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PROPOSAL

ADDITIONAL ENGAGEMENT SERVICES - DULTUH MAIN LIBRARY
ENGAGEMENT

September 15, 2023

Prepared for:
City of Duluth

FIRSTLY

THANK YOU

**FOR CONSIDERING
US!**

City of Duluth
ATTN: Purchasing Division
City Hall, Room 120
411 West 1st Street
Duluth, MN, 55802

We are delighted at the opportunity to continue our work with the City of Duluth and its public service providers who help to make Duluth a more welcoming, safe and thriving environment.

Over the past six months, the NEOO team has built meaningful relationships with Duluth stakeholders in an effort to support the City and Library staff in renovating the main library so that it is more meaningful and effective for the local Duluth community. So when the opportunity to continue our work presented itself we did not think twice about moving forward. We believe the work done to date will make the additional public engagement efforts more streamlined as there is an existing foundation of relationships and knowledge about the desires of the Duluth community. Though the additional funds available to continue our work is limited we believe that we can be cost effective by utilizing what budget is left remaining in our existing contract along with the additional budget provided by the Duluth Library Foundation. To date we have a little over \$4,000.00 left in our existing contract that can supplement the new funding to cover our proposed budget of \$7,760.00.

Sincerely
NEOO Partners Inc.



Denetrick Powers, Principal & Project Manager

COMPANY OVERVIEW

LEAD WITH HONESTY, BUILD VALUE
WITH TRUST

We are driven by feasible, community-centered approaches to the built and social environment that result in a more equitable and thriving region.



NEOO Partners is a creative commercial real estate development and urban planning firm that delivers local and national solutions for public and private sector leaders.

We recognize the value of interconnected relationships and acknowledge the historical impact real estate development has had upon marginalized communities of color. We use this knowledge to inform, guide, uplift and connect public and private sector leaders, stakeholders and businesses to challenge the traditional status quo within the built environment.

That is why our company has made a declaration that centers racial equity and restorative development principles as part of our solutions platform to clients. That means contractors, vendors, and specialists working on the project will reflect the community, stakeholders, and customers of our clients, and that we will use every opportunity to increase the environmental efficiency of the built environment.

This commitment has led to our firm's growth from two passionate believers in transformation, to a growing national practice with offices, and influence spanning Minnesota, Mississippi and Tennessee. NEOO started by focusing on providing direct commercial real estate expertise to the small black business community. By serving populations typically exploited by traditional service providers, NEOO has since expanded to serve non-profit and local government project leaders to become better stewards of their resources by intentionally focusing their efforts to better service their targeted populations. NEOO's success led to the expansion of our work, but not a deviation from our core mission, to renew the approach of the entire land development industry.

SCOPE OF WORK

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Project Approach

NEOO anticipates that the additional public meetings will have very quick turn around times which will require clear communication and action items to utilize team meetings in the most efficient way possible. Given the nature of having three public meetings within a five to eight week period, we will be required to plan multiple meetings simultaneously, including securing venues, confirming roles and responsibilities and confirming meeting objectives. Once all of the details about the three meetings have been confirmed and approved we will also need to be efficient with our communication efforts to stakeholders, sharing information about each of the three events at the same time, ensuring local leaders and key stakeholders are aware of their role in either spreading the message to their networks or providing feedback on specific aspects of the project. For this additional work, NEOO is prepared to use our internal customer relationship management system to set up specific stakeholder lists and plan email automations for consistent messaging. We will also plan to set up targeted advertising campaigns using the materials developed to expand our passive reach to the Duluth community.

Additional Tasks:

- Task 1.0 Project Management and Administration
- Task 2.0 Public Engagement
- Task 3.0 Communications

TASK 1.0 Project Management and Administration

NEOO will utilize bi-weekly team meetings to coordinate the logistics and communications for an additional three public meetings. These meetings will be utilized to clarify roles and responsibilities internally, review materials for public meetings and provide updates on the status of deliverables. The first team meeting

will be used to update the existing community engagement plan with details related to the additional three public meetings. Project management will also include time allocated towards monthly invoicing and budget review.

TASK 2.0 Public Engagement

NEOO will coordinate and facilitate three additional public meetings in partnership with the City of Duluth and Duluth Public Library staff. Working with project staff, the NEOO team will support the coordination of meeting materials taking direction from City, Library and DPD staff on what items will be presented at the meetings. NEOO's project manager will act as the lead facilitator with NEOO's project coordinator supporting staff in coordinating set up for each of these meetings. Following each of the public meetings NEOO will provide written summaries for staff review followed by a final report that combines summaries for each of the three public meetings. NEOO will use existing relationships and stakeholder contact information to promote each of the public meetings.

TASK 3.0 Communications

Communication materials will be developed in collaboration with City, Library and DPD staff ensuring that the correct messages about each event are communicated to stakeholders. NEOO will develop basic flyers in print and digital formats for email and social media communications.

FEE PROPOSAL

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<u>TASK NO.</u>	<u>TASK DESCRIPTION</u>	<u>Denetrick / Project Executive</u>	<u>Sharice / Project Manager</u>	<u>Zoe/ Coordinator</u>	<u>Tyler/ Communications advisor</u>	<u>Hour Totals</u>	<u>EST. FEE</u>
1.0	Project Management						
1.1	Project Management & Administration	0	8	0	0	8	\$ 1,400.00
1.2	Bi-Weekly Team Coordination	0	6	6	0	12	\$ 1,650.00
1.3	Updated Community Engagement Plan (includes time to maintain & refine)	0	2	0	0	2	\$ 350.00
		0	0	0	0	0	\$ -
		0	0	0	0	0	\$ -
	SUBTOTAL - TASK 1	0	16	6	0	22	\$ 3,400.00
2.0	Public Engagement + Reporting						
2.1	Public Meetings x3	0	6	12	0	18	\$ 2,250.00
2.2	Draft Report	0	2	2	0	4	\$ 550.00
2.3	Final report	0	2	2	0	4	\$ 550.00
2.4		0	0	0	0	0	\$ -
	SUBTOTAL - TASK 2	0	10	16	0	26	\$ 3,350.00
3.0	Communications + Logistics						
3.2	Develop communication material	0	2	4	4	10	\$ 1,010.00
	SUBTOTAL - TASK 3	0	2	4	4	10	\$ 1,010.00
	TOTAL ESTIMATED PERSON-HOURS	0	28	26	4	58	
	AVERAGE HOURLY BILLING RATES	\$225	\$175	\$100	\$65		
	ESTIMATED LABOR AND OVERHEAD	\$0	\$4,900	\$2,600	\$260		\$ 7,760.00
	ESTIMATED DIRECT NON-SALARY EXPENSES						\$ -
	TOTAL ESTIMATED FEE						\$ 7,760.00