Welcome!

Before we begin: **Please register your attendance**

In the Q&A chat, please enter:
- Your name
- Organization
- Email
- Phone
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 March 11, 2022, DEDO webpage, “Bidding Opportunities” (link in the RFQ)
- While we are answering questions in this pre-proposal meeting, the official responses will be in the Addendum.
DENVER SMALL BUSINESS INVESTMENT FUND

Request for Qualifications
Informational Meeting
Agenda

- Program Background - the WHY
- Program Overview - the How
- Elements of Proposals
- Desired Outcomes
- Eligible Respondents, Budget
- Minority/Women Owned Business Enterprise (MWBE) Overview
- MWBE Utilization & Networking
- Evaluation Criteria & Important Dates
- Q&A
Denver Economic Development & Opportunity works to ensure an inclusive and innovative economy for all Denver residents, businesses and neighborhoods.
This program is being developed to **level the playing field for small businesses** in Denver. Not only because the pandemic has **disproportionately affected certain business sectors**, and otherwise under-resourced businesses, but also because **Denver’s prosperity has not been spread equally across the business community and business hopefuls.**
PROGRAM OVERVIEW

Funding
• The program is funded from city cannabis sales tax revenues (1% annually)
• Approximately $5,200,000 available in year one
• Anticipated that DEDO will receive an additional $5M or more annually until the total allocated amount into the Small Business Investment Fund reaches $50M

Elements of Program Delivery
• Develop and deploy creative and equitable solutions to Denver businesses looking for funding
  • Loans
  • Seed Funding/Grants
  • Equity
• Develop and deploy innovative solutions to providing complementary business wraparound services for businesses that receive funding
The program seeks to:

• Increase investment in entrepreneurs and small businesses, particularly those that face barriers to capital
• Provide capital and culturally relevant professional and technical services
• Support small businesses and entrepreneurs seeking to start, restart, restructure, improve upon or grow in their endeavors
• Strengthen Denver’s economic diversity while providing quality job opportunities, ensuring a pipeline of entrepreneurs and small business startups, and creating generational wealth
What are Culturally Relevant Technical Assistance & Professional Services?

Culturally Relevant service providers...
1) Acknowledge and accept that cultural differences exist and have an impact on service delivery
2) Believe that diversity within cultures is as important as diversity between cultures
3) Respect the unique, culturally defined needs of various business owners
What are Culturally Relevant Technical Assistance & Professional Services?

Examples of technical assistance and professional services...

1) Support for marketing, accounting, legal, business case development, translation services, and
2) other services necessary to prepare the business for establishment and/or growth for businesses participating in the Small Business Investment Fund

Businesses that apply for the program but are determined unprepared to participate may receive additional support in the form of a one-on-one consultation or debrief to prepare them for future opportunities and connect them to other resources available.
We are looking for Proposals to:

• Develop and deploy creative and equitable solutions to Denver businesses looking for funding
  • Loans
  • Seed Funding/Grants
  • Equity
• Develop and deploy innovative solutions to providing complementary business wraparound services for businesses that receive funding including, but not limited to, culturally relevant professional and technical services
  • *These services would be funded through the investment fund and not paid directly to the business*
We are looking for Proposals to:

- Develop and deploy creative and equitable solutions to Denver businesses looking for funding
  - Loans
  - Seed Funding/Grants
  - Equity
- Develop and deploy innovative solutions to providing complementary business wraparound services for businesses that receive funding including, but not limited to, culturally relevant professional and technical services
  - These services would be funded through the investment fund and not paid directly to the business
Partnership Example

I want to start or grow my business.

Main Contract
Partner/Financial Institution
Holds contract w/Denver

Professional Services Contractors: i.e.
Marketing, Legal, HR, Technical Assistance
Hold contracts w/Main Contract Partner

Ready to Grow!
Desired Outcomes

• Number of businesses receiving funding
• Total/average funds deployed
• Number of businesses receiving professional services/types of services received
• Number of applications processed
• Number of Applicants and those successfully funded by...
  • Income level (personal)
  • Revenue (business)
  • Years in business
  • Existing jobs (potential to track future job growth?)
  • BIPOC, woman-owned, veteran, disability status
  • Location/neighborhood/council district
  • Multi-Generational Business ownership
Desired Outcomes (Continued)

• Individual/total/average agreement terms
  • Equity released (if applicable)
  • Interest rate (if applicable)
  • Investment duration (if applicable)
• Cohesive and strategic partnerships
• Inclusive approaches for equitable business support
• Extensive, innovative, and targeted community outreach and engagement
• Payback and delinquency metrics
• Expanded revenue and sales as a result of capital infusion and technical assistance/professional services
• Funds leveraged
• Number of FTE jobs created/retained
ELIGIBLE RESPONDENTS

Local, regional, or national organizations experienced in small business lending or investing that can bring creative and equitable solutions to Denver businesses looking for funding.

