

Request for Proposal

KAWABE MEMORIAL HOUSE BOOK
KAWABE MEMORIAL HOUSE
PROPOSALS DUE BY: **December 31, 2021**

Company Background

Kawabe Memorial House is an affordable HUD subsidized Housing Community located just east of the International District, with views of downtown Seattle, Elliott Bay, the Cascades and Olympic Mountains. It is a ten-story building that is home to 174 residents with an average age of 76, in 154 view apartments. Most residents are first generation immigrants.

Harry S. Kawabe, a successful entrepreneur and community leader, saw a need for affordable housing for seniors. Kawabe is the realization of this dream. It was built in 1972 and designed for independent senior adults who want to enjoy a lifestyle filled with recreational, educational and social activities with the convenience and security of community living.

Project Overview

- In 2022, Kawabe Memorial House will be celebrating 50 years of serving the elders of the Seattle area Japanese/Japanese American and Asian communities.
- The Book Project would cover the 50-year history of Mr. and Mrs. Kawabe and Kawabe Memorial House. From its inception, to the present, and what its future may be.
- KAWABE MEMORIAL HOUSE BOOK (Possible Content) – The Book should target history students and young readers, not necessarily the older Nikkei Community. More of a story telling book than a documentary. Should incorporate photos and illustrations. Should be fun and interesting to read for young readers. Book will be used as a marketing plan.
 - Introduction
 - Early history of Mr. and Mrs. Kawabe in Alaska and Seattle
 - Business History
 - Pre WWII
 - How Mr. and Mrs. Kawabe overcame racial bias during Mr. Kawabe's early business career
 - Post WWII
 - How Mr. Kawabe recovered after returning to the West Coast after WWII
 - Personal History
 - Pre WWII
 - Post WWII
 - Founder's Vision
 - Harry S. Kawabe, successful entrepreneur and community leader, saw a need for affordable housing for seniors.
 - Kawabe Memorial House Mission:
 - The mission of Kawabe Memorial House is to provide quality, secure and affordable housing services with culturally sensitive programs and services.
 - Community Members involved in making Mr. Kawabe's dream a reality.
 - Early residents of Kawabe Memorial House (1972-2000)
 - Issei
 - Nisei
 - Family Culture at Kawabe Memorial House
 - Kawabe Memorial House is a Community Partner
 - Kawabe Memorial House is a Non-Profit Organization
 - Kawabe Memorial House Timeline (1972-2021)
 - Total number of Kawabe Memorial House Executive Directors
 - Total number of Kawabe Memorial House Board Presidents

- Kawabe Memorial House “50” Year Anniversary (2022)
- The future of Kawabe Memorial House
 - Marketing Plan

Project Goals

The goals of this project include:

- i. Having a book about Kawabe Memorial House that covers its beginning, its current state and future plans.
- ii. Providing an additional resource for people who are interested in learning about Kawabe Memorial House e.g. history students and young readers.
- iii. Using the Kawabe Memorial House book as a marketing and fundraising tool for the Kawabe Memorial House organization and Kawabe Memorial House Foundation.

To reach these goals, Kawabe Memorial House is now accepting bids in response to this Request for Proposal.

Scope of Work

- Consult with Executive Director or her designee (Deputy Director) and Board Members on the content of the book (To keep the Book small and simple to read).
- Research information on Kawabe Memorial House.
- Interview Community Members.
- Interview past and present Board Members.
- Interview descendants of Mr. and Mrs. Kawabe.
- Keep Executive Director or her designee (Deputy Director) of any delays or changes in the timeline to complete the book.
- Periodically provide draft updates of the book's contents.
- Provide a final draft of the book that includes its inception (history), present state and future goals for publication.

Target Deliverable Schedule (All dates are tentative and subject to change)

- **November 2021** – Present RFP Draft to Committee for approval
- **December 31, 2021** – Last day RFP will be accepted
- **January 27, 2022** – Selection of Writer by Kawabe Memorial House Board
- **January 2022** – Book Project begins

Final Project Due:

- **July 31, 2022** – Final book draft due to Executive Director

Existing Roadblocks or Technical Issues

- Some historical documents exist at Kawabe Memorial House in the Executive Director's office.
- Most of the Community Members who helped establish Kawabe Memorial House have passed away. However, there are still some key Community Members around who can be interviewed for the book.
- Descendants of Mr. and Mrs. Kawabe maybe be available to be interviewed for the book.

Budget Constraints

- The Kawabe Memorial House book project budget will be based on the selected RFP proposal bid.

Evaluation Metrics

Kawabe Memorial House Management and Board Members will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.
- Responsiveness and answers to questions in the next section.

Questions Bidders Must Answer to Be Considered

- i. Why did you decide to submit this RFP bid?
- ii. Have you written a similar book? If yes, for who?
- iii. How long did it take you to write the book?
- iv. What roadblocks did you encounter while writing the book?
- v. What specific costs will you incur to write the Kawabe Memorial House book?
- vi. How long do you think it will take to write the Kawabe Memorial House book?

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 5 metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by **December 31, 2021**. Include samples and references with your proposal.
- Proposals should not be more than ten (10) pages. Failure to comply to this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.

What We're Looking for in Potential Vendors

The ideal writer would:

- Have experience writing a similar book.
- Have excellent verbal and written communication skills.
- Have excellent interpersonal skills.
- Experience working with an organization's management and board members.
- Ability to work as part of a team.
- Is organized.
- Pays attention to detail.
- Meets deadlines.
- Communicate with the point of contact person for project any delays/roadblock that would not keep the project on schedule.
- Be flexible.
- Be patient.
- Be understanding.
- Be familiar with the Seattle area Japanese/Japanese American and Asian communities.

Contact Information

For submission or questions connected to this RFP, please contact:

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