ADDENDUM NO. 01
2021 REQUEST FOR PROPOSAL
Denver Cannabis Social Equity Technical Assistance RFP – 2022.01

The above referenced RFP is hereby addended as follows:

The following questions and their answers are hereby incorporated into and made part of this Request for Proposal:

(Q) Questions and (A) Answers

Q1: Robb Brown – Denver Retail Group: I hope that all is well. I just wanted to ask if there are any other RFP documents that you can direct me to beyond the General Statement of Work. Alternatively, should applicants base their submittal on the description provided?

A1: All RFP documents are included within the application portal. The RFP includes desired program elements proposers should consider. As well as the following General Statement of Work: Denver Economic Development & Opportunity is seeking proposals from qualified organizations to design, implement and administer a small business program that will support social equity applicants seeking cannabis business licenses with the City and County of Denver.

The program seeks to reduce barriers to entry into the cannabis industry, create opportunities for individuals disproportionately impacted by marijuana prohibition and enforcement, and increase racial and ethnic representation among cannabis business owners and employees. Technical assistance (TA) is critical to helping social equity applicants leverage the exclusive licensing opportunities offered by the social equity program. The program will be funded using $500,000 from cannabis sales tax revenues.

Q2: Christy Hackworth – Live Stories: Thank you for the opportunity to participate in Denver Cannabis Social Equity Technical Assistance RFP. Would you be able to provide clarification on the following items?

A2: QUESTIONS & ANSWERS BELOW:

- Have you run similar programs in the past? If yes, what vendors have you used to administer these programs? **DEDO has not operated similar programs in the past.**
- Where will these programs be housed? **DEDO will manage the vendor selected to perform the services and will rely on the Department of Excise and Licensing for expertise related to the cannabis industry.**
- Our business model includes engaging with local community organizations (community-based organizations, nonprofits, chambers of commerce, etc.). Are you currently working with or do you have recommendations for local organizations that are helping to support targeted businesses? **It is the responsibility of the proposer to do this outreach and DEDO cannot provide input.**
- What are your expectations around outreaching to the community for this program? **It is the responsibility of the proposer and selected vendor to conduct community outreach.**
- What are your expectations around connecting businesses and other programs made available through Denver, state, or federal programs? **This would be a valuable component of a proposed program delivery model.**
Q3: Alison Bosworth – Quanto Inc.:  Hope you are doing well and staying warm with the recent snow day! I have a few questions listed below regarding the Cannabis Social Equity Technical Assistance RFP.

A3: QUESTIONS & ANSWERS BELOW:

• Section A.6 references an Appendices of Templates/Forms, however the posting does not provide a link or appendix. Can you direct me to the templates to utilize for this RFP? I am specifically looking for the templates necessary for the submission of information requested in Section C.2: subsections 1-6. Necessary forms and links have been added to the online application.

• Section B.1- Potential Performance Indicators, can you clarify that these listed elements are specific to measuring the success of the program and not specifically measuring the proposer? Performance outcomes will be negotiated with the selected proposer(s). The potential performance indicators included in the RFP are representative of those that could be considered for the Proposer and their program.

• Is DEDO and/or the Cannabis Social Equity Technical Assistance (TA) program working in coordination with the State of Colorado Cannabis Business Technical Assistance program (linked here for reference)?
   3a. If so, how and to what degree? Yes, we are seeking to coordinate efforts with the Colorado Cannabis Office. They provided input on the RFP when it was in draft format. Our teams also connect on a regular basis.
   3b. If no, does DEDO intend for the TA program to compliment the state program with more advanced topics, i.e. more city specific detailed, limiting the state focus presuming it is covered in the state program? Is DEDO amenable to facilitating coordination between city/state programs? See response to 3a above. We are seeking a vendor whose services will complement, rather than duplicate, those offered by the Cannabis Business Office.

• Has DEDO already met with a company or companies who provide this type of service? If so, please provide their names. DEDO and EXL have met with a number of organizations and members of the Cannabis industry. Once the RFP process began, all communication with potential proposers is limited to the RFP process.

• For the references, will you accept references for public sector consulting engagements, or do they have to specifically be for the design, implementation and administration of small business programs? References from public sector consulting engagements will be accepted.

Q4: Bethany Niebauer – Axial Compliance Consulting: I trust this email finds you happy and healthy. I think the Cannabis Social Equity Technical Assistance program is fascinating, and I’m strongly considering applying.

