

Market Center Community Development Corporation

Revitalizing Baltimore's Historic Core

Request for Proposals

Release date: July 30, 2020

Deadline: August 27, 2020, 5 pm

Community Engagement and Storytelling Specialist

Statement of Purpose

The Market Center Community Development Corporation (MCCDC) seeks a consultant to help craft and lead facilitation of a community engagement process to encourage people to share stories and personal remembrances of Lexington Market as part of the Lexington Market Public History Project.

Background

MCCDC, Baltimore Heritage, Inc., Lexington Market, Inc., and Seawall (the "Partners") aim to document the history of Lexington Market, including merchants and their families, food heritage, historic periods of transition over the last 250 years, how the market has shaped the area around it, and public stories of how the market fit into the broader fabric of Baltimore's social history.

The documentation of Lexington Market's history has two key components:

1. Historic Research – Research from primary and secondary source material (documents, articles, oral histories, photographs), which will be conducted by a public historian.
2. Community Engagement & Storytelling – Personal recollections and stories from business owners, regular customers, occasional visitors, and employees, which will be collected by the Community Engagement and Storytelling Specialist. The Partners recognize that Lexington Market's diverse people are a core part of its history and central to its future, so learning about and documenting history through their experiences, and that of their families before them, is central to this project.

Tasks

MCCDC plans to hire a consultant to lead the community engagement and storytelling component of the project. The Community Engagement and Storytelling Specialist will:

1. Collaborate with the Partners and historian to craft a community engagement process to encourage people to share stories and personal remembrances of Lexington Market (applicants are encouraged to think creatively about how to engage public interest and reach diverse audiences);
2. Lead the community engagement process (with assistance from the Partners); and
3. Collaborate with the Partners and the public historian to interpret and organize the material for use in public history programming, educational materials, events, and exhibits.

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The facilitator's responsibility is to identify effective mechanisms for reaching diverse audiences and gathering information from the public, a task recently complicated by the need for physical distancing, and assure that all participants are heard. The Community Engagement and Storytelling Specialist will communicate with staff prior to each event and debrief after each event. MCCDC and Transform Lexington Market staff will aid in arranging events.

Qualified candidates must have experience facilitating meetings with a diverse group of stakeholders, facilitating community storytelling events, and using a range of mechanisms to generate interest and participation in the process.

Deliverables

Compilation and organization materials gathered through the community engagement process, including but not limited to audio/visual clips, donated photos and memorabilia, and written materials (whether submitted by a participant or notes taken by a team member).

Contract Details

Currently, MCCDC has a limited budget of \$4,500 with which to work. Therefore, we are asking respondents to let us know what they can accomplish within this budget and the desired scope of work.

RFP Process and Requirements:

1. Send all correspondence and proposals to Kristen Mitchell at executivedirector@marketcenterbaltimore.org.
2. If you are interested in submitting a response, email Kristen Mitchell by August 11, 2020. (We are only asking for indications of interest so we can make sure that we share responses to any questions we receive about the RFP with everyone who has expressed an interest. You do NOT have to meet this deadline to submit a response, but recognize that if you do not, you may not receive answers to the questions that other candidates have posed).
3. If you have any questions about the RFP, email Kristen Mitchell by August 11, 2020.
4. MCCDC will share all questions and responses by August 18, 2020, with all people who have indicated an interest in the RFP.
5. Please submit responses to Kristen Mitchell by August 27, 2020, at 5 p.m. EST.
6. Please keep submissions brief, but include:
 - a. Name, contact information
 - b. Summary of qualifications and relevant experience, facilitation style, and additional factors you would like us to consider.
 - c. Summary of approaches you might recommend for effective community engagement for this project. Approaches can include social media/digital components, low-tech ways of reaching people, and in-person events (while adhering to recommendations to maintain physical distancing).
 - d. Three references
 - e. Description of what you will be able to commit to doing for \$4,500.

This project has been financed in part by the Maryland Historical Society. However, project contents or opinions do not necessarily reflect the views or policies of the Maryland Historical Society.

Information about the partners

About Market Center Community Development Corporation:

Formed in November 2017 as the non-profit 501(C)3 arm of the Market Center Merchants Association (MCMA), MCCDC is leading the way to support and encourage investment, community development, and the renaissance of Baltimore's historic retail core. MCCDC's mission is to catalyze a healthy, dynamic, and diverse community in Market Center. A nonprofit, 501(C)6 business league, MCMA's mission is to support commerce, retain and recruit businesses, and improve the customer and residential experience

About Baltimore Heritage, Inc.

Baltimore Heritage is a nonprofit organization dedicated to saving historic buildings and revitalizing neighborhoods. We celebrate the stories of our city's people and places through tours and education. We support homeowners and neighborhood organizations as they work to preserve and restore their homes and local landmarks.

About Lexington Market, Inc.

Lexington Market, Inc., is the nonprofit organization that operates Lexington Market on behalf of the City of Baltimore.

About Seawall Development

[Seawall](#) is a community organization made up of passionate social entrepreneurs who believe in re-imagining the real estate industry as we know it. We believe that all facets of the built environment should be used to empower communities, unite our cities, and help launch powerful ideas that create important movements. Combining decades of real estate development experience and non-profit community work, we have formed a socially conscious development company. Seawall has focused its energy and resources on providing discounted apartments for teachers, collaborative office space for non-profit organizations, community-driven retail, launchpads for chefs, and creative space for charter schools.

Seawall's history of success is due in large part to deep relationships with neighborhood residents and business owners, as well as demonstrated and continuing commitment to responsible, inclusive development that is responsive to neighborhood needs and wants.

About the MdHS Pathways Program

The overarching goal of MdHS Pathways is to build the long-term resiliency and efficacy of the existing museums, historic sites, and other organizations that make up Maryland's heritage community. MdHS

Pathways is made possible by an annually recurring allocation to MdHS from the state's Preservation of Cultural Arts Fund.