



AFRICAN-AMERICAN CHAMBER OF COMMERCE REQUEST FOR PROPOSAL

Project Name: AACC Business Development Institute
Project Type: Technical Assistance Program
Proposal Deadline: 5:00pm, Monday, December 21, 2009

I. EXECUTIVE STATEMENT

African-American Chamber of Commerce of Pennsylvania, New Jersey & Delaware is seeking proposals for Work-for-Hire consulting services to provide education, training, technical and financial assistance for start-up and micro-enterprises. As part of our mission to foster growth among existing enterprises, as well as nurture and equip new entrepreneurs and small businesses for the 21st century economy, we are seeking innovative proposals, which promote action-driven outcomes.

This Request for Proposals (RFP) provides a scope of work and outline of tasks to be accomplished by the consultant(s) selected. If your company/organization wishes to be considered, the African American Chamber of Commerce requests a written proposal addressing part or all "subject matter" points detailed in this RFP be submitted no later than **5:00pm, Monday, December 21, 2009.**

II. PROJECT ELIGIBILITY REQUIREMENTS

All proposals should be developed adhering to the following eligibility requirements:

Targeted Population:

1. Activities must be targeted to businesses operating in Northwest Philadelphia.
2. Activities must be targeted to small businesses and entrepreneurs with less than 5 employees and less than \$100,000 in annual revenue.
3. Activities should generally be targeted to helping participants develop a business plan, implement a strategic marketing agenda and develop a sound financial plan.

III. SCOPE OF WORK

PROJECT ACTIVITIES & OUTCOMES

The curriculum supporting Small Business / Entrepreneur Development should incorporate as many of the following project activities as possible as well as provide the opportunity for other new and innovative activities to achieve maximum impact. The curriculum breakdowns should be segmented by topic or 'area of focus' as the overall project may have multiple administrators.

Please Note: Upon execution of a standard “Work-for-Hire” agreement, winning proposals become the Intellectual Property of the African American Chamber of Commerce.

1. Building Your Business

- o Examining For-Profit and Non-Profit business models
- o How to use market data to attract new business
- o Identifying and prospecting to a niche market
- o Brand Development
- o Marketing Your Business
- o Measuring Your Success

2. Business Development & Growth

- o Building capacity and planning for growth
- o Attracting and retaining a skilled workforce
- o Attracting and retaining a skilled workforce
- o Press/Public Relations
- o Business to Business mentoring and Peer to Peer Networking

3. Marketing through technology

- o e-commerce
- o Website development and enhancement
- o Search Engine Optimization
- o Email Communication
- o Social Media Networking

4. Financial Literacy & Fundraising

- o Understanding financials, operating efficiency
- o Managing Your Books
- o Credit and Your Business
- o Understanding Tax Credits & Benefits
- o Grant Writing & Sponsorship Development
- o Investor Relations

5. City, State and Federal contracts

- o How to become a government contractor
- o Understanding government applications, requirements, proposals
- o Assistance with W/MBE Certification packaging and process

6. Sustainable Business Development

- o Top Emerging Green Collar Industries
- o Greening Existing businesses
- o Sustainable Business Savings
- o Buy Local Networks

Outcomes:

Project outcomes are aimed at building the AACC’s reputation as the top resource for Black-owned small businesses and African-American Entrepreneurs.

Our total impact baseline is 120 companies served, results tracked and reported, and a minimum of 20% of companies served reporting progressive advancement in the development of their businesses.

IV. PROJECT MANAGEMENT

All proposals should address the following:

1. What is your organizations history and philosophy with regard to supporting the growth of entrepreneurs and small businesses?

(Max. 250 words)

2. Please provide a brief overview of your organizations capabilities.

(Max: 200 words)

3. Please provide a performance history for each of the last three years? **(Max: 300 words)**

4. Please address how you collaborate with other City, State or Federal agencies, non-profit organizations and/or educational institutions to maximize and leverage opportunity for participants? **(Max: 150 words)**

5. Please list at least five clients with whom you have had a long-term relationship and describe why the relationship has been successful. **(Max: 250 words | Bullets preferred)**

6. What type of database/software is available to accumulate data and reports? Please provide a sample report.

Key Staff/Organizational Background

1. Describe your organizational structure **(Max: 100 words)**

2. What is your organization's process for choosing team members to work on this project?

(Max: 100 words)

3. Please provide brief bios for the team you would assign to this project

(Max: 100 words each)

4. Who will be responsible for managing timelines and budgets? Please describe the process.

(Max: 100 words)

5. What programs do you have in place for enhancing skills and knowledge of your staff? **(Max: 100 words)**

6. Indicate capacity of administrative staff available to compile data and measurable incomes.

(Max: 100 words)

V. Budget

1. Your proposal should include a line-item breakdown by category

2. Please include a commitment letter(s) providing the value of any additional soft-dollar relationships that will enhance your proposal

3. Proposal should include timeline outlining project activities and requested payment structure from start date of **January 27, 2010 through March 17, 2010.**

4. Contracting agency reserves the right to withhold a portion of the final payment to consultant(s) in the event that project activity outcomes are significantly less than required.

VI. Selection Criteria

1. This proposal may be awarded to one or several consultants, thus consultants may submit proposals for the entire contract or certain components for which the consultant is most qualified and experienced.

2. Final determination will be made following a review of the consultant responses received, consideration of a consultants' ability to uniquely perform certain project activities and/or a consultant's request to only be considered for certain activities, and finally, in consideration of the budget available for fiscal year 2010.

VI. Selection Criteria (Continued)

Criteria used in the evaluation of eligible proposals received prior to the established deadline may include, but is not limited to the following:

- Proven ability to perform proposed work
- Knowledge of and experience across multiple business sectors
- Team credentials
- Excellent relationships and reputation with industry influencers and relevant partners, government entities, academia, etc.
- No conflicts of interest
- Proposal appears responsive to objectives of the project

VII. Tentative Timeline for selection & awarding of contracts

Dec. 1:	RFP document distributed to agencies/organizations
Dec. 8:	Deadline to provide notification on intent to respond
Dec 9-11	AACC available for inquiry calls or meetings
Dec. 21:	Completed RFPs due to AACC by 5:00 PM
Dec. 23:	Notify agency/organization on selection as finalist
Dec 28-30:	Finalists on-hand to respond to inquiries
Jan. 6:	Agencies/organizations notified of final selection
Jan. 11-12:	Execution of contracts and kick off meeting
Jan. 27:	Start of project activities

Timeline for service delivery: January 27 – March 17

Outcomes Reporting Requirements:

Weekly, beginning February 10th and the following Wednesday thereafter (Feb. 17, 24; March 3, 10 & 17)

VIII. Process of Evaluation

1. Please provide an email response to all contact names provided below within five business days of issuance of this RFP indicating your interest in submitting a response

2. Any questions regarding the RFP should be made via phone or a scheduled meeting. Walk-in inquiries will result in disqualification of proposal

3. RFP responses must be received no later than 5 PM EST on December 21, 2009

4. RFP responses may be submitted electronically, via mail or delivery service only- no walk-ins, please
5. Late proposals and proposals delivered by facsimile will not be accepted.
7. AACC reserves the right to reject any or all RFP responses
8. AACC reserves the right to issue multiple awards

Please submit one original, signed RFP response to each of the following no later than 5 PM EST on December 21, 2009

**African American Chamber of Commerce of PA, NJ, DE
30 S. 15th Street – Ground Floor
Philadelphia, PA 19102**

Attn: Kim Johnson and Nicole Ross Giles

RFP response contents should include:

1. Cover sheet on your organizational letterhead that includes all relevant contact information for your organization, including but not limited to, the name of the contact person, phone/fax number, email address and a brief, concise summary of the proposed project.
2. Proposal
3. Your organization's qualifications, background, and primary mission
4. Detailed budget for your project / Amount of your request
5. Appendices (as applicable)
 - a. W-9
 - b. List of Staff, Officers and Board of Directors
 - c. Reference Letters (minimum of three)

END OF REQUEST FOR PROPOSAL