

STADIUM NEIGHBORHOODS COMMUNITY TRUST FUND

About the Stadium Neighborhoods Community Trust Fund

The Stadium Neighborhoods Community Trust Fund (The Trust) was created in 2017 to support projects and activities that benefit the stadium neighborhoods - Atlanta neighborhoods of Mechanicsville, Peoplestown, Pittsburgh, Summerhill and the portion of Grant Park comprised of the named streets in the Turner Field Neighborhoods Livable Centers Initiative (LCI) study. A total of \$5 million was initially designated by the City of Atlanta with additional funds to be contributed from the sale or lease of City-owned properties in the above-named communities.

The Trust is governed by an eleven-member committee composed of residents from the stadium neighborhoods. The Trust Committee envisions equitable opportunities through community-led, sustainable, and transformative investments. They are committed to the Trust's mission to serve as a financial and educational resource that provides equitable opportunities through community development for the stadium neighborhoods. The committee currently seeks to fund economic and community development initiatives such as job training and affordable housing.

The Trust Committee approves funding for community-driven initiatives that will deliver job training, community development and/or affordable housing projects or services as described below in at least one of three statutorily-defined areas:

- **Job Training:** Providing job-readiness training, skills training, placement and retention; employer partnerships offering quality entry-level employment and/or salaries that meet the cost of living; and leveraging other workforce funding that can be used to expand opportunities for residents.
- **Community Development:** Providing a range of opportunities that build community (festivals, historical project, parks); build people (education, health, etc.); and, foster community, sustainability, beautification and safety.
- **Affordable Housing:** Helping residents who are below the median household income in the stadium neighborhoods age or stay in place.

For more information about the fund, please visit www.snctrustatl.org.

CommunityBuild Ventures (CBV) serves as the program managers for The Trust. The selected

Request for Proposals

The Trust Committee seeks to select a video and photography company, communications consultant and graphic designer to document the impact of The Trust. The following is a description of the services needed and timeline to complete the projects.

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Video and Photography

The Trust Committee seeks to identify a video and photography company to capture the overall story of The Trust by videotaping reflections from the committee members, grantees, program managers, City of Atlanta staff, supporters and partners. The company will videotape the end of project celebration to illustrate impact. In addition, the company will take professional photographs of participants during the videotaping and end of project celebration.

The company must produce the following:

- Capture and edit (overall story of The Trust)
 - 5-minute overall video
 - 1 to 2-minute videos of stakeholders
 - Program Managers
 - Committee
 - Grantees
 - City of Atlanta staff
 - Supporters and Partners
- Individual pictures of stakeholders during the videotaping including a collective picture of the committee
- End of project celebration photography
- Capture and edit (end of project celebration)
 - 5-minute overall video
 - 1 to 2-minute videos of stakeholders
 - Program Managers
 - Committee
 - Grantees
 - City of Atlanta staff
 - Supporters and Partners
- Plan shooting days and coordinate with program managers for set location

Communications Consultant

The Trust Committee seeks a communications consultant to develop the treatment for the visuals and video. The consultant will:

- Provide treatment direction for the video and photography company.
- Define the key assets needed for the end of project celebration including invitation, table tops, and decor to tell the story of The Trust.
- Assist with development of the end of project celebration program.
- Define the messaging for the impact booklet.

Graphic Designer

The Trust seeks a graphic designer to create:

- The Trust celebration logo
- Assets for the end of project celebration (decor and table tops)

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- Impact booklet
- Swag items for the end of project celebration.

Budget

The overall budget is \$30,000.

How to Apply

If you are interested in this opportunity, please send your best quote with link(s) to work samples along with a brief overview of your experience to thetrust@communitybuildventures.com with the subject line “RFP: Marketing and Communications” by Thursday, January 5th.