

# Request for Proposal

RFP: <b>Impact of Cost Sharing</b>	Proposal Due By: <b>12-10-2022</b>	<b>Colorado Enterprise Fund</b>
<p><b>Project Overview:</b>  <a href="#">Colorado Enterprise Fund</a> (CEF) is an award-winning nonprofit community development financing institution founded in 1976. We spur entrepreneurship and economic vitality in Colorado communities by providing loans and business navigation services. We make loans from \$1,000 to \$1,000,000 to small businesses that do not qualify for traditional financing, helping them participate in the economic mainstream and fulfill their dreams of business ownership. We offer to all borrowers extensive strategy, marketing, accounting, and legal support through our Business Navigators team of experts.</p> <p>The individual assigned this project will accelerate our program of creating impact through cost sharing of technical assistance (TA) efforts of CEF’s non-profit partners. To date, we have deployed \$66,500 to seven partners. Through SBA funding expiring June 30, 2023, CEF has the opportunity to create more community impact than at present. Cost sharing of TA is a new concept to CEF and to our partners. Therefore, some degree of soft selling is required, even though this service is entirely free. The acquisition of impact data from partners is the only conceivable “cost.” As such, soft selling is again required to obtain it.</p> <p>A track record of soft selling, along with a thorough understanding of non-profit culture, is required for this role. Acquaintance with SBA procedures is a plus, as is working with the SBA in any capacity or being recognized by the SBA for service. A track record of working with non-profits serving small businesses owned by Black Americans and people of color (BIPOC) and women is another plus.</p> <p>This is a 1099 contractor role.</p>		
<p><b>Project Goals:</b></p> <ul style="list-style-type: none"> <li>● Accelerate cost sharing of CEF SBA funding, until allocated funds are depleted, prior to June 30, 2023.</li> <li>● Perform these goals according to SBA impact documentation requirements.</li> <li>● Help CEF partners achieve meaningful small business impact through this cost sharing.</li> <li>● Capture from partners their impact data for CEF’s marketing and grant-writing purposes and reporting to the SBA.</li> <li>● By means of this program, enhance CEF’s stature in the eyes of our partners to the end that they promote our lending services to their membership with resulting loans.</li> </ul>		
<p><b>Scope of Work:</b></p> <ol style="list-style-type: none"> <li>1. Develop partner leads from Manager, Business Navigators, our director of lending and other CEF officials.</li> <li>2. Independently develop new leads among non-profits in Colorado delivering TA to small</li> </ol>		

businesses.

3. Deploy cost sharing according to tightly controlled parameters satisfying SBA requirements. Please examine our current document for setting expectations with partners: [Technical Assistance Support Offer](#).
4. Improve the above document, to make it easier to read and more appealing. As possible when CEF's policies evolve, create different offers for different purposes.
5. An example of a "different purpose" is scholarships for partners' programs that cannot be afforded by potential participants. Prime targets are 1) the La Receta food truck incubator provided by Mi Casa Resource Center and 2) Leading Edge programs provided by most Colorado Small Business Development Centers. While satisfying as many of these scholarship targets as possible, develop and satisfy more.
6. Improve the current method of collecting partners' impact data arising from TA activities we support. Devise a way of making the collection easier for the partner. A possibility is providing a secure link to a partner's folder in Zoho Work Drive. Experiment and find what's best.
7. Improve the current method of making partners' impact data available to our accounting function for SBA reporting.
8. Quantify new leads for loans emanating from the support.
9. Devise and employ a method using our CRM (Zoho) to track loans arising from participants in partner's TA supported by cost sharing. This method must be devised to survive the end of this project.
10. Devise and employ additional methods of providing impact information from the program to fuel our marketing and grant writing functions at CEF.
11. Perform additional tasks pertaining to this scope of work as they are envisioned.
12. Assist the Manager, Business Navigators, in improving the envisioned procedures.

Note: This project supposes an end date of June 30, 2023. However, given the success of the program, similar SBA funding could be awarded starting July 1, 2023, meaning the end date of this project could be extended. By contrast, an end may be imposed by CEF at any time due to funding availability and state and federal regulations. We will formally review performance after 3 months.

#### **Current Roadblocks and Barriers to Success**

- As mentioned, the newness of this program makes acceptance by partners sometime lower than hoped for.
- Receiving impact data by partners to-date has been difficult, even though requirements for such data is made known to participants. Production of impact data by participants is seen as a "cost."

#### **Evaluation Metrics and Criteria**

- Measured productivity towards each of above goals and items in statement of work.
- Positive partner experiences as collected anecdotally in writing.
- Documented new loans from partners' participants in TA supported by our cost sharing.
- Innovation in the project to make it better than presently conceived, to better meet the above goals and items in the statement of work.

#### **Submission Requirements**

<ol style="list-style-type: none"> <li>1. Submit a document addressing your plan for accomplishing the Statement of Work.</li> <li>2. Submit a cover letter and resume.</li> <li>3. Submit additional documents or links describing past work products relevant to this RFP.</li> <li>4. State your proposed hourly rate for this 1099 contractor role. Note that we seek the best value for investing in the chosen candidate's experience and capabilities.</li> <li>5. State your proposed average hours per week.</li> </ol>		
Project Due By: <b>As agreed in contract awarded.</b>		Budget: <b>As agreed in contract.</b>
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