



City of SeaTac Request for Qualifications (RFQ) Contract for Professional Services

Purpose

The City of SeaTac is seeking two contractors for professional services to perform outreach and “pre-technical assistance” focused on small business access to capital and loan readiness of home-based businesses in the City of SeaTac.

Scope of Work

See draft SOW Attachment A below. The SOW is subject to refinement during contracting.

Minimum Qualifications & Selection Criteria

1. Documented previous successful outreach to businesses in SeaTac
 - a. Organizations with outreach in the surrounding region may be considered, however, preference given to organizations with direct experience in SeaTac.
2. Documented technical assistance services capabilities
3. Confirmation of staffing capacity to perform outreach and pre-technical assistance
4. Resumes / documentation of staff qualifications
5. Ability to document and report on performance of required tasks (examples)
6. Professional references for similar projects

Proposed Timeline

Action	Date
Request for Qualifications (RFQ) Notice	July 24, 2024
Questions Due	August 9, 2024 – 5pm
Statement of Qualifications Due	August 20, 2024 – 5pm
Consultant Interviews	TBD – August 2024
Consultant Selection	TBD – August 2024

RFQ Questions

Questions or requests for clarification regarding this RFQ shall be directed to Economic Development Manager, Aleksandr Yeremeyev at ayeremeyev@seatacwa.gov and copy to mlangbauer@seatacwa.gov. Questions must be received in writing no later than **5:00PM, Pacific Standard Time, August 9, 2024**. Questions will be compiled, answered, and distributed via email to all responding parties.

Statement of Qualifications Submission Logistics

Statements of Qualifications must be received electronically via email to the Economic Development Manager, Aleksandr Yeremeyev at ayeremeyev@seatacwa.gov and copy to mlangbauer@seatacwa.gov no later than **5:00PM, Pacific Standard Time, August 20, 2024**. No hard copy submittals will be accepted. If the file size is larger than 15 MB, contact the project manager for alternative submission options. Upon receipt of your



documents, the City will send a confirmation email. Questions about the electronic submittal process may be directed to the Economic Development Manager, Aleksandr Yeremeyev at ayeremeyev@seatacwa.gov and copy to mlangbauer@seatacwa.gov.

Preparation Costs

The City of SeaTac shall not be responsible for any costs or fees related to response preparation, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked proposer and/or award of contract and/or rejection of proposal. By submitting a proposal/response, each proposer/respondent agrees to be bound in this respect and waives all claims to such costs and fees.

Proposals/Qualifications

The City of SeaTac reserves the right to reject any or all proposals and statements of qualifications if determined to be in the best interest of the City, and to accept or reject minor informalities. Submitted documents will become public records.

Title VI Statement

The City of SeaTac encourages disadvantaged, minority, women-owned, and veteran-owned consultant firms to respond. The Recipient, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

The City of SeaTac assumes no obligation of any kind for expenses incurred by respondents to this solicitation. The City's fair labor practices and non-discrimination policies shall apply.

Accommodations for persons with disabilities

The City is committed to meeting the requirement of the Americans with Disabilities Act (ADA). To access this document in other formats please contact Economic Development Manager, Aleksandr Yeremeyev at ayeremeyev@seatacwa.gov and copy to mlangbauer@seatacwa.gov.

[RFP, RFQ, Bid, Procurement | City of SeaTac \(seatacwa.gov\)](#)



Attachment A – Scope of Work - DRAFT

Project Name:

SeaTac Small Business Capital Access Program (SBCAP) - City of SeaTac – Outreach, Pre-Technical Assistance for Business Credit/Loan Readiness, and Preparation Services – ARPA Funded (contract #3 and contract #4 related to Program Management provider (Business Impact NW - BINW) 2024-2026 related to AB 6121

Community Based Organization CBO 1 North and CBO 2 South Scope of Work Draft - updated 7/10/2024

Project Goal:

Each of the proposed scopes of work (SOW) with CBO 1 and CBO 2 will support the overarching program managed by Business Impact NW and aims to increase awareness of and expand access to technical assistance and access to business capital, ensuring that every small business in the SeaTac community is informed of and can access the resources needed to succeed. BINW will also make referrals to other funding sources as may be required by business needs.

Project Description:

CBO 1 and 2 will work with the City of SeaTac, BINW, and other partners (SBDC/Chamber) to engage and educate small businesses on programs and services through both Business Impact NW’s available services and other partner resources; these services include business capital access and general business services.

Alongside Business Impact NW, the Chamber and SBDC, the CBO 1 and CBO 2 will perform outreach and “pre-technical assistance” to home-based businesses in the (northern CBO 1 and CBO 2 in the southern) half of the City (approximately 300 home-based businesses per CBO). Each CBO will be supported by Outreach & technical assistance provider Chamber/SBDC who will lead the outreach activities to commercial businesses located in the City of SeaTac.

