



REQUEST FOR PROPOSALS
SMALL BUSINESS TECHNICAL ASSISTANCE PARTNERSHIP:
BUILDING 1000 STRONG
N/NE BUSINESS NAVIGATOR

Proposals Due: Monday July 31, 2017 by 2:00 p.m.

RFP Coordinator	Proposal Delivery Location
Katherine Krajnak 503-823-0013 (direct) krajnakk@prosperportland.us (email)	Email to: krajnakk@prosperportland.us Subject Line: RFP: Proposal for NNE Business Navigator *Once you submit your response you will receive an email confirmation. If you do not receive confirmation prior to the time proposals are due, please follow up with a phone call to the RFP Coordinator.

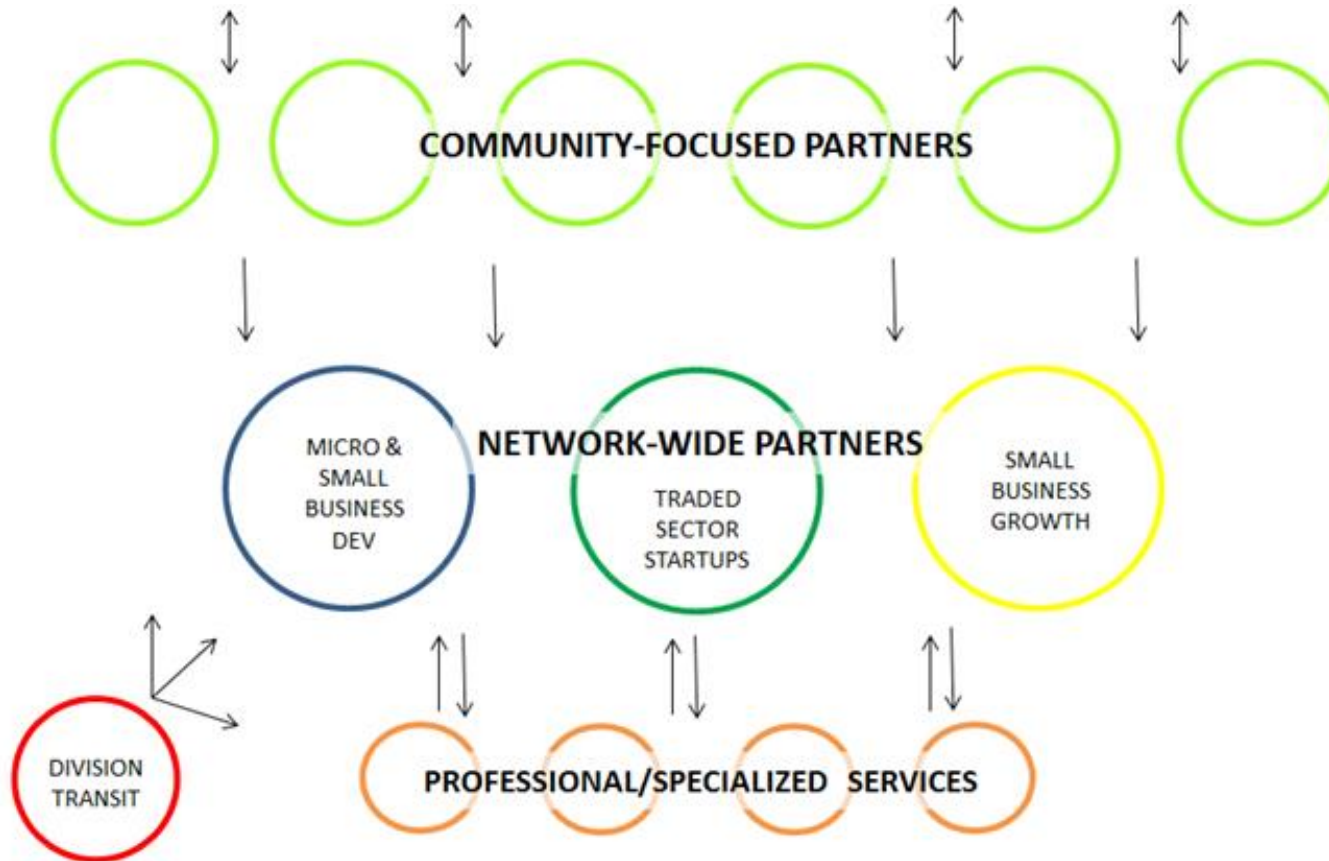
Activity	Date
RFP Issued	Thursday June 29, 2017
RFP Office Hours	Email krajnakk@prosperportland.us to schedule an appointment July 11, 12, 13, 17, 18
Deadline for Questions or Requests for Change	Wednesday July 19, 2017 by 2:00pm
Revised RFP Issued	Wednesday July 19, 2017
Proposals Due	Monday July 31, 2017 by 2:00pm
Selections Made (anticipated)	August 30, 2017
Grant Effective Date	September 15, 2017

