

REQUEST FOR PROPOSAL FOR TRAINING SERVICES

Village of Cambridge Dane & Jefferson Counties, Wisconsin

The Village of Cambridge is issuing a Request for Proposal (RFP) for interested vendors to submit proposals for training services to benefit micro businesses within the Village of Cambridge.

Vendor will deliver ONE (1) ORIGINAL proposal to the following address:

Village of Cambridge
Attn: Norma DeHaven, Administrator/Treasurer
P.O. Box 99
200 Spring St.
Cambridge, WI 53955

The envelope must be clearly marked "TRAINING RFP".

AND

ONE ELECTRONIC VERSION OF THIS SAME PROPOSAL TO normad@ci.cambridge.wi.us

Proposal Deadline: 10:00 a.m. CST, Monday, January 30, 2012

Proposals received after the above cited time will be considered a late quote and are not acceptable unless waived by the Economic Development Committee.

Please direct questions to Norma DeHaven, Administrator/Treasurer, (608) 423-3712, normad@ci.cambridge.wi.us

Proposal Terms

The Village of Cambridge reserves the right to reject any and all proposals received as a result of this request for proposal. If a proposal is selected, it will be the most advantageous regarding quality of service, the vendor's qualifications, and capabilities to provide the specified service, and other factors which the Village may consider.

The Village reserves the right to waive or not waive informalities or irregularities in proposals or proposal procedures, and to accept or further negotiate cost, terms, or conditions of any proposal determined by the Village to be in the best interests of the Village even though not the lowest bid.

The price quotations state in the response proposal will not be subject to any price increase from the date on which the proposal is opened at the Village Hall to the mutually agreed-to date of bid. Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days. A service contract will be executed between the Village and the awarded responder.

Vendor Qualifications

The vendor shall be a Wisconsin firm which has experience and background in training for small businesses. Vendor must be able to provide course marketing materials and outlines in the topic areas detailed.

Scope of Services

We are seeking an individual, firm or a combination of individuals or firms, that can provide our micro business owners (businesses with less than 5 employees) with training that can help them to not only survive, but to thrive in our current economy. Courses would be offered in the evenings at our local community center, and would range in length from 1-4 hours. Courses are sponsored by a Community Development Block Grant through Dane County Department of Human Services and would be available free of charge, or at a nominal fee, to qualifying businesses. Summary descriptions of the classes desired include the following:

TRAINING SERIES I - BUSINESS BASICS – course offerings could include: Budget and Profit Planning; Managing Cash Flow; Quick Book Essentials; Employee Hiring and Firing; Tax basics for payroll, income & deductions, sales & use; Legal basis for partnerships & LLC/LLP status; other course content that would assist a new entrepreneur, or an existing owner without a business background.

TRAINING SERIES II - MARKETING & WEBSITE BASICS – course offerings could include: Marketing Basics, Destination Marketing, Sales tools, Web site design & online sales; Search engine Optimization; or other course content that would stimulate improved sales and marketing.

Submittal Process and Details

Proposals should include the following:

- Cover sheet and class summary cost proposals, which includes Consultant's name, address, and names of primary contacts, and summary information of each course proposed. A proposed income based sliding fee structure should be included with cost proposals.
- A description of the specific staff that will comprise the project team for this assignment.
- Samples of related/comparable past projects that would serve as examples of experience and expertise necessary for this work.
- Provide the earliest date available to begin the training series.
- List of references, scope of project and contact person.
- The Village reserves the right to accept portions of submitted proposals based on the qualifications and presentation of the consultant for the scope of services identified above. One vendor may be selected to coordinate the project and perform all classes, or separate vendors may be selected to provide individual classes.

It is not the intent of the RFP to solicit an overly long response, but it is important that the firm's experience/expertise be adequately described. It will, for example, be much more useful to address abilities and expertise directly comparable to this project than to include an exhaustive list of all projects completed by the firm. Village staff will review the submitted proposals. One or more of the responders may be invited to meet with the Economic Development Committee to review their proposal. A recommendation from this committee will be made to the Village Board for their approval prior to contract negotiations.

Estimated Timeline -

Response Deadline	January 30, 2012 (Monday)
EDC Review	February 9, 2012 (Thursday)
Village Board Review	February 14, 2012 (Tuesday)
Contract development/Signature	February 28, 2012 (Tuesday)
Contractor to develop schedule & Marketing Plan for workshops	March 31, 2012
Series I i Business Basics	April 15 to June 30, 2012
Series II i Marketing Basics	July 1 to October 31, 2012
Project Completion & Close out	December 31, 2012

FIRM: _____

CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

Date Available to begin workshops _____

Print Name/Title: _____

**VILLAGE OF CAMBRIDGE – MICRO BUSINESS TRAINING SERIES I
BUSINESS BASICS
ALL CLASSES SHOULD BE BASED ON 15-20 ATTENDEES**

PROPOSED COURSE CONTENT:

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

VILLAGE OF CAMBRIDGE – MICRO BUSINESS TRAINING SERIES II
MARKETING & WEBSITE BASICS
ALL CLASSES SHOULD BE BASED ON 15-20 ATTENDEES

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____

- **TITLE:** _____ **INSTRUCTOR** _____
 - _____
 - _____
 - _____

PROPOSED COST: \$ _____