.

Project Budget

The estimated construction budget for the new headquarters facility is between \$2.7 million (for adaptive reuse of an existing building) and \$5.9 million (for new construction). TLGV is actively searching for a suitable site for the facility. This feasibility study will support and guide site selection efforts by providing TLGV with a realistic fundraising total.

Feasibility Study Objectives

The consultant will build upon Museum Insight's work and conduct a campaign feasibility study to determine the amount of capital that can realistically be raised from all sectors and sources to support TLGV's capital needs while continuing to meet TLGV's annual fundraising goals. With support from TLGV's leadership, the consultant will:

- Assess current fundraising capability.
- Determine current and potential donors' current and future interest in supporting the campaign.
- Identify potential leaders in the fundraising effort.
- Review other sources of institutional funding, such as corporate, foundation and government.
- Research other major fundraising campaigns in the area that might compete for the same donors.
- Assess other opportunities and challenges relevant to this project.
- Recommend a realistic campaign goal.
- Identify strategies, resources and the timeline necessary to conduct a successful campaign.

Deliverables

- Detailed written findings and recommendations that address all of the Feasibility Study Objectives.
- Presentation of key findings to the TLGV Board of Directors.

Qualifications

TLGV is seeking a consultant with experience working in the National Heritage Corridor or the surrounding metro areas: Hartford, CT; Worcester, MA; Providence, RI; Boston, MA; or Springfield, MA. Preference will be given to consultants familiar with fundraising for regional nonprofit initiatives with a focus on natural, historic or cultural resources. The consultant must be able to complete all of the project deliverables by March 29, 2024.

Submission Requirements

TLGV welcomes the opportunity to speak with interested consultants to address questions or proposed approaches. Please contact Lois Bruinooge at lois@tlgv.org to arrange a meeting.

Please send a detailed proposal describing: 1) how you will meet the Feasibility Study Objectives, 2) your firm's qualifications and those of key team members responsible for this project, 3) a complete project budget and proposed timeline, and 4) the names of three references. Proposals should be no more than 15 pages. Proposals must be submitted as pdf files to Lois Bruinooge, Executive Director, at lois@tlgv.org by 5:00 pm on Friday, August 18, 2023.

TLGV reserves the right to reject any or all proposals received, to request clarification of any proposal, to request face-to-face or virtual interviews, to waive informalities or irregularities, and to select a service provider not based solely on cost.

The Last Green Valley Headquarters Concept



The Last Green Valley's new headquarters will become a regional touchstone for appreciating the unique natural, cultural and agricultural resources of The Last Green Valley National Heritage Corridor and a portal for residents and visitors seeking to explore and learn.

The new headquarters will build on TLGV's successes in supporting the conservation of natural and agriculture landscapes, preserving historic sites and sharing the region's culture. One measure of success for the new headquarters will be its ability to offer engaging, high-quality public programs that range from outdoor recreation to cultural offerings. As important will be its role as a community convener, bringing people together to celebrate all that is wonderful in The Last Green Valley.

Promise	TLGV's headquarters will be a portal to The Last Green Valley. It will connect residents and visitors to the outdoors, celebrate the area's history and culture and engage current and future residents in the conservation and preservation of this special place.
Overview	<ul style="list-style-type: none">• A gathering place to begin to explore the ecology, history, culture, agriculture and arts of The Last Green Valley.• Access to outdoor activities through publications, guided trips, classes, gear rentals and more.• An education center that offers future scientists and citizen scientists a place to learn about and help monitor the environment.• High-impact, community focused adult, family and youth programming.
Who?	<ul style="list-style-type: none">• Regional Community members, including residents, artists, underserved communities and program volunteers.• Outdoor enthusiasts including hikers, kayakers, cyclists and others who love being outdoors.• Youth, including families with children and K-12 teachers and students.
Why?	<ul style="list-style-type: none">• Help residents and visitors value the unique character of the region and its recreational, cultural, agricultural and conservation opportunities.• Inspire philanthropic support for long-term growth and development of the organization and greater engagement with its mission.
Site Requirements	<ul style="list-style-type: none">• Centrally located. Easy to find.• Easy access to outdoor recreation activities (rivers, forests, trails).• The Milky Way visible in the night sky.• Space for everyday and overflow parking.• Space for outdoor events.
Facility Requirements	<ul style="list-style-type: none">• Welcoming facility that includes an orientation exhibit.• Flexible public meeting, gathering and program spaces suited to cultural and other events.• Citizen science lab and classroom.• Office space suited to TLGV's work with room for growth.• Garage and other equipment storage.
Outcomes	<ul style="list-style-type: none">• People inspired to protect and pass on the place they love.• Deeper engagement with The Last Green Valley's community constituents.• Membership and annual fund support.• Greater access to grants, philanthropic and governmental support.

Developed with expert assistance from

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