
Support Connecticut Small Business 2022 RFP Conference

Department of Economic and Community Development

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February 16, 2022

Pre-bid Conference Agenda

- **Information**
 - RFP Overview
 - Key Dates and Next Steps
 - Q&A
-

Welcome and Introductions

- Welcome to the RFP conference for DECD's Support Connecticut Small Business 2022 RFP, hosted by the Department of Economic and Community Development!
- Please introduce yourself in the chat with your name and the organization you are representing

RFP Conference Information

Thank you for joining us for this RFP conference. This session will be recorded and posted on DECD's website and on CTsource.

- Please type your questions into the chat. The team will answer as many as possible in our allotted Q&A time at the end of the conference.
- Questions asked during this conference will be recorded, and answers will be posted in writing on the Department of Economic and Community Development website. Answers posted in writing will supersede answers given live, if there is a conflict.
- Additional questions may be submitted through Monday, February 28, by emailing SupportCTSmallBusinessRFP@ct.gov.

Program Context and Goals

The Department of Economic and Community Development is soliciting proposals from organizations to administer programs that will aid the growth of new and existing small businesses during the next five years.

Public Act No. 21-2, Sec. 283 restructured the Small Business Express program, shifting the state away from providing direct incentives to businesses, DECD will now partner with organizations to provide grants and technical assistance to promote small business growth.

The primary goals of this RFP process are:

1. To distribute a total of **\$50 million** in grants and technical assistance over five years.
2. To ensure at least 50% of grant funds go to minority-, woman-, disabled- and veteran-owned businesses, and businesses located in distressed municipalities.

Key Scope Elements: Support for Businesses

Elements of Scope

Provide technical assistance

Details and Justification

Understanding that not all everyone is savvy when it comes to marketing, management, finances, or strategic planning, proposals should contain a strong technical assistance component to help business navigate the application and planning processes.

Provide grant assistance

Small business financial demands can seem endless. DECD wants to help entrepreneurs and owners find the funding solution right for their business. DECD welcomes innovative concepts, such as incubators, to support small businesses – programs should be diverse and creative.

Support underserved businesses

Knowing some business owners face systemic barriers to accessing financing and business resources, programs should direct at least 50% of the funding to minority-, woman-, disabled- and veteran-owned businesses, and businesses located in distressed municipalities.

Support startup businesses

Startup companies play a vital role in the state's economy, spurring innovation, stimulating job growth, and increasing competition and productivity. Programs should support entrepreneurship and help develop the state's startup ecosystem.

Performance Metrics

Throughout the lifespan of the contract, DECD will require monthly reports from contractors on the following key metrics. Proposers are welcome to propose additional metrics that measure progress towards the RFP's goals.

- Number of applications;
- Number of small businesses that received assistance, including a breakdown of financial and technical assistance;
- Number of minority-, woman-, disabled- and veteran-owned businesses, and businesses located in distressed municipalities;
- Amounts and types of assistance provided;
- Most recent employment figures of the small businesses receiving assistance;

Value Proposal Elements

*Respondents should propose the financial size and scope of the program they intend to run, with the understanding that a total of **\$50 million** in state funds are available over 5 years.*

To submit a complete value proposal, proposers must:

- Describe all direct and indirect costs associated with all program elements.
- Describe any key cost variables for these costs, such as volume, frequency, duration or length, geographic reach, and service level.
- Complete the attached **DECD Budget template**.

Key RFP Dates

Procurement Timetable

The Department reserves the right to modify these dates at its sole discretion.

Item	Action	Date
1	RFP Released	Friday, February 4, 2022
2	RFP Informational Conference	Wednesday, February 16, 2022
3	Letter of Intent Due	Wednesday, February 23, 2022
3	Deadline for Questions	Monday, February 28, 2022
4	Answers Released	Wednesday, March 2, 2022
5	Proposals Due	Friday, March 11, 2022

RFP Submission Process

- This RFP process will be fully electronic – there is no need to submit paper copies of proposals
- Proposals should be submitted as PDFs by 11:59PM on Friday, March 11 to SupportCTSmallBusinessRFP@ct.gov.
- Proposal submission requirements begin on page 16 of the Support CT Small Business 2022 RFP
 - Proposers should include a maximum 2-page executive summary
 - All proposal questions must be answered, in a maximum of 15 pages
 - Three business references from previous or ongoing projects will be required

Proposal Content Checklist

- Cover Sheet (including required information: RFP Name or Number, Legal Name, FEIN, Complete Address, Contact Person, Title, Phone Number, E-mail)
- Table of Contents
- Executive Summary (2 pages max)
- Main Proposal Body with relevant attachments
- IRS Determination Letter (for non-profits)
- Two years of most recent annual audited financial statements; OR any financial statements prepared by a Certified Public Accountant
- Proposed budget, including budget template, budget narrative and cost schedules for planned subcontractors if applicable
- Conflict of Interest Disclosure Statement
- Statement of Assurances

Proposal Formatting Guidance

Proposal Formatting Checklist:

- Is the proposal formatted to fit 8 ½ x 11 (letter-sized) paper?
- Is the main body of the proposal within the page limit?
- Is the proposal in 12-point, Times New Roman font?
- Does the proposal format follow normal (1 inch) margins and 1 ½ line spacing?
- Does the proposer's name appear in the header of each page?
- Does the proposal include page numbers in the footer?
- Are confidential labels applied to sensitive information (if applicable)?

Ultimately, the content of proposals will be evaluated, not legibility, structure, or form. However, proposers should ensure their responses are well-structured and follow a logical flow, so that evaluators can easily understand and assess the details of their proposals.

Questions and Answers

- The remainder of our time will be allocated to questions and answers.
- Please post your questions in the Zoom chat.
- Answers to questions will be posted on DECD's website.