



MUNICIPALITY OF NORRISTOWN

A HOME RULE MUNICIPALITY

235 EAST AIRY STREET
NORRISTOWN, PENNSYLVANIA 19401-5003
(610) 272-8080
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FAX:

FINANCE: (610) 270-0445
ADMINISTRATION: (610) 275-0687
PUBLIC WORKS: (610) 279-3603
PLANNING: (610) 270-2892
CODE/BLDG.: (610) 279-7548

ANNOUNCEMENT

REQUEST FOR PROPOSALS

COMMUNITY DEVELOPMENT BLOCK GRANT-NORRISTOWN SMALL BUSINESS ASSISTANCE

The Municipality of Norristown's Department of Planning and Municipal Development is seeking proposals for professional assistance for Small Business Assistance.

BACKGROUND

The Municipality of Norristown is a recipient of Community Development Block Grant (CDBG) funds. It is the policy of the Municipality to comply with 24 CFR 570.506 (b) (5), to make jobs available to low- and moderate-income persons. The Municipality of Norristown is an economically distressed urban community located in Montgomery County. Approximately 51% of Norristown's residents meet the Department of Housing and Urban Development's standard for low/moderate income levels. Subsequently, the Municipality will allocate approximately \$ 40,000 of FY 2021 entitlement CDBG Funds on an annual basis for the Norristown Small Business Assistance Center (NSBAC).

The NSBAC was established to provide professional services to small businesses located in, or wishing to locate in, the Municipality of Norristown. This facility provides needed technical services within walking distance to many local business owners in the municipality.

SCOPE OF SERVICES

The Planning and Municipal Development office is seeking professional services for the following tasks:

A. SERVICE REQUIREMENTS

The Municipality is requesting small business development services for a three (3) year contract, renewed annually, to perform the following tasks:

1. Provide business with both start-up and ongoing assistance, such as the development of business and marketing plans, record keeping, accounting, personnel development, etc. This assistance is limited to micro-enterprise.
2. Coordination with the Assistant Planning Director in the creation of literature, such as outreach brochures and flyers for direct mailings and postings in public locations.



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3. Work in close conjunction with the Assistant Planning Director to identify the needs of the small business community, and address those needs through various means, including but not limited to, development of workshops and seminars.
4. Work with small business owners to help make jobs available to at least 51% of low- and moderate-income individuals.
5. Maintain record of jobs created or maintained using documentation provided by the Planning and Municipal Development office.
6. The NSBC is required to submit to the Municipality the original executed agreement with the local business receiving technical assistance.

B. MEETING (S)

1. The applicant must maintain a presence at the NSBAC for a minimum of ten (10) hours per week, with an additional ten (10) hours at this or other locations as needed.

C. REPORTING REQUIREMENTS AND MONITORING

1. Monthly Fiscal and Programmatic Reporting

Submit detailed financial, performance and demographic reports to the Municipality monthly. Monthly financial invoicing must be submitted to the Municipality by the 15th day of each month for the previous month. The Municipality of Norristown may periodically request additional programmatic or statistical information outside the normal reporting requirements. (A monthly report template will be provided).

2. Semi-annual Reporting

Semi-annual reports will be required that summarizes the municipal wide small business development program, assesses its effectiveness, notes any specific business needs and or emerging trends. This report must provide and update for the total number of businesses and individuals served and how many jobs created or retained. The types of jobs and rate of pay will also be included in addition to demographic information. A Semi-Annual report will be due to the Municipality of Norristown by the 15th day of March each program year, reporting on the period from September 1 through February 28/29. A second Semi Annual report will be due to the Municipality by September 15, reporting on the period from March 1 to August 31 for each project period. (A semi-annual report template will be provided). At the completion of the three-year contract period, the final annual report due will be a FINAL report. (See Final Reporting)



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3. Final Annual Reporting

A final annual report will be due thirty (30) days after the conclusion of the three (3) year project period. The report will consist of outcomes and accomplishments achieved in the municipality for all three (3) contracted project years. The Final Report will require the SBDC to report their impact and effectiveness, including follow up activity that may have occurred regarding the creation and or retentions of jobs and other technical assistance. The final report must also contain the TOTAL number jobs created and or retained during the three (3) year project period and the demographics served. The TOTAL number of small businesses served, including demographics must be reported for the entire three (3) year project period. The final report must also address any barriers to job creation and or retention that may have occurred during the three (3) year project period and how it was addressed. (A final report template will be provided).

