



REQUEST FOR QUALIFICATIONS (RFQ Outline)

CALL FOR VENDORS: City of Charlotte Prequalified Vendor Pool

Charlotte, North Carolina

RFQ Issue Date:04/15/2024

City of Charlotte Corridors of Opportunity Team

SUBMISSION DEADLINE:

May 10, 2024

PROJECT BACKGROUND:

In the City's ongoing efforts to support Business District Organizations (BDO), recurring themes have emerged. Through this program the City intends to streamline and scale the opportunity for our existing and emerging BDOs to receive these services. These pre-selected services are structured around increasing each organization's capacity based on the given needs of each organization and intended to be conducted in a progressionary approach to best support the needs of the organization.

To accomplish this, the City of Charlotte is seeking vendors to provide select services to BDOs within the [Corridors of Opportunity \(COO\)](#). It is our goal to leverage federal ARPA (American Rescue Plan Act) funding to develop a one-time program to support capacity building of established and emerging BDOs, enabling them to grow and more effectively support and promote the businesses in their commercial districts.

PROJECT OVERVIEW:

The City, is opening an Request for Quote (RFQ), to organizations that can provide one or some of the services below. Following this RFQ, approved qualified and pre-selected vendors will be entered into a pool. After which the BDOs themselves will be applying through a separate process, where they will have the opportunity to apply for support from the pre-selected services based on their organizational needs. Based on this selection, vendors will be paired with organizations. The program will fund these selected activities at the rates provided in quotes received as part of this RFQ. The services must be under contract by December 31, 2024 and completed before December 31, 2026. The city is not intending to have one vendor carry out all of the services requested, so please provide information to us based on your organization's skill set and availability.

Please note: Inclusion in the Pool does not guarantee a commission.

BUDGET:

The program will leverage \$1 million dollars of ARPA funds to organizations across all six corridors. The services provided will need to be constructed in a way that can be deployed across multiple corridors for multiple organizations.

ELIGIBILITY:

Applicants not meeting the following eligibility guidelines will be withdrawn from consideration:

- Submittal of a complete application.
- Demonstration of professional competence and experience in working with organizations of varying sizes.
- Demonstration of the ability to provide the service(s) selected within the prescribed timeline

SELECTION PROCESS:

This solicitation process is being undertaken to enable the Corridors of Opportunity Core team to identify the most highly qualified vendors for several upcoming opportunities throughout the Corridors of Opportunity. As part of this process, applications from vendors who wish to be included in the Pool will be pre-screened by City staff for compliance with RFQ eligibility requirements.

The Corridors of Opportunity Core team will then review all eligible applications to create a prequalified pool of vendors and management businesses/organizations. Those accepted into the Pool will be notified by the City via email.

City staff will then use the prequalified pool to make recommendations to the BDOs and City departments, matching specific vendors to the participating organizations based on the services they selected.

With the vendor pool created, the Corridors of Opportunity team will open a separate application for business district organization to apply for select services based on the needs of their organization.

TIMELINE:

- RFQ Opens- 04/15/2024
- Vendor Q&A Webinar – 04/25/2024
 - Webinar Sign-up
- RFQ Closes – 05/10/2024
- Vendor Pool Selections – 05/17/2024
- Business District Applications Closes – 6/14/2024

TO SUBMIT A QUOTE:

Applications must be submitted online by 05/10/2024, time stamp. The submission form can be found here: [Grants Portal Log In](#)

The following materials will be required:

- General Company Information:
 - Name
 - Contact info (person and preferred method of contact)
 - Address
 - Registered city vendor? If yes, vendor #
 - Registered city MWSBE vendor?
 - [Apply for CBI - City of Charlotte \(charlottenc.gov\)](#)
 - Names of key staff who will provide listed services
 - Based in Charlotte?
 - Experience providing selected services to clients in any of the COO?

- Short description of service(s) and experience
- SAM.GOV Unique Entity id? If no, link to site to apply.
- Resume with Examples of Past Work:
 - Experience providing selected services to business district organizations or businesses
 - Short description of service(s)
 - Resume or portfolio demonstrating your professional history and skills as a professional service provider in a PDF document.
- Professional Background:
 - Briefly describe your experience, philosophy, and service process to provide selected services to business district organizations or similar groups.
- Experience in COO
 - If your organization has provided services in the COO, please provide examples and explain your work.
- Fill out the budget worksheet.
 - Place a nominal amount in the boxes for services that you wish to be considered for. For all other services place “N/A”.
 - Your organization will only be considered for services where you have provided this information.

