

REQUEST FOR PROPOSAL
for HISPANIC OUTREACH CONSULTANT
for SMALL BUSINESS TECHNICAL ASSISTANCE
for Central and Southern Counties in New Jersey

Summary of Scope

The New Jersey Economic Development Authority (EDA) is seeking proposals from qualified New Jersey contractors capable of designing and implementing a community-based marketing and technical assistance model to start, run and grow Hispanic-owned small businesses in New Jersey. The specified geographic territory includes nine counties of south/central New Jersey - Mercer, Burlington, Camden, Ocean, Atlantic, Cape May, Salem, Gloucester and Cumberland (the "service area"). The model is to align with an existing program in the northern counties.

Distribution of RFP

Mailed to enclosed list. The RFP will also be available on Monday, November 20, 2006:

1. for pick-up between 8:30 am and 4:30 pm at EDA's office at 36 West State Street, Trenton, NJ 08625
2. on the EDA website at www.njeda.com

Background

The EDA is an independent, self-sustaining state financing and development agency that works to promote economic growth, job creation and the revitalization of New Jersey's communities with financing assistance, technical support, entrepreneurial training and real estate development activities.

The New Jersey Development Authority for Small Businesses, Minorities' and Women's Enterprises (NJDA) was created in 1984 as an independent Authority and is managed by EDA to promote the development of small businesses, specifically women and minority owned enterprises. The NJDA/EDA provide loans and loan guarantees and administer the Entrepreneurial Training Institute (ETI). ETI is an innovative program that offers training to help prospective entrepreneurs create a business plan and learn the basics of operating a business. Since 2003, the Hispanic Outreach Initiative (HOI) developed in 12 northern counties. A description of the Authority and its programs is available at www.njeda.com.

Purpose of Technical Assistance

The EDA seeks to expand outreach and technical assistance to Hispanic start-up and existing businesses in New Jersey. We intend this expansion to coordinate EDA's current educational offerings and mentoring assistance through the ETI with enhanced individualized consultative assistance particular to a given industry or category of business. The services for HOI are being expanded to the service area under this proposal.

The services needed for this contract include design and development of an effective community-based outreach to market this technical assistance model, ongoing consultative assistance in implementing the model and evaluating its effectiveness at advancing EDA goals identified below.

EDA Goals for Technical Assistance:

- Align the Hispanic Outreach Initiative (HOI) with the Governor’s Economic Growth Strategy #5 - “Encourage entrepreneurship and the growth of small, minority-owned and women-owned businesses”
- Market the EDA, ETI, HOI for both technical assistance and financing opportunities
- Assist EDA with outreach and business services in the Hispanic community
- Develop partnerships with support services and resources, community and membership organizations and funding sources
- Provide direct technical assistance in alignment with ETI’s model
- Deliver topical workshops for entrepreneurs and assist in delivery of ETI, mentor business owners and network resources

Criteria for evaluating proposal (not necessarily listed in order of significance):

- Responsive bid from a responsible bidder whose proposal provides the most advantageous offer to EDA/NJDA, price and other factors considered
- Experience and knowledge in adult education, business operation in New Jersey, lifecycle of business and the financing process
- Affiliation with and participation in entrepreneurial and business technical assistance organizations
- Sound technical assistance and quality resources proven and accepted within the business financing community
- Completeness of bid and response in sufficient detail for the evaluators to analyze the bid and make sound judgment

Duties and obligations of contractor:

- Accept and assume the duties and obligations of the Contract (draft enclosed). Term of the contract - one (1) year beginning January 1, 2007 through December 31, 2007
- Participate with EDA/NJDA in marketing technical assistance services
- Develop outreach and partnerships with at least 30 community and membership organizations in the service area; participate in a minimum of 15 networking events and conduct four (4) walking tours with a goal of reaching 600 Hispanic entrepreneurs
- Participate in a minimum of six (6) media or marketing opportunities such as press releases, articles, targeted mailings

