

## REQUEST FOR PROPOSAL

Konnarock Retreat House, Inc., a 501(c)3 Virginia corporation, is seeking a consultant or consultants to assist in the development of a full business plan for the organization.

Konnarock Retreat House, Inc. was established in 2007 to restore and adaptively reuse the former Konnarock Lutheran Girls' School property. The site is listed on the National Register of Historic Places, the Virginia Landmarks Register, and Preservation Virginia's Most Endangered Sites 2009. Restoration work is underway and grant proposals have been submitted. However, the organization lacks a fully-developed master plan to guide additional work. This work will be funded by matching grants from the Virginia Tobacco Indemnification and Community Revitalization Commission and the Appalachian Regional Commission.

### **Tasks to be accomplished**

The consultant or consultants will be asked to help KRH continue development and plan for the future by

- Completing a marketing assessment to determine potential customers, current market conditions, and identify competing enterprises and completing a market analysis based on survey results.. The survey has already been developed and a potential list of recipients compiled. Mailing of the survey will be done by KRH.
- Developing a business plan to include
  - a funding plan that will identify public and private resources for finances and will include cost estimates for exterior and interior development and furnishing;
  - an operations and use plan that will include job descriptions and staffing estimates and details of daily operations,
  - budget projections for five years.
- Meeting with the Board of Directors to ensure the business plan conforms to their vision for the future of KRH.

The consultant will have access to a large amount of material already developed for KRH. One of the major tasks will be condensing and compiling the material into a professional-quality business plan. KRH Reserves the right to negotiate for additional services not included in this RFP.

The consultancy should begin as soon as a contract is signed and must be completed no later than three months after signing.

### **How to submit a proposal**

Interested individuals or firms should submit the following no later than Sept. 9, 2011 (postmarked) to Konnarock Retreat House, Inc.; 6402 Konnarock Road; Troutdale, VA 24378. Questions may be addressed to Jean Hamm @ 276-686-5560.

1. A proposal describing your qualifications and how the tasks above will be performed.
2. A firm estimate of the fees to be charged and any other expenses that might be incurred.
3. Resume(s) of the consultant(s) who will be involved in the project.

4. Names, phone numbers, and contact people of three organizations, preferably non-profits, who have been your clients in the past three years and whom we may contact for references.

We expect to contact finalists between September 19 and 21.