



**GREEN BANK
FOR RURAL AMERICA**
A SUBSIDIARY OF APPALACHIAN COMMUNITY CAPITAL

REQUEST FOR PROPOSAL (RFP) for Production and Technical Services for Events

Updated September 30, 2024

Release Date:	September 21, 2024
Selection Date:	October 11, 2024 or earlier
Project Timeline:	Ongoing

I. Overview of Request for Proposals

The Green Bank for Rural America, a nonprofit subsidiary of Appalachian Community Capital, seeks technical video and event production services to support this newly established organization, a pioneering initiative designed to accelerate financing for new energy investments in targeted rural communities, creating new opportunities for a prosperous future.

The [Green Bank for Rural America](#) is a wholly owned, nationally-operating, 501c3 subsidiary of [Appalachian Community Capital](#) (ACC), a Community Development Financial Institution (CDFI) serving development lenders across the 13-state footprint of Appalachia.

About the Green Bank for Rural America

ACC was recently selected to receive a \$500 million [Greenhouse Gas Reduction Fund](#) (GGRF) Clean Communities Investment Accelerator (CCIA) award to catalyze new energy investments in rural communities that have historically been at the heart of energy production in America. This place-based effort will be a hub for investment and technical assistance to community lenders, local leaders, and workforce development partners in priority rural communities across the United States. The Green Bank has structured a robust national program that prioritizes 582 counties in Appalachia, energy communities, rural communities of color and Native communities – 30% of all US [persistent poverty counties](#) – with financing and technical assistance activities being available in *all* eligible rural communities nationally.

Under the GGRF award, the Green Bank will pass through funding to Community Lenders serving the target market and provide technical assistance services to community lenders and community stakeholders to ensure the program goals as outlined are met or exceeded. The goals fall into the categories of:

- Reduction of harmful pollution;
- Benefits to Low-Income and Disadvantaged Communities, including creation of quality jobs and support for BIPOC businesses; and
- Market Transformation, leveraging private capital for projects.

Beyond the GGRF award, the Green Bank aspires to become a self-sustaining entity to continue to provide financing for green economy investments in targeted rural communities, building the new energy economy, creating quality jobs, and improving the quality of life in rural America.

Scope of Services

The Green Bank is seeking responses from qualified vendors to provide exemplary cost-effective technical assistance for a hybrid (virtual and in-person) event at the West Edge Factory in Huntington, WV on October 28, 2024, 2:00PM - 4:00PM.

In addition to this specific event, the Green Bank may extend the contract for future events or request additional quotes for similar services as needed.

The details of the event are as follows:

Event Date and Time:

- Date: October 28, 2024
- Time: 2:00 PM - 4:00 PM EST

Event Location: West Edge Factory, Huntington, WV

Event Format: Hybrid - Virtual and In-Person

- In-person audience: Limited capacity.
- Virtual audience: Accessible via Zoom Webinar with live streaming and interaction.

Event Objectives:

The event will feature keynote speakers, roundtables, and testimonials. Speakers will be a mix of virtual and in-person.

The purpose of this event is to spark dialogue and collaboration between community leaders, rural community representatives, and financial partners. The event will highlight the transformational potential of Green Bank funding in rural communities, provide insights into technical assistance provision, and discuss how the Green Bank works.

The contractor will be responsible for delivering the following services:

1) Virtual Event Setup and Management:

- a. Manage virtual platform (Zoom Webinar account provided by Green Bank) capable of hosting large-scale, interactive live streaming.
- b. Ensure seamless integration of in-person and virtual elements.
- c. Manage technical troubleshooting and support during the event.

2) In-Person Event Coordination:

- a. Provide necessary equipment and staffing for in-person audio/visual (A/V) setup.
- b. Coordinate for on-site A/V and technical support. Liaise with the venue team on logistics, seating arrangements, and limited-capacity audience management.
- c. Ensure proper lighting, sound, and video setup for seamless in-person and online integration.

3) Video Production and Recording:

- a. Capture and record the event, including speaker presentations, roundtables, and testimonials.
- b. Produce a highlight video featuring key moments, including the community impact testimonials and the “How The Green Bank Works” session.

4) Technical Support and Moderation:

- a. Support live moderation for virtual attendees (e.g., Q&A sessions, chat moderation).
- b. Ensure proper technical support for all speakers and participants (virtual and in-person).
- c. Monitor and address any technical issues that arise before, during, and after the event.
- d. Manage the integration of multimedia elements, including slide decks, impact video, and community testimonials.