- Host at the least three (3) training modules/information workshops for targeted audience with a goal of 30 entrepreneurs participating
- Provide technical assistance through one-on-one mentoring for a minimum of 200 hours
- Report deliverables and metrics quarterly
- The Authority reserves the right to reject any and all responses to this Request; to schedule interviews with and to request additional information from any and all firms; to waive any requirements, or minor informalities; to modify or amend, with the consent of the submitting firm, any statement, as may be permitted by law; and to effect any agreement deemed by the Authority to be in its best interest, and the best interest of the State of New Jersey
- Set Aside - If awarded a contract, the firm will be required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27. The EDA encourages the participation of Small Business Enterprises (SBE) firms as certified by the New Jersey Commerce, Economic Growth and Tourism Commission for services subject to this RFP and will be applied and considered in the determination of the selected firm. Information regarding SBE certification can be obtained by contacting the Commerce Commission at 20 West State Street, Trenton, NJ 08625 or 609-292-7262

Pricing: Not more than \$35,000 for one-year contract, may be renewable based upon performance and EDA's continued commitment to HOI

Timeline and Submission of Proposal:

- Proposals must be received by **11 am, Thursday, November 30, 2006**
 - **Four (4) copies** of the proposal, including pricing, should be submitted. Please limit the length of the proposal to **four (4) pages**
 - Submit proposal to: Marion Zajac, ETI Program Manager
Mailing address: New Jersey Economic Development Authority
P.O. Box 990
Trenton, NJ 08625-0990
- Shipping/Delivery Address: New Jersey Economic Development Authority
36 West State Street
Trenton, NJ 08625 (Telephone: 609-292-9279)
- Facsimile submissions will not be accepted
 - Any bidder attempting to contact government officials (elected or appointed), EDA or NJDA Board members and staff in an effort to influence the selection process may be immediately disqualified
 - Questions on this RFP may be directed in writing to Marion Zajac, ETI Program Manager, by fax to (609) 292-2751 or email eti@njeda.com by 12 noon, Wednesday, November 22, 2006. All questions and responses will be posted on EDA's website by 5:00 pm on Monday, November 27, 2006

Bid Format

- State full name, mailing address, telephone and fax numbers and e-mail address of the principal contact person from your firm who is responsible for this submission
- Provide background information on your firm that you believe would be significant and relevant to the Authority's review, including:
 - Is firm minority or woman owned?
 - Is firm registered as a small business with the New Jersey Commerce, Economic Growth, and Tourism Commission?
 - Does the firm have a presence in New Jersey?
 - Provide names, roles, and resumes of individuals who would be responsible for this Contract
 - Proof of insurance as specified in the draft contract (attached)
- Acknowledge the term of the contract - one (1) years beginning January 1, 2007 through December 31, 2007
- Describe the outreach and technical assistance delivery models for businesses to be serviced, including but not limited to start-up or expanding small businesses through ETI and growing businesses within EDA's and NJDA's financing portfolios
- Include partnerships with community and membership organizations and other resources and tools for achieving the goals and criteria as outlined in the Request for Proposal
- Confirm pricing for the services described in the Request For Proposal. Base the price on an annual fee to be paid in two payments
- Provide the Authority with three (3) references able to attest to the firm's experience with, and performance on, similar contracts. Include full names, titles, addresses and telephone numbers
- Include bidder's signature to guarantee all pricing to be firm for the full term of the contract and represents the bidder's acknowledgment and acceptance of all RFP terms as well as the terms contained in the applicable Contract
- By submitting a proposal, the bidder covenants and agrees that it has satisfied itself from its own investigation of the conditions to be met, that it fully understands its obligations and that it will not make any claim for, or have any rights to cancellation or relief, without penalty, because of any misunderstanding or lack of information
- The Contract may not be subcontracted or assigned by the successful bidder in whole or in part, without the prior written consent of the Authority. Such consent, if granted, shall not relieve the successful bidder of any of its responsibilities under the Contract
- Compliance documents are required by the State of New Jersey and are attached to the RFP at www.njeda.com and available for pick-up at EDA's offices. Each document must be completed, signed and returned with the Bid:
 1. Business Registration Certificate, issued by the NJ Division of Revenue
 2. Public Law 2005, c.51 (formerly EO134) - Political Campaign Contributions
 3. AA302 - Affirmative Action
 4. EO129 - Offshore Disclosure Certificate

END