SERVICES NEEDED:

- Services requested are broken up into specific categories based on the nature of the capacity provided by each activity. **Program Management Consultant** –Manage pool of service vendors and cohort of selected BDOs to ensure activities are conducted on-time and based on set rates and scopes determined during the application and solicitation process. Tasks will include executing, managing, and implementing the contracts based on the submittals from the various BDOs
 - **Project Timeline** – All contracts must be executed by 12/31/2024 and all services must be completed by 12/31/2026 (standard ARPA timeline)
 - **Program Coordination** – provider will be tasked with hosting joint trainings or workshops for participating BDOs
- **Strategic Work** - Work with BDO’s to develop or enhance their vision for their district as well as provide support to formalizing an organizational structure. The task in this section are intend to be completed in a progressionary format to best support each organization.
 - **Organizational Development and Growth:** providing resources to support organizations with establish formal organizational documents, policies, and procedures. Support established organizations with reviewing and revising existing documents.
 - Board development and training
 - Governance documents development
 - Program evaluation and data collection
 - Filing for non-profit status (501c3 or 501c6)
 - Organizational management and transition planning
 - Fundraising and fund management
 - **Goal Development**– working with the BDO board and/or leadership to develop or enhance a common collective of goals for the organization. These will help determine what are the district’s top priorities and annual program of activities.

- **Strategic Plan** – following the completions of establishing specific goals for the BDO, providing services to lead the district leadership to identify pathways to accomplishing their established goals.
- **Annual work plan and budget** – hosting training(s) to develop or enhance annual work plans that align with the organization’s goals and strategic plan and then transpose it into an operating budget
- **Communication** - Provide BDOs with communications services or assist organizations with creating a communications plan that establishes the way they promote and deliver their message to the businesses and communities they serve
 - **Communication Plan** – developing a strategic plan to help BDO’s best engage the business and community they serve
 - **Website design** – create and/or update BDO website to include organization information, member info, district boundary map, and contact information. The goal is to help organizations bolster their online presence
 - **Marketing/ Communications** – by using the strategies developed in the communications plan, organizations will be able to target their engagement efforts to bring more resources to their area and create regular engagement opportunities with the businesses within the district as a way to develop cohesion within the business community. These activities will target specific audiences the BDOs identify in their communications plan.
- **Business Development** – selected vendors will work directly with BDOs to provide services to the businesses within their district as a benefit for locating in the district. These Business Training Services can include licensing, permitting, or other business support that can be provided in a workshop or group setting to multiple businesses in the business district. Examples of training subjects include:
 - Navigating business permitting and licensing – developing a curriculum to roll out to new businesses enter the district in order to help them navigate the permitting and licensing requirements
 - Compliance – aiding existing or emerging business to ensure their activities are inline with City and County guidelines
 - Digital literacy training/ E-Commerce – providing opportunities for district businesses to learn how to leverage new technologies in order to help in streamlining their services and establish or expand their online presence and services.
 - Commercial space development and real estate – assisting businesses to evaluate location with in the district where they may wish to open their establishment
 - Financial/Accounting services – training district businesses on financial literary services including but not limited to:
 - Accounting
 - Loan management
 - Pay Roll Business needs assessment – providing evaluation metrics to aid individual businesses strategize on what the specific needs of their business is and determining their priority
 - Additional Workshops – classes to help train existing and future business owners on the skills needed to help their business thrive

By responding to this RFQ with your available services identified, if approved, you will be included in a pool of pre-qualified vendors available to the participating BDOs. The BDOs will hire vendors directly to

provide services and/or programs commensurate with skills, experience and the BDO's needs. Vendors selected from the pool will be contracted by the BDO directly to produce or provide the agreed-upon services as part of the Business District Capacity Grant program.

If you are able to provide any of these services, please submit the requested information by Friday, May 10, 2024.

Strategic Work	Unit Cost (\$)	# of Orgs Served with in timeline	Hourly Rate
a. Organizational Development and Growth			
b. Goal Development			
c. Strategic Plan			
d. Annual work plan and budget			
Communications (BDOP)	Unit Cost (\$)	# of Orgs Served with in timeline	Hourly Rate
a. Communication Plan			
b. Website			
c. Marketing/ Communications			
Business Development	Unit Cost (\$)	# of Orgs Served with in timeline	Hourly Rate
a. Navigating business permitting and licensing			
b. Compliance			
c. Digital literacy training/ E-Commerce			
d. Commercial space development and real estate			
f. Financial/Accounting services			
g. Business needs assessment			
h. Additional Workshops			

Instructions – If your business is interested in being considered to provide any of the services above submit the table, filling in the corresponding information with the service. Some of the services are designed to be a single activity therefore provide a unit cost for these activities and the number of organizations you can serve in the time frame outlined. Other services will be provided on an ongoing basis based on the organizational needs, therefore for these items provide an hourly rate to considered.

- Place a nominal amount in the boxes for services that you wish to be considered for. For all other services place “N/A”.
- Your organization will only be considered for services where you have provided this information.

PLEASE NOTE: Inclusion in the Pool does not guarantee a commission.