Deliverables:

- Virtual and in-person A/V setup and event execution.
- Successful management of the hybrid event with seamless audience engagement.
- Full event recording.
- Highlight video recording.
- Post-event debrief report, including technical performance, attendee engagement metrics, and suggested improvements for future events.

Proposal Requirements

Proposals submitted in response to this RFP should include:

- **Company Profile:** Overview of the company, years in business, and core competencies.
- **Workplan Plan and Timeline:** Outline of proposed activities including timelines, staffing plan, and key milestones.
- **Experience and References:** Experience providing services to similar organizations, staff bios, and at least three references with a description of relevant services provided.
- **Pricing Structure:** Pricing information including initial fees, monthly fees, costs per service(s) / employee, and any additional costs.

Selection Criteria

Proposals will be evaluated based on the following criteria:

- **Relevance of Services Offered:** Alignment of the services with Green Bank's specified needs including Workplan and Timeline.
- **Experience:** Qualifications of those involved in activities, track record with similar organizations and positive client references.
- **Cost-Effectiveness:** Pricing of services / fee schedule, and quality of services delivered.
- **Commitment to / Understanding of** participating in this work in rural communities.

Instructions to Submit a Proposal

Parties interested in submitting proposals in response to this RFP should submit one PDF document to Emma Pepper, Acting Communications Director, epepper@acc1.org by October 1, 2024.

II. About Appalachian Community Capital

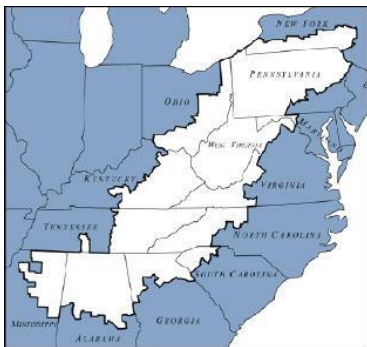
Appalachian Community Capital (ACC) is a Community Development Financial Institution (CDFI) serving member CDFIs across the 13-state footprint of Appalachia. ACC was founded in 2013 with a mission to increase small business lending across this undeserved and primarily rural region. By providing capital, capacity building, and innovative programming to its members, ACC catalyzes entrepreneurship, opportunity, and inclusive growth in diverse and distressed communities, and now has 35 members which manage over \$4 billion in total assets. ACC is led by its President and CEO and a Board of Directors comprised of both ACC members and national leaders in development finance. Investors and supporters of ACC include: the Appalachian Regional Commission, U.S. Treasury CDFI Fund, the Ford Foundation, USDA, Goldman Sachs, Bank of America, Truist, US Bank, Wells Fargo, JP Morgan Chase, MasterCard, the Benedum Foundation and others.

III. About the Appalachian Region and Target Rural Communities

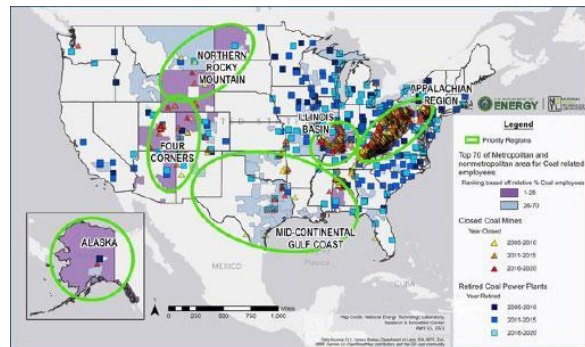
Rural communities in Appalachia and across the country have been the heart of energy production in America, powering the growth of our nation. The Green Bank aims to build upon and revitalize this spirit, helping to diversify local economies to create new opportunities for a prosperous future.

The Green Bank for Rural America has structured a robust national program that prioritizes 582 counties in Appalachia, energy communities, and rural communities of color and Native communities – 30% of all US persistent poverty counties – with financing and technical assistance activities being available in all eligible underserved rural communities nationally.

The Green Bank for Rural America will target the 13-state region of Appalachia, Coal and Power Plant Communities nationally, and other underserved rural areas such as Persistent Poverty Counties, NMTCC Low Income Communities, federal Opportunity Zones and other areas.



Appalachia –
Appalachian Regional Commission



Coal Communities and Power Plant Closures
White House Interagency Working Group