CBO 1 and CBO 2 will utilize digital channels, calls, community partner organization trusted relationships, printed materials, and targeted door-to-door outreach, to ensure every SeaTac business will be informed of available business services and have direct access to the CBO 1 and CBO 2, technical assistance partners (SBDC and Chamber), and Business Impact NW resources, including business training and low-barrier small business loan products.

BINW will provide training to the community partner CBO 1 and CBO 2 staff and the other technical assistance/outreach organizations to ensure the staff are well equipped to further the objectives of the Small Business Capital Access Program.

As the project matures and moves beyond the initial outreach efforts, Business Impact NW and the other contracted organizations: CBO 1 and CBO 2, SBDC and Chamber will work with the City Economic Development Staff to best support small business owners and community partners to address potential unmet small



business owner needs. This may include new targeted business training or additional language services being offered.

Project Schedule/Timeline:

The outreach work will occur starting in August/September in 2024 and 2025. The program may run into 2026.

Project Matrix – Activities, Timeline, Outcomes, and Measured Impacts

<i>Activities</i>	<i>Timeline</i>	<i>Outcomes & Deliverables</i>	<i>Measured Metrics & Impacts</i>
<p>Project Setup:</p> <p>CBO 1 and CBO 2 will engage with City and BINW to establish outreach parameters and expectations.</p> <p>Confirm with the City the list of businesses that will be used for this project- southern/northern half of City.</p> <p>Confirm with the City the Community Based Organizations/Partners performing outreach to homebased businesses</p>	<p>August /September 2024</p>	<p>Of the up to four (4) related contracts: Two for technical training for access to capital/credit/loan readiness; two CBOs for outreach and “pre-technical assistance”</p> <p>Kick off meeting with the selected outreach partners to begin onboarding and working towards the Outreach plan and timeline.</p> <p>Collaborate on outline of partners, resources, and economic development resources that will be directly or indirectly engaged in the project. (This is not a directory but a tool for developing outreach plans.</p> <p>Agreed on the list of small businesses in the City of SeaTac that will be reached in the program.</p>	<p>5 total contracts established within the program</p> <p># of businesses who will be contacted</p>

<p>Outreach Planning:</p> <p>Work with BINW and City to identify the best ways to reach business in SeaTac. This will include identifying the different types and sizes of businesses in SeaTac and how best to engage with them. This may be by email, through a community partner outreach, physically printed</p>	<p>September –2024</p>	<p>Outreach plan and timeline to reach all business owners in SeaTac North and South with selected partner participation.</p> <ul style="list-style-type: none"> Plan will identify at least one way every business will be informed of business assistance services. 	<p># of outreach channels utilized</p>
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<p>material, or targeted door-to-door outreach.</p> <p>Business Impact NW will take the lead on outreach material development for businesses that all partners will use.</p> <p>CBO 1 and 2 /other partners may create additional materials as it makes sense for their outreach efforts.</p> <p>BINW will support the outreach efforts and will follow up with businesses referred for assistance/services.</p> <p>Develop the materials and digital assets that will be used for outreach efforts.</p>		<p>Digital and printed materials for that will be used for outreach:</p> <ul style="list-style-type: none"> • Offered in top five languages spoken in SeaTac 	<p># of businesses who will be contacted and how/channel and mode</p> <p># of businesses assisted in foreign languages</p> <p># of staff hours dedicated to outreach (measures of effectiveness)</p>
<p>Reporting Implementation</p> <p>CBO 1 and CBO 2 will support the development and agree upon the intake process for clients. Business Impact NW will host and manage the centralized intake process.</p> <p>Work with the City and partners to ensure a tracking system agreed on to track metrics and output of the project.</p> <p>Business Impact NW will work with each partner to ensure meeting the minimum level of tracking needed for the City while not overburdening any of the partners.</p> <p>Business Impact NW will provide training, infrastructure, and support to smaller partner organization as required.</p>	<p>2024 - 2025</p>	<p>All partners and the City agree upon the monthly, quarterly, and annual reporting requirements for the project.</p> <p>Have an agreed-on intake/needs assessment process and tool.</p> <p>(as agreed upon) centralized intake process clients can use to be connected to partners and community based organizations.</p>	



<p>Project Implementation CBO 1 and CBO 2 will participate in BINW training of community partners who will support projects in business outreach to ensure staff is ready and knowledgeable to work with business owners in the SeaTac community.</p>	<p>August 2024</p>	<p>CBO 1 and CBO 2 staff will be trained by the BINW/other training</p> <ul style="list-style-type: none"> Partners are prepared and knowledgeable when doing small business outreach in their communities 	<p># of training hours provided to each member org.</p>
<p>Participate in the Outreach Plan with BINW/City Staff and community partners. Including bi-weekly check-in meetings, outreach tracking monitoring, and troubleshooting implementation issues as they come up. Perform outreach to assigned area with 100% coverage.</p>	<p>August - December 2024</p>	<p>Businesses are informed of business assistance services available.</p> <ul style="list-style-type: none"> Have available reportable data that shares the business reached and what channels they were reached through. 	<p># of business engagements</p> <p># of outreach channels utilized</p> <p>% of businesses reached within assigned area</p>
<p>Deliver business assistance to SeaTac businesses and subsequently refer them to engage with SBDC and BINW services, or other resources after outreach.</p>	<p>September 2024 – December 2025</p>	<p>Report of the SeaTac businesses who engaged in business assistance or loan readiness services.</p>	<p># of new businesses who sign up for services.</p>
<p>Host monthly/regular SeaTac drop-in hours as part of outreach efforts.</p>	<p>September 2024 – December 2025</p>	<p>SeaTac businesses have a place to engage in services in-person and the program is set up to serve their needs.</p>	<p># of drop-in hours</p>
<p>Systematically use the specified checklists/meeting notes format</p>			<p># of businesses that visited the drop-in hours</p>

<p>Evaluation and Reporting Throughout the process, CBO 1 and CBO 2 will work with BINW to track engagement efforts and what businesses reach out to and engage in Business Impact NW services/other referrals to resources.</p>	<p>September 2024 – end of program: Monthly check-ins with</p>	<p>The desired outcome is that more businesses engage in business assistance services at the end of the outreach campaign than had previously used services.</p>	<p># of new SeaTac Business owners contacted by each CBO</p>
<p>Partners will report any services provided to business clients.</p>	<p>quarterly updates+ end of</p>	<p>To improve businesses financial literacy and access to business capital</p>	<p># of new</p>



	year/end of contact report		SeaTac Business owners utilizing SBDC training / services # of new SeaTac Business owners utilizing Business Impact NW Services # of businesses who access business capital # amount of business capital accessed by SeaTac businesses as a result of the program # of jobs created # of jobs preserved



<p>Feedback Loop Survey to SeaTac Businesses who engaged in services to better understand their experiences and needs.</p>		<p>Survey results that will evaluate how the needs of SeaTac businesses were met during the outreach phase of the project.</p>	<p># of new SeaTac Business owners utilizing a partner business resource</p> <p>Survey results</p>
<p>Asses and Design Year 2 At the end of year one, CBO 1 and CBO 2 will work with Business Impact NW, partners, and with the City to create and design/refine year two’s outreach and service delivery.</p> <p>This may include tailored business assistance and loan readiness training, cost-share initiatives, more drop-in hours, or other initiatives identified through feedback from this program and other city programs</p>	<p>December 2024 Or as needed</p>	<p>A refined scope of work for January 2025-December of 2025 of the project</p>	

DRAFT Project Annual Reported Metrics and Impacts (Summary) – to be confirmed once partners on board. The below reflect the estimated technical credit readiness/capital access assistance provided by the program.

<i>Reported Metric or Impact</i>	<i>Estimated Goal (Annual)</i>	<i>System of tracking</i>
# of SeaTac Businesses reached by the program	1,350* CBO 1 and CBO 2 will reach out to about 300 home-based businesses each.	Outreach plan tracking through Internal CRM (BINW)
# of SeaTac home-based Businesses who sign up for business assistance or loan readiness services with SBDC / BINW	150** per CBO	Internal CRM
% of clients who report a better understanding of business, financial management, and lending process	80%	Follow-up client surveys
# of direct client outreach hours provided	1000** per CBO	Internal CRM
# of SeaTac Businesses and aspiring entrepreneurs who sign up to take a Business Impact NW training / SBDC	75** per CBO	Internal CRM
# of SeaTac Businesses and aspiring entrepreneurs who sign up to take other business capital/business development training	35** per CBO	Internal CRM
Other Race/Ethnicity demographics as requested by city		

*There are about 750 commercial businesses and about 600 home-based businesses in the City of SeaTac.

The intent would be to reach all licensed businesses (approx. 1,350) over the course of the program by combined efforts of all contracted organizations.

** number directly related to each CBO 1 and CBO 2 work.

Qualifications: CBO's will be selected through RFQ process. BINW will assist City with the process.

Please provide information on CBO 1 and CBO 2 qualifications / relevant previous experience.

Access to Capital:

Please provide CBO 1 and CBO 2 experience with helping businesses access capital.

Project Budget

Small Business Capital Access Program (SBCAP)	2024	2025	2026	Total
CBO 1 (North Half of SeaTac) Outreach, Pre-Technical Assistance for Business Credit/Loan Readiness, and Preparation Services	\$ 30,000	\$ 70,000	\$ 0	\$ 100,000
CBO 2 (South Half of SeaTac) Outreach, Pre-Technical Assistance for Business Credit/Loan Readiness, and Preparation Services	\$ 30,000	\$ 70,000	\$ 0	\$ 100,000