A4: QUESTIONS & ANSWERS BELOW:

• Is it your hope that the applicants who complete such a program will stay in Denver? The Potential Performance Indicators (Section B.1) do not mention a locality. If a social equity applicant completes the program and then starts a cannabis business in Lakewood, or Grand Junction, or California, how will that be understood as a performance indicator? Denver is one of the only jurisdictions in Colorado with a cannabis social equity program and the only one with exclusive licensing opportunities for social equity applicants, so it is likely that cannabis social equity applicants would be looking to open their businesses in Denver. As a performance indicator, where the business ultimately opens will be negotiated upon selection.
• What I hear from many prospective SE applicants, is that there are no retail locations in Denver that 1) are properly zoned and 2) meet the required setbacks from the MED. Is DEDO aware of the real estate limitations within Denver? **DEDO and EXL are aware that site selection can be a challenge for cannabis businesses, as it is for any kind of business. Our hope is that a program provider will provide cannabis social equity applicants with information and assistance to choose a suitable site for their business.**

Q5: Mark Slaugh – iComply: Just going through your RFP with an interest in applying as a minority-owned cannabis consulting firm in partnership with a ton of social equity resources and experts. Below are the questions I had in reviewing the RFP so far:

**A5: QUESTIONS & ANSWERS BELOW:**

• What is the city doing to ensure that the grading and awarding process is fair and impartial and that no one in the cannabis industry or cannabis policy making space will have access to the submissions or have a say in who wins so that the process is trustworthy and to ensure multiple controls are in place to avoid the possibility of discrimination and/or cronyism? **Proposals will be evaluated by staff from both Denver Excise and Licenses and Denver Economic Development and Opportunity. Proposals will comply with applicable laws.**

• As referenced in the beginning of the RFP, The City's "Diversity and Inclusion Form" must be filled out online prior to submitting the RFP. This is challenging to find, can you send the form or include a link to it within the RFP itself at this reference point? **Diversity and Inclusivity link has been added to the application in the online portal, and also provided via Teams Chat during the pre-proposal meeting.**

Q6: Dale Sky Jones – Oaksterdam University: Thank you for the opportunity to ask questions about the technical assistance for Social Equity participants.

**A6: QUESTIONS & ANSWERS BELOW:**

• How many people or businesses are you planning on serving per year? Is there a range or educated guess? **As of February 1, 2022, 33 applications to operate a cannabis business in Denver have been received from approved social equity applicants and 13 have been approved. Not every Social Equity Applicant will be a candidate for technical assistance, however we would expect a sub-set of applicants to be interested in receiving technical assistance. The number of participants the program can accommodate should be included in the proposal.**

• Are you trying to assist both aspirational business owners and the individuals who make up the workforce who may qualify, or just the owners’ professional development? **The funds are intended to serve Cannabis Social Equity Applicants who have an interest in opening a cannabis business in Denver. As described in the RFP, eligible participants must have received an owner license from the state Marijuana Enforcement Division.**

• Are you also looking for workforce development for the employers, such as hiring, talent development and training, and compliance support? **That is not an expectation of this proposal**

• Is there a character or word count limit on the responses? **There are no character limitations in text box responses.**
Q7: Nicholson Medlock – Cannahauler: I hope you are having a good week. Quick question, can two companies apply for the grant together or does each company have to apply separately?
A7: Organizations can partner on an application, however one of the entities would need to be the lead entity as the City would seek to contract with one primary organization. As a Proposer to this RFP, the proposing organization would be evaluated based on its ability to deliver all of the services enumerated in the Scope of Services – Contractor Responsibilities.

QUESTIONS PRESENTED AT PRE-PROPOSAL MEETING FEBRUARY 3RD, 2022

Q8: Karina Cohen - Social Equity Startups:
A8: QUESTIONS & ANSWERS BELOW:

• How many people do you think will be using this service? See response to A6, bullet one above.
• Question for the insurance requirements if there are some requirements that are not applicable like for a car or space if we don’t have a a business car or business space what should we do to answer that requirement. State of CO mandates minimum standard insurance such as General Commercial Liability and Workers Compensation. Any additional requirements will be part of negotiations with the awarded entity. Proposers should indicate insurance requirements you are unable to meet and anticipate being unable to meet if required and the reasons for not having those policies.

Q9: Rose Wallace - LiveStories
What are your expectations around outreaching to the community for this program?
A9: Proposals would likely be stronger if organizations are connected to the community.

Q10: Mark Slaugh – iComply:
A10: QUESTIONS & ANSWERS BELOW:

• Considering the initial feedback from the State's "social equity technical assistance program", how similarly do you wish to align with their choice to your own? What would you prefer to see done differently? Because the State just launched their program, we don’t have comments to offer here.
• In terms of structure, we are planning to add a team to our own that would be especially qualified to meet this RFP- Is that acceptable or does each individual on the team have to apply separately? Collaboration is key to accomplishing this outside of any one area of expertise. Organizations can collaborate on a proposal and do not have to submit separate proposals. The lead entity for contracting purposes would need to be identified.
• So our organization would hold insurance, etc and hold the contract. Got it and glad we're on the right track Yes – the awarded organization is the prime contractor.
• How do you ensure fairness in the RFP process and avoid bias or discrimination? Are there preferences: being a Denver business, for example? See response to A5, bullet one above.
• Can you send a link to this? See response to A5, bullet two above.
Q11: Bethany Niebauer - Axial Compliance Consulting  Is it your hope that the applicants who complete such a program will stay in Denver? The Potential Performance Indicators (Section B.1) do not mention a locality. If a social equity applicant completes the program and then starts a cannabis business in Lakewood, or Grand Junction, or California, how will that be understood as a performance indicator?
A11: See response to A4, bullet one above.

Q12: Adam (Guest)
A12: QUESTIONS & ANSWERS BELOW:

- Are any program being created to enable social equity applicants access to financial resources? The City will be releasing an RFQ this year that may provide social equity applicants access to financial resources. Details will be available once a contract is in place with a partner(s).
- can you submit multiple bids - for ex. one as a stand alone proposer, one with a partner, or one with a separate partner? See response to A7, bullet one above.

Q13: Jessica Cristadoro - The Vivid Team  Will each participant be expected to complete the full program or will a la carte be expected as part of the program?
A13: This will be determined by the program model proposed.

[1:33 PM] Steffen (Guest)
Will each participant be expected to complete the full program or will a la carte services be expected as part of the proposal? Repeat A13: This will be determined by the program model proposed.

Q14: BLAZE - (Guest)
Are there any restrictions on where the facility can be?
A14: See response to A4, bullet one above.

Q15: Natalie Darves (Guest)
A15: QUESTIONS & ANSWERS BELOW:

- The RFP requests that this program connects Social Equity entrepreneurs with capital funding sources, this is extremely tricky in the Cannabis space, is curricula and workshops preparing applicants to receive funding and identifying local resources such as VCs that do support the cannabis space sufficient to mee this request of the RFP? See response to A12, bullet one above.

[1:25 PM] Natalie Darves (Guest)
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Natalie Darves (Guest)
- Given the current status of the pandemic, is it reasonable to propose all educational offerings and coaching be delivered virtually? Service delivery model should be proposed within the proposal.
Q16: Dale Sky Jones - Oaksterdam University

A16: QUESTIONS & ANSWERS BELOW:

- Are you trying to assist both aspirational business owners and the individuals who make up the workforce who may qualify, or just the owners’ licensing, compliance and professional development? – thanks This program is seeking to assist owners who have been approved by the State as Cannabis Social Equity Applicants and who are seeking to open a cannabis business in Denver.

- [1:29 PM] Dale Sky Jones (Guest) perhaps to clarify my question, Are you also looking for workforce development for the employers, such as hiring, talent development and training, and compliance support? Please see Section B: Scope of Services. The intent of this program is to support entrepreneurs seeking to own a cannabis business as a social equity applicant. The proposer may propose including curriculum covering hiring, training, and compliance as part of entrepreneurship skills training.

- [1:40 PM] Dale Sky Jones (Guest)

- Are you looking for in-person or on-site services? Service delivery model should be proposed within the proposal.

- [1:41 PM] Dale Sky Jones (Guest)

- Is there a proposal, character or word count limit on the RFP response? See response to A6 bullet four above.

Q17: Alison Bosworth - Quanto Incorporated

A17: QUESTIONS & ANSWERS BELOW:

- Are the emailed questions going to be addressed or should they be put in the chat? All questions presented will be answered and included as Addendum 1 to the RFP and will be posted publicly on the Bidding Opportunities page for the Cannabis Social Equity Technical Assistance RFP.

- [1:31 PM] Alison (Guest)

- Will the business locations that are part of cannabis business set back rules be reposted on the city website. In previous years there were spreadsheets available to reference to note where daycares, licensed rehab centers, etc were located. Those resources are no longer available which will assist in identifying locations for future licensed cannabis business Please see the Marijuana Facility Location Guide that was provided in the chat during the pre-bid conference: https://www.denvergov.org/files/assets/public/business-licensing/documents/marijuana_facility_location_guide.pdf

Q18: Robb Brown - The Denver Retail Group

A18: QUESTIONS & ANSWERS BELOW:

- Do sub-contracted partners need to provide financials for three years as required for the prime applicant? Financials are expected for the organization with whom the contract would be negotiated with.

- [1:42 PM] Robb-DRG-Brown (Guest)

- Can 2022 YTD financials be included with an organization's application? Yes, however full years of financial information are also expected as requested in the RFP.
Q19: Ashley Frank (Guest)  If you decide to award the contract to more than one proposer, how do you envision that working?
A19: The City reserves the right to select one or more vendor and would negotiate terms based on the number of selected vendors.

Q21: Sarah Woodson - The Color of Cannabis  Can you review the non-collusive vendor certification requirement
A21: Proposers should seek input from their counsel/legal support for this issue.

Q22: Jessie Smith - Oaksterdam University  Is there a proposal, character or word count limit on the RFP response?
A22: Answered in A6 Above.

Links provided in Pre-Proposal Chat:

marijuanainfo@denvergov.org

Diversity and Inclusiveness Link: