

Office of Economic Development

Legacy Business Program

Request for Qualifications

The City of Seattle's Office of Economic Development (OED) works to maximize Seattle's potential as a thriving hub for businesses, jobs, robust neighborhoods and economic opportunity for everyone in our city. We are committed to supporting a diverse economy which benefits the whole city by promoting access to economic opportunities for all of Seattle's communities.

OED provides services to businesses through advocacy, small business development, consulting services, business and technical assistance, and workforce development. In addition, the office provides assistance for companies who are looking for strategies to enhance the daily operations of their business. OED provides these services directly and in collaboration with other organizations.

OED seeks partners to develop and implement a Legacy Business Program within the Small Business Development program. We strongly encourage industry expertise to create innovative and new promotional and marketing opportunities for Legacy Businesses in the small business community and firms with complementary skills to deliver these services.

Background

In September of 2016, OED released the Mayor's Commercial Affordability Advisory Committee Recommendations Report. The Committee created a list of recommendations intended to support small businesses in a climate of rapidly changing market forces.

The report included a recognition that legacy businesses make important economic and cultural contributions, and recommended further study around support systems and policies for such businesses. Consequently, at the initiative of Councilmember Herbold, City Council included funding for a study to better understand issues around legacy businesses and consider recommendations to support legacy businesses.

Conducted in 2017, the Legacy Business study defined legacy businesses as "a type of small business that supports community identity and stability through its long tenure." The study recommends targeted outreach, marketing, promotion and technical assistance for legacy business and the creation of a comprehensive Legacy Program.

For details and supporting data, please read the committee's report:

https://www.seattle.gov/Documents/Departments/economicDevelopment/22820_Legacy_Report_2017-09-25.pdf

Program Area

Legacy Business Program: OED is seeking partners to design and implement a Legacy Business Program that is promotion and marketing based, highlights the specific positive commercial and cultural attributes of legacy businesses, and supports their specific needs and continued growth.

This is a program with one-time funding for 2018.

All City of Seattle programs are created and examined with a Race and Social Justice Initiative lens. The design and implementation of a Legacy Business Program will include that directive and partners

will be asked to deliver proposals that include attention to racial equity along with key outcomes that serve barriered communities including communities of color, women, and lgbt community members.

Respondents interested in this program should share their qualifications and experience in designing and implementing promotional and marketing programs. OED is seeking consultants with expertise in assisting established businesses and, in particular, small businesses.

Designing and Implementing the Legacy Business Program will include the following pieces of work;

- Outreach to the legacy business community for identifying promotional and marketing support that will be most valued by legacy businesses with a focus on barriered communities
- Feasibility analysis of proposed promotional and marketing actions, making effective use of the available, budget funds
- Implementation of program, with support from the Office of Economic Development

If your organization/firm is interested in competing for the Legacy Business Program design and implementation, please prepare a proposal of no more than 5 pages outlining qualifications and experience including examples of relevant work (such as special events or social media marketing), particularly in support of WMBEs. The proposal should describe your outcomes and successes as it relates to your experience/expertise. Additional attachments can be provided to include: resumes of key personnel, joint venture or partnering firm profiles, relevant promotional and marketing materials from your portfolio, and letters of recommendation.

The budget available for the Legacy Business Program is one-time funding of \$25,000 in 2018. This budget amount will cover both the costs of the qualified consultant's work as well as the implementation of promotional and marketing actions benefitting legacy businesses.

Schedule

Proposals due to the Office of Economic Development: **2/12/2018 (5:00 PM PST)**

Finalist interviews: **Week of February 19, 2018**

Notification of selection: **Week of February 19th, 2018**

Contracts

OED will develop contracts with the successful organization(s). The contracts will include a scope of work and project milestones and outcomes. Reimbursement will be based on achievement of project, milestones, and outcomes. OED retains the right to revise budget requests to reflect funding availability.

Protest Procedures

In the event that an unsuccessful RFQ respondent wishes to protest the selection of a successful respondent, they must do so by submitting in writing the reason for the protest to the Director of OED. Any such protest must be received within three (3) business days of receipt of notification of the successful respondent.

The decision of the Director will be final and conclusive unless the respondent affected makes a written request for reconsideration by the Director. Such a request must be received within three (3) business days after receipt of the Director's decision. A request for reconsideration will be denied unless the

respondent affected shows the request is based on information that was not available prior to the protest. The Director shall consider all the facts available and issue a decision within five (5) business days after receipt of the request for rehearing, unless additional time is necessary, in which case, the affected respondent will be notified of the delay.

Women and Minority-Owned Business Use Requirements

There will be no Women and Minority-Owned Business (WMBE) set-aside requirements on the resulting contract. However, in accordance with the Seattle Municipal Code 20.46A, the selected contractor will be required to make affirmative efforts to utilize WMBEs in performing the contract, whether as subcontractors, suppliers, or in any other capacity. The selected contractor must also comply with affirmative action and equal employment opportunity provisions mandated by SMC 20.44.

Fair Contracting Practices Ordinance

The selected contractors will be required to comply with the Fair Contracting Practices Ordinance of the City of Seattle (Ordinance 119601), as amended. Conduct made unlawful by that ordinance constitutes a breach of contract. Engaging in an unfair contracting practice may also result in the imposition of a civil fine or forfeiture under the Seattle Criminal Code as well as various civil remedies.

If you have any questions about this RFQ please contact Michael Wells, City of Seattle's Office of Economic Development, (206) 684-8612 or Michael.wells@seattle.gov