Prosper Portland and its partners manage a growing portfolio of programs to support minority and women entrepreneurs. The Small Business Technical Assistance Partnership (SBTAP) seeks greater impact for those programs through better coordination and communication and will transform the resource landscape for underrepresented business owners. The SBTAP seeks to improve service delivery to minority and women entrepreneurs by achieving three goals:

- **Lead with outcomes.** Set ambitious goals to see more businesses owned by people of color grow and scale. Design a common-sense reporting system in collaboration with service providers that reports on outcomes, not just outputs.
- **Improve services across Prosper Portland’s portfolio of programs.** Allow user feedback from both businesses and organizations to improve design of the delivery system.
- **Support an inclusive learning community.** Create and grow a learning community across sectors for practitioners focused on serving entrepreneurs of color and women entrepreneurs. Develop

a shared mission among a variety of organizations and a shared language for racial equity. Selected partners are expected to attend monthly meetings to share best practices and coordinate referrals throughout the network. This should be built into the staffing proposal.

This graphic is illustrative of how the various elements of the network could interact.



N/NE BUSINESS NAVIGATOR

Overview

The North/Northeast Community Development Initiative (N/NE CDI) Action Plan has been developed to guide Prosper Portland's investment of the remaining \$32 million in Tax Increment Financing (TIF) resources for economic development in the Interstate Corridor Urban Renewal Area.

The Action Plan proposes to invest the remaining TIF economic development resources to foster multi-generational wealth creation and community assets, focusing on five goals: 1) Promote Property Ownership and Redevelopment; 2) Support Business Ownership and Growth; 3) Invest in New and Existing Homeowners; 4) Advance Community Livability Projects; 5) Catalyze Cultural-Business Hubs.

Prosper Portland recognizes that to achieve the goals of the N/NE CDI Action Plan, entrepreneurs of color in North and Northeast Portland must have the support they need to connect with the right resources, whether those resources come from Prosper Portland or its partners. The role of the N/NE Business Navigator is to cultivate relationships with business owners or aspiring business owners of color, provide culturally specific support and open doors and provide connections to resources and opportunities for those businesses to thrive.

Successful proposers can be either organizations or independent contractors with relevant experience.

Priority Populations

- African American business owners and entrepreneurs, and other business owners/entrepreneurs of color, with a focus on those who are currently living, operating their business or interested in operating their business in N/NE Portland, particularly the Interstate Corridor Urban Renewal Area.

Budget

- Approximately \$100,000 of General Fund is available for FY 2017/18 and services can be applied citywide.
- Prosper Portland anticipates entering into a one-year renewable grant agreement, subject to annual budget availability and approval.
- Administrative costs, including indirect, may not exceed 15% of total contract amount.

Services to be provided

- Outreach to business owners and entrepreneurs within communities of color, particularly the African American community in Portland.
- Client engagement with approximately 50 businesses or entrepreneurs. Provide approximately 5-10 hours of service per client including initial business assessment, determination of needs, connecting to service providers, classes or other resources, and additional one-on-one support.
- For first time entrepreneurs, referrals to business basics education classes or business basics education content provided directly to clients
- Referrals to appropriate resources within and outside the SBTAP
- Quarterly reporting on number of clients served and successful referrals made

EVALUATION

Prosper Portland is engaging a subcommittee of the N/NE CDI Oversight Committee to evaluate proposals under this RFP. The selection process will be based on the responses to the *Submittal Requirements* section of this RFP plus any additional information that Prosper Portland may discover or request. Each evaluation category below will be evaluated by the selection committee using the following evaluation criteria. The selection committee will review all complete submissions and provide recommendations to Prosper Portland. Prosper Portland, in its sole discretion, will select and award grant agreements to best meet the goals of the SBTAP. In the event that Prosper Portland obtains additional funding for business technical assistance, Prosper Portland reserves the right to allocate those funds among successful respondents as it sees fit.

Evaluation Categories:

- Program Proposal/Overview
- Equity & Cultural Competency
- Experience & Expertise in Working with Entrepreneurs and Small Businesses
- Capacity & Outcomes
- Partnership & Collaboration

Evaluation Criteria:

- Thoroughness and clarity of the response
- Experience and qualifications
- Demonstrated past performance
- Proposed vision and consistency with SBTAP goals

SUBMITTAL REQUIREMENTS

To respond to this RFP, address all points in the *Submittal Requirements* section of this RFP in an email (preferably as an Adobe Acrobat attachment) to the RFP Coordinator listed above no later than the deadline above.

Length of Proposal:

If the proposal includes multiple partners, please select lead partner to submit the proposal and clearly identify partners in the *Partnerships & Collaboration* section. Below is clarification on maximum length of proposals:

- a. Eight (8) pages for proposals with one partner or proposer.
- b. If a partnership is submitting a proposal, one partner shall be identified as the lead and will complete the majority of the proposal. Submittals are allotted one (1) additional page for each non-lead partner. This page should include contact information for the non-lead partner and should convey information about that organization that you wish to share with the selection committee. This could be mission, service levels, cultural competencies, organizational capacity, etc.
- c. If you would like to submit a resume for key roles, you may add two more pages for the resume(s).

1. Program Proposal/Overview (no more than one page per service category)

Include answers to the following in your response:

- Describe how your approach meets the N/NE Business Navigator scope
- What is your experience with this work?
- How is your approach effective for the populations you work with/want to work with?

2. Organizational Equity & Cultural Competency (organization's cultural competency, connection to diverse populations)

Include answers to the following in your response:

- Provide an overview of the demographics of the population you served in the past year.
- What specific proactive steps will you take to identify the priority population specified in the scope for which you are proposing?
- What approaches/methods do you use to provide ongoing support to the priority population identified in the scope for which you are proposing?
- How do you incorporate feedback from clients into your work? Provide an example of how you have modified services in order to better serve a client.
- Please describe any equity training key staff involved with this proposal have received and how that has impacted their work.

For organizations applying:

- Describe your staff and board's cultural expertise, including any non-English language capabilities.
- Do you or your organization act as a cultural hub? If so, what services do you provide?
- How many individuals do you or your organization serve annually?

- Are there particular entrepreneurs/business types that gravitate to you or your organization or that you are better suited to support? If yes, who are they and how are you better suited to support them?

3. Experience & Expertise in Working with Entrepreneurs and Small Businesses (Technical expertise, experience helping entrepreneurs succeed, tracking outcomes, etc.)

Include answers to the following in your response:

- What key indicators or factors do you look at when you work with a client to assess the health of their business?
What are the top five business technical assistance services you or your organization focus on most with your clients?
- How do you envision playing the role of connector between your clients and other business resources in Portland?
- What is the most critical business-related barrier that you or your organization can help businesses overcome?
- How do you support a client who has a business idea that is not fully developed?

4. Capacity & Outcomes (fits within organization's capabilities, able to appropriately staff the service, leverage other resources)

Include answers to the following in your response:

- Do you currently provide the proposed services? If so, how many clients do you serve annually? How many FTE are providing the service and what is the per FTE caseload?
- Are you looking to expand the reach of your services (i.e. adding new staff to serve new businesses)? If so, what is your staff onboarding process?
- Describe your or your organization's fiscal staffing structure, accounting system and processes for budget management and oversight.
- Describe your processes and prior experience managing governmental funding.
- How do you currently track outcomes for reporting to your stakeholders (e.g. key funders, board, et al)?
- If you currently provide the proposed service, what were your outcome metrics for calendar year 2016 (or FY 15/16). If not, provide outcome metrics relevant to other business development programs you provide.
- Include any relevant experience that you or key staff on this project have as it relates to the scope being proposed.
- For independent contractors, how might this conflict with other projects or contracts you have for FY 2017/18? How will you properly staff the administrative needs for this position?

5. Partnership & Collaboration

Include answers to the following in your response:

- Provide examples of how you have successfully partnered with other organizations on business development.
- How do you see yourself working within a larger network of service providers?
- What do you think you will gain from participating in an inclusive learning community?
- If your proposal includes a partnership, describe this partnership.

6. Please provide up to three references who are not board members, organization members or staff whom Prosper Portland may contact to confirm the statements above.

7. Budget

Provide a program budget in the following format. Add additional rows as necessary. Identify any leveraged resources, including in-kind resources. Please provide hourly rates for any key staff identified.

PROGRAM ACTIVITY DELIVERY	
Personnel	
Staff	\$
Staff	\$
Staff	\$
Taxes/Benefits	\$
Materials and Services	
Office supplies	\$
Printing	\$
Subrecipient costs	\$
Other	\$
Operating Expenses	
Rent	\$
Utilities	\$
Telecommunications	\$
Insurance	\$
Local Travel	\$
Other	\$
Program Activity Delivery Subtotal	\$
PROGRAM ADMINISTRATION (not to exceed 15%)	
Personnel	
Staff	\$
Staff	\$
Taxes/Benefits	\$
Other	
Other	\$

Federally-approved indirect rate	\$
Program Administration Subtotal	\$
TOTAL	\$

RFP Fine Print

Prosper Portland reserves the right to change or cancel this RFP, waive minor informalities of any response, request additional information to evaluate a response, and negotiate a grant with the successful proposers. This RFP is not subject to any process except as described herein. All submitted applications will become the property of Prosper Portland and will be subject to public inspection per the Oregon Public Records Law (ORS 192).