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
- Approximately $5,200,000 available in year one
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Period of Performance
The fund is anticipated to be a revolving, self-sustaining program which has the potential to eventually grow to $50,000,000 or more over the next 8-10 years. This specific RFQ will focus on an anticipated funding agreement with the selected organization(s) for five (5) total years – three (3) initial years and two (2) one-year options, to be fully determined during negotiations, after a selection is made.
DSBO Governance & Foundation

• DSBO’s authority is created by Executive Order.

• The Professional Service and Construction Ordinance is found in D.R.M.C. Chapter 28 Article III; the Goods & Services Ordinance in Article V; and Small Business Enterprise in Article VII; all are re-authorized at five-year intervals.

• The purpose of D.R.M.C Chapter 28 Article III, V, and VII is to enable the city, through the departments and agencies of the city, to undertake specific activities to prevent discrimination and its effects against business enterprises that have been certified as minority and women-owned business enterprises (MWBEs) AND small business enterprises (SBEs).

• It is DSBO’s objective to promote equity, level the playing field, reduce barriers to opportunities and foster relationships between large and small/disadvantaged businesses.
Program Areas

DIVISION OF SMALL BUSINESS OPPORTUNITY

☑ Creates and expands contract opportunities for small, minority, and women-owned businesses

- Certification: Certifies socially and/or economically disadvantaged eligible businesses.
- Outreach & Strategic Development: Conducting outreach to certified firms, providing technical assistance, capacity building services (i.e. mentor protégé program).
- Compliance & Forensics: Tracks, monitors and reports small business utilization to ensure accordance with ordinances.
- Contract Participation Goals: Establishes project specific goals for certified firms to participate as primes or subs. on city projects.
- Defined Selection Pool:
MWBE Participation Goal

• Participation goals **must** be met with minority, women-owned business enterprises (MWBE) firms **certified** with the City and County of Denver in the scopes of work intended for the firms to perform as set forth in Section 28-127, D.R.M.C. or through the demonstration of a good faith effort under Section 28-128, D.R.M.C.

• You can find a directory of MWBE certified firms at denvergov.org/dsbo. The website is also listed within the RFQ.
MWBE Requirements

Proposers shall complete and submit with their proposal:

- **Commitment to MWBE Participation Form**: establishing the percentage of MWBE utilization the Proposer is committed to by meeting or exceeding the MWBE participation goal of 10%

- **Form 1B – List of Proposed Subcontractors, Subconsultants, and/or Suppliers**: identifying certified MWBE firms that will be utilized on this project.

- **MWBE Utilization Plan**
MWBE Utilization Plan

MWBE Utilization Plan means a required plan, prepared by or on behalf of the proposer as required by DSBO and set forth in the applicable contract procurement documents that describes the proposer's written approach and strategy to the overall administration of their MWBE Program (including the expectations of the lower tier MWBE contractors).

The MWBE Utilization Plan and the engagement of such firms should be an innovative, comprehensive, open, and transparent approach that makes a significant impact through the promotion of equity, diversity, and inclusion to improve opportunities.
MWBE Utilization Plan Elements

**MWBE UTILIZATION STRATEGIES**
Describe the strategies and tactics the Proposer is and will use to increase the participation of new and existing MWBE businesses in contracting opportunities.

**TECHNICAL ASSISTANCE & SUPPORT SERVICES**
Describe the assistance and/or guidance that Proposer is and will provide to MWBE businesses that helps move this next generation of small businesses forward.

**PROCUREMENT PROCESS**
Describe Proposer’s procurement process, policies and procedures. Provide details on the principles used throughout the process to remove barriers in an effort to promote equity and how you ensure that these efforts flow down to all tiers of subcontractors and subconsultants.

**COMMUNICATION & VENDOR MANAGEMENT**
Describe the communication strategies and assistance Proposer is and will use with MWBE businesses to align their work with the contract requirements.

**PAST PERFORMANCE**
Provide examples where the Proposer has been successful in promoting equity, diversity, and inclusion both internally and externally.

**PROPOSER’S CULTURE**
Describe the communication strategies and assistance Proposer is and will use with MWBE businesses to align their work with the contract requirements.

**FUTURE INITIATIVES**