4. Monitoring

The Municipality will participate in monitoring efforts and conduct additional monitoring as needed. Contractors must make all programmatic and fiscal records available for review as requested with adequate notice by municipal staff.

5. Records Maintenance

Contractors and any subcontractors must maintain records for at least five (5) years. After this period, the contractors and advised to dispose of records in a secure manner.

6. Required Information

Proposals provided to the Planning and Municipal Development office for this project should include the following information:

- A. A concise description of other consultation services that the applicant has provided on behalf of an urbanized municipality. This must include listing of prior positions and contain contact information for references.
- B. If the proposal does not specify a sole applicant, a lead consultant must be identified, and a list must be submitted that identifies the specific personnel who will be assigned to the program along with a description of their professional qualifications and work experience. This list should clearly identify specific tasks that each person will be expected to accomplish along with the proportionate amount of time that each person will spend on the program.



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- C. A written statement which clearly demonstrates an understanding of the program and an ability to work with a broad and diverse group of constituents, including government entities. Examples must be provided.
- D. A cost proposal, which specifies the hourly rates of all assigned personnel, a breakdown of all associated costs and fixed “not to exceed” figure for all work to be performed.
- E. A demonstration of the applicants’ extensive knowledge of the Department of Housing and Urban Development’s Community Development Block Grant (CDBG) regulations as they relate to micro-enterprises and the ability to strictly adhere to those regulations when implementing daily tasks, including the collection of data necessary to meet reporting requirements.
- F. A demonstration of the applicant’s knowledge of small business and employment trends in the Municipality of Norristown and a brief description how to address any issues.

7. **REQUIRED INFORMATION**

The Municipality of Norristown will be responsible for evaluating and selecting the applicant and for determining their goals and objects. Negotiations and award of the contract will be to the applicant that provides the most advantageous proposal, all things considered, including price and cost. The Municipality of Norristown reserves the right to reject all proposals.

Criteria have been established to guide the evaluation of each proposal. The top ranked applicants may be asked to make an oral presentation to representatives from the Municipality of Norristown. The oral presentation will also be evaluated on the following criteria. In addition, it is expected that the applicant’s lead consultant/project manager will take part in any oral presentation. The criteria are as followed:

- A. Previous experience providing small business outreach and one-on-one technical assistance and support on behalf of an urbanized municipality, with a population of at least 30,000 individuals, including a significant percentage of low- and moderate-income households.
- B. Costs as reflected in the “Not to Exceed” figure.
- C. The number of hours of service to be provided for each task in comparison to other applicants.



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- D. Understanding of the project and availability of the applicant to work on this program.
- E. Knowledge or ability to adhere to the rules and regulations of the Department of Housing and Urban Development's Community Development Block Grant (CDBG) program as related to micro-enterprise.
- F. Demonstrated interpersonal skills:

This project will require the applicant to work closely with local government officials, the local business community, and the public. The quality of written, oral, and graphic communication skills of the applicant will be considered.

8. PROPOSALS DUE

Proposals should be submitted to:

Jayne Musonye
Director of Planning and Municipal Development
Municipality of Norristown
235 East Airy Street
Norristown, PA 19401

Proposals are due no later than **3:00 pm** on **03/25/2021**. For further information, please contact the Planning Department at (610) 270-0451. Proposal received after this date will not be accepted.