REQUEST FOR PROPOSAL

ACCESS TO CAPITAL, JOB CREATION, AND LOAN CONSULTING

Submissions are due by 3:00 p.m. Wednesday, August 31, 2021

Initiating Change in Our Neighborhoods Community Development Corporation (ICON CDC) provides free business services to persons who reside and business owners whose businesses are located in the City of Los Angeles resulting in creating and retaining jobs, and creating a more sustainable and livable city.
Brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD) and the North and South Valley BusinessSource Center.

***Initiating Change in Our Neighborhoods Community Development Corporation* (ICON CDC)** is requesting proposals from qualified and experienced financial consultants to provide direct business technical assistance and training to small businesses and microenterprises participating in the Los Angeles BusinessSource Center System (LABSC). The award will be made to a responsive and responsible firm based on the best value and professional capability. The selected firm will be responsible for providing business development through access to capital, job creation, loan packaging, and consulting. We invite your firm to submit a proposal to us by Monday, August 16, 2021 for consideration.

INTRODUCTION

ICON CDC is a 501(c)(3) community-based, California not-for-profit organization located within the City of Los Angeles, in the communities of Panorama City and Pacoima. ICON CDC has served the San Fernando Valley small business community for 19 years by empowering residents and small businesses through programs that support social, civic and economic development and education.

As the operating agent of the North and South Valley BusinessSource Center, *Initiating Change in Our Neighborhoods Community Development Corporation (ICON CDC)* provides free business services to persons who reside and business owners whose businesses are located in the City of Los Angeles resulting in creating and retaining jobs, and creating a more sustainable and livable city, brought to you in partnership with the City of Los Angeles Economic and Workforce Development Department (EWDD). For more information, please visit our website at https://iconcdc.org

ICON CDC is currently in the procurement process for the next round to continue operating the City of Los Angeles North and South Valley BusinessSource Centers. Currently this contract will be awarded to successful proposers for an initial period of four (4) months, September 1, 2021 to December 31, 2021 with an option to extend up to three (3) years and (2) additional one-year terms, depending on approval from the City of Los Angeles Economic and Workforce Development Department and contingent upon the availability of funds, evaluation of subcontractor's performance, subcontractor's continuing compliance with applicable federal, state, and local government laws and regulations. ICON CDC reserves the right to adjust the contract term, amount and scope in order to best serve the needs of City residents and regulations of the grant or fund sources.

STATEMENT OF WORK

Proposed experienced financial consultants are applying as a Subcontract(s) with ICON CDC for the North and South Valley BusinessSource Center. The services subcontracted include but are not limited to; small business enrollment, a variety of access to capital, business growth models, financial consulting, loan packaging, job creations and retention.

- Subcontractors shall provide and deliver access to capital, including packaging loan proposals and matching business profiles to lender's criteria. Number of total loans funded seven (7) and enrollments of fifteen (15) small businesses who currently or anticipate employing six (6) or more employees up to 500 employees with annual gross sales not expected to exceed $7.5 million once the business is legally operating.

- Subcontractors must be able to provide evidence of formal relationships with a variety of lenders.

- Subcontractors must have an adequately diverse source of capital that will serve Microenterprise and Small Business clients. The subcontractor will be required to provide ICON CDC with a list of loan types and sizes that they are offering or have access to along with the qualifying criteria for those loans.

- Subcontractors shall develop capital resourcing that leads to an increased likelihood of additional jobs being created or retained of which at least 51% will be held by or made available to LMI individuals living in the City and shall provide information on these sources to ICON CDC and their business clients.

- Applicants shall target, recruit and serve both Microenterprise and Small Business clients in the City of Los Angeles in order to create and retain jobs according to the Los Angeles BusinessSource Center System.

- Applicants shall provide training, instruction, technical business assistance and consulting (in both English and Spanish) particular to the business' needs in order to stabilize the business ensuring the profitability of the business, which will lead to a greater propensity to achieve access to capital. The accessed capital then leads to retention of jobs.

- Applicants shall provide assistance to Microenterprise and Small Business clients including financial analysis, projections preparation, cash flow management, loan assessment, and other services.

- Applicants will provide training sessions for ICON CDC staff including but are not limited to idea development, company structure and type, business plans, profitability analysis, and other relevant workshops, training and services.

- Applicants must have the capacity to support staff in the creation of additional jobs through training, coaching and joint meetings with clients.

- Applicants are required to generate verifiable jobs through the provision of business services, as proven by the generation of HUD forms and client files with case notes adhering to HUD rules and regulations. Applicants shall be paid on a performance basis monthly retainer. All jobs must be verifiable and include an Individual Business Service Agreement (IBSA) for all enrolled Clients with original "wet" signature; Job Creation/Retention Certification Form with original "wet" signatures, List of employees with position titles prior to receiving services, List of employees with position titles after receiving services, Client Service Notes; Secondary evidence documentation showing the business is in operations a start-up businesses and/ or proof the business was about to layoff their employees for businesses with job retention; and other required documentation. Incomplete and unsigned documents shall not be accepted.

- Applicants are required to generate at least 20 verifiable jobs by the end of the contract which ends December 31, 2021.

TIME AND PLACE OF SUBMISSION OF PROPOSALS

The RFP will be posted on our website, https://iconcdc.org and can be downloaded from there directly. All proposals must be submitted in the English language, and all numerical data must be the dollar-foot-pound-seconds units of measurement.

Late or incomplete proposals will not be considered. ICON CDC shall have the sole discretion in determining the completeness of each proposal. All proposal submissions will be responded to once a decision has been made.

Submissions are due by 3:00 p.m. Wednesday, August 31, 2021

Submit via mail, email or deliver in person to the following address:

ICON CDC
Lorraine Garcia, Program Director
8248 Van Nuys Blvd.
Panorama City, CA 91402
lgarcia@iconcdc.org

Mailed or hand delivered proposals must be enclosed in a single, sealed package plainly marked with the words"*RFP-FinancialConsulting."*

All questions must be submitted via email to Lorraine Garica, lgarcia@iconcdc.org; with the subject line "*RFP-FinancialConsulting Questions,"* questions received any other way will not be addressed.

PROPOSAL SPECIFICATIONS

Please provide the following information in your proposal:

1. Include a Cover Page (Must be completed entirely, if not bid will be disqualified.) The cover letter of each proposal should be limited to one page. The letter must include the title, address and telephone number of the person or persons who will be authorized to represent the proposer. The letter must be signed by a company officer authorized to bind the company to all commitments made in the proposal.

2. The bid should be 2-3 pages in length (Not including cover page), Microsoft Word or PDF format, and 10-12 point Times New Roman font.

3. Description of the firm that includes a general overview, names and credentials of creative team, number of full-time employees.

4. Describe ability and experience demonstrating at least 7-10 years of experience in small business development, business loan workshops, and working with local and state economic development departments. Applicants must cite previous accomplishments vs. stated goals and offer referrals of organizations or clients for whom they have performed similar work. Failure to provide referrals or relevant examples will be considered not responsive and is cause for disqualification from consideration.

5. Describe program design and current services that proposer provides to the local community that are most similar to the program proposed in this RFP. If the program has engaged in lending or packaging of loans, provide quantifiable evidence of the number and type of loans the proposer has successfully provided up until now. Narrative should provide information on the types of

businesses that are served through the proposer's existing programs, with detail on industry and size of business.

6. Describe three to five suggestions for potential training for staff development/ skill building around job-creating small business services. Each training should include a 2-3 sentence summary.

7. Must submit a bid amount for specific metrics including job creation, loans, and loan amounts.

8. Each proposal must be signed on behalf of the proposer by an officer authorized to bind the proposer, and must include the following declaration:

   This proposal is genuine, and not sham or collusive, nor made in the interest or in behalf of any person not herein named; the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham bid, or any other person, firm or corporation to refrain from submitting a proposal; and the proposer has not in any manner sought by collusion to secure for himself an advantage over any other proposer.

EVALUATION CRITERIA

TECHNICAL EXPERTISE	Background, experience and qualifications of the firm.	**25/100**
ABILITY	Demonstrates quantifiable track record of success in desired outcomes.	**25/100**
PROGRAM DESIGN	Plan to meet specific goals outlined in this RFP including targeting, job creation and staff training.	**25/100**
COST	Cost reasonableness per job creation and number of loans	**25/100**

Sincerely,

Lorraine Garcia, Program Director
Initiating Change in Our Neighborhoods
Community Development Corporation (ICON CDC)