The City & County of Denver: DEDO & EXL

Cannabis Social Equity TA – Pre-Proposal Meeting
Denver Economic Development & Opportunity works to ensure an inclusive and innovative economy for all Denver residents, businesses and neighborhoods.
Meeting Logistics

• If you have technical issues, exit (“Leave”) the meeting and re-enter
• This is a public meeting and is being recorded
• Attendees are “on mute”
• Please post questions in the Q&A
• Questions will be answered at the end of the presentation
• All questions and answers (including those submitted via email, will be in the Addendum and made available on 2/10, DEDO webpage, “Bidding Opportunities” (link in the RFP)
• **While we are answering questions in this pre-proposal meeting, the official responses will be in the Addendum.**
Meeting Logistics

Before we begin: Please register your attendance

In the Q&A, enter:

Your name
Organization
Email
Phone
RFP BACKGROUND

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 Denver’s cannabis social equity program.
What is a Social Equity Applicant?

Denver has adopted the state's definition of a social equity applicant. Visit the Marijuana Enforcement Division's Social Equity Website to learn more about how to qualify as a social equity applicant.

Only Colorado residents can qualify.

Anyone who has previously had a license revoked by the state licensing authority cannot qualify as a social equity applicant.

A Social Equity Applicant must own at least 51% of the marijuana business license being granted.

In Denver, any license granted to a Social Equity Applicant must be majority owned by a Social Equity Applicant until 2027.

1. The applicant resided in an opportunity zone or Disproportionate Impacted Area for at least 15 years between 1980 and 2010; OR
2. The applicant or immediate family was arrested, convicted or suffered civil asset forfeiture due to a marijuana offense; OR
3. The applicant’s household income did not exceed 50% of the state median income as measured by the number of people who reside in the applicant’s household.

Colorado residents who have never had a marijuana license revoked and who meet one of the social equity criteria may qualify as a Social Equity Applicant.

Visit the Marijuana Enforcement Division's Social Equity Website to learn more about how to qualify as a social equity applicant.
Opportunities for Social Equity Applicants

Licensing Exclusivity

- Social equity applicants will have exclusive access to the following licenses until July 1, 2027:
  - Stores
  - Transporters
  - Cultivations
  - Manufacturing
  - Hospitality, Mobile Hospitality, Hospitality & Sales

Delivery Exclusivity

- Only transporters who qualify as social equity applicants will be granted transporter delivery permits until July 1, 2024.
- Stores will be required to use transporters to conduct deliveries until July 1, 2024.

Reduced Fees

- Waived application fees
- Reduced licensing fees
We are looking for Proposals to:

• Develop and deploy programs and services designed to assist business owners who meet the qualifications of a social equity applicant and are seeking to enter the cannabis industry in Denver

• Develop and deploy programs and services aimed at placing social equity applicants on a continuum of economic self-sufficiency, upward economic mobility, and business success
Desired Outcomes

- Number of businesses receiving technical assistance and capacity building support
- Revenue generated by businesses assisted
- Businesses the vendor was able to connect to sources of capital and amount of capital raised
- Personal income levels of cannabis social equity applicants at time of assistance plus 12, and 24 months after assistance
- Business survivorship rate over a predetermined period of time
- Number of FTE jobs created and retained
- Demographic makeup of entrepreneurs served
- Funds leveraged
- Number of program participants who become licensed
- Evaluations by program participants
ELIGIBLE RESPONDENTS

Eligible respondents include governmental, educational, for-profit or not-for-profit organizations or agencies engaged in a public service.

Proposers must be registered with the Colorado Secretary of State to do business in Colorado. Entities that are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal department or agency are not eligible.

Proposal reviews and awards are contingent upon respondents being current with the City on any loan, contractual, or tax obligation as due, and in compliance with rules, regulations, and provisions of existing or past City contracts.
FUNDING & PERIOD OF PERFORMANCE

Funding
• The program is funded from city cannabis sales tax revenues
• $500,000 available

Period of Performance
• 3/1/2022 – 12/31/2022 (subject to change)
• One-year contract with the possibility of two additional years
• Proposals will be reviewed by an Evaluation Team comprised of DEDO and Excise and Licensing staff and, if needed, additional evaluators with subject matter expertise.

• All data and information from the proposer must be submitted as described in section A.6 (ELECTRONIC SUBMISSION OF PROPOSALS) within the RFP application. No additional information, documents or inquiries pertaining to the proposal submittal, including email and phone calls, will be considered during the selection process.

• The City may request oral presentations as part of the evaluation process. Additionally, the City reserves the right to conduct negotiations with one or more proposers.
IMPORTANT DATES

RFP ISSUED  
January 19, 2022 - 1:00 p.m. (MST)

PRE-PROPOSAL QUESTIONS DUE  
January 28, 2022 – 2:00 pm (MST)

PRE-PROPOSAL CONFERENCE  
February 3, 2022 - 1:00 – 1:45 p.m. (MST)

ADDENDUM TO RFP RELEASED  
February 10, 2022 4:00 p.m. (MST)

COMPLETED PROPOSAL SUBMISSION DEADLINE  
February 23, 2022 - 4:00 p.m. (MST)

EVALUATIONS AND INTERVIEWS  
February/March, 2022

CONTRACT NEGOTIATIONS & EXECUTION  
March/April, 2022
HOW TO APPLY

Proposals will only be accepted electronically via the application portal.

To access the application, visit the DEDO Funding Opportunities page
QUESTIONS?
Thank You