



**Request for Proposals  
For Executive Director**

**March 6, 2020**

## OVERVIEW

The Buena Vista Singletrack Coalition (BVSC) seeks an outstanding individual with experience in working on public lands and managing a 501(c)3 organization. You must be an excellent communicator and leader with the ability to move the organization forward, grow funding, and have a passion for sustainable trails that maintain recreation in balance with a healthy environment.

## ORGANIZATION

The town of Buena Vista is located in the upper Arkansas River valley in the central mountains of Colorado. The town is surrounded by public lands managed by the US Forest Service, Bureau of Land Management, and Colorado Parks and Wildlife. BVSC works with the land management agencies to plan, design, construct, and maintain trails on public land. BVSC also collaborates with the Town of Buena Vista, Chaffee County, and other public lands organizations to fulfill our mission.

BVSC (<https://bvsingletrack.com/>) is a trails advocacy organization whose mission is to collaborate with agencies, businesses, and locals in order to build, maintain, and steward sustainable trails for muscle-powered users. We promote responsible recreational trail use in the greater Buena Vista, Colorado area.

Since BVSC formed in 2018, we have attained 501(c)(3) status, launched brand new mapping and signage, and established a robust “1% for Trails” program with five participating businesses. Due to very successful fundraising, investment by the Town of Buena Vista, and BLM funding we have been part of building 6 trails comprising 16 miles for non-motorized use. We maintain approximately 20 miles of trail.

BVSC is governed by a Board of Directors and we have been lucky to have the services of a volunteer Executive Director. With the approval of 501(c)(3) status in December 2019, the Board recognized the need to find an executive director who has the knowledge and experience to continue our work with the agencies and partners and shape BVSC into a 501(c)(3)-compliant organization. Our volunteer Executive Director has declined this position.

## SCOPE OF SERVICES

BVSC is looking for a part-time Executive Director to be responsible for the overall management of BVSC’s trail planning, developing, and maintaining trails; providing sustainable recreation education; recruiting for and directing volunteer activities; and expanding revenue streams. We expect the Executive Director to effectively manage BVSC’s organization to be recognized as a valuable resource for the Buena Vista area community and public land agency partners. Specific responsibilities of the Executive Director include, but are not limited to, the following:

### **Building Partnerships**

- Manage BVSC relationships with partners (agencies, local governments, and aligned organizations) to sustain trusting, productive, and mutually beneficial relationships
- Communicate with partners on BVSC activities and any major initiatives
- Manage BVSC operations to honor agreements and agency policy

### **Managing Operations and Finances**

- Review and prioritize requests for BVSC support and funding
- Expand BVSC’s revenue sources (1% for Trails; donations) to fulfill BVSC’s mission
- Prepare, and following Board approval, administer BVSC’s annual budget

- Expand and manage volunteer activities to accomplish BVSC's mission
- Develop and implement a grant acquisition strategy and a reporting system for grant funded programs and projects

#### **BVSC Outreach and Communications**

- Establish and implement a plan to increase local community awareness and support (both volunteer and financial) of BVSC and its mission
- Establish and implement a plan to improve the social media and outreach programs to attract and engage individuals in BVSC's mission and grow support through volunteerism, contributions, and awareness
- Develop and grow partnerships with similar organizations throughout the Upper Arkansas River valley (e.g., Salida Mountain Trails, Cloud City Wheelers, GARNA, Central Colorado Conservancy) to promote sustainable recreation through the valley

#### **Work with the Board of Directors**

- Work with Board to manage the organization and achieve BVSC's long term goals
- Identify and cultivate new Board members aligned with BVSC mission
- Provide the Board with a written Executive Director's Report, covering the period between Board meetings, at every Board meeting

#### **Successful candidates will have the following strengths and experiences:**

- Broad experience in non-profit management, ideally in a public lands recreation context
- Passion for promoting sustainable use of public lands
- Excellent communication and relationship building skills with varied constituents (e.g., public officials, Board members, other community partners, volunteers)
- Grant writing and fundraising for non-profit organizations
- Direct experience working with non-profit Board of Directors

### **POSITION DESCRIPTION**

The Executive Director position is considered half-time (not to exceed 1,040 hours/year) and you are required to enter into an independent contractor agreement with BVSC. You will be compensated at the rate of \$25 per hour and expenses will be reimbursed. Payment will be made based on monthly invoices that document activities completed, hours, and expenses as approved by the Board.

BVSC will provide a computer and printer. BVSC will not provide working space or internet service. You must be prepared to use your own insured vehicle when conducting BVSC business. Mileage will be reimbursed at the federal mileage rate.

### **PROPOSAL PROCESS**

Proposals will be accepted until 3:00 PM, MST on Friday, April 17, 2020. Proposals arriving after the date and time specified may be declared non-responsive and may not be considered for evaluation. These materials should be sent electronically via e-mail to [BVSingletrack@gmail.com](mailto:BVSingletrack@gmail.com). While electronic communication is preferred, documents that must be mailed may be mailed to: Kelly Collins, Board of Directors, BVSC, PO Box 1797, Buena Vista, CO 81211. For information regarding this RFP, please contact Kelly Collins, 719-221-4992.

You are invited to submit a proposal of no more than 10 pages describing your experience and skills in the following areas:

- a. **Communication:** Written and oral. Comfortable with speaking to individuals and presenting to groups. Build and maintain relationship with land managers
- b. **501c3 management:** experience in managing a nonprofit volunteer organization
- c. **Leadership:** Able to lead a diverse volunteer base to accomplish goals. Communicate effectively and rally the troops to achieve goals
- d. **Fundraising:** Increasing BVSC's income through contributions, 1% for trails, grants
- e. **Community outreach:** Developing an effective outreach program that establishes the value of BVSC to the Buena Vista area and the larger upper Arkansas Valley region.
- f. **Education:** plan and implement education opportunities targeted for different age/user groups
- g. **Trails planning, construction and maintenance:** Direct skills, or the ability to manage the planning, building, and maintenance process with volunteers or paid consultants/trail builders

**Proposal Format:**

Your proposal should include the following items in the order listed:

- Cover letter – The letter should include contact information and your introduction, including why you want to do this job.
- Understanding – Summarize your understanding of the Scope of Services
- Capability – Describe how your experience applies to and demonstrates your ability to carry out items a. through g. above
- Work History – List previous employers, duration, duties, and reason for leaving
- References – Provide three references (name, relationship, contact information) for two professional references and one personal reference

**Selection Process:**

- BVSC Board of Directors will review all proposals received and rank the proposals with respect to ability to meet BVSC needs.
- The three top ranked proposers will be asked to complete an interview with the Board. Interview questions will be provided before the interview.
- The BVSC Board will select the proposer considered the best to successfully conduct the scope of services.
- BVSC reserves the right to make no selection and restart the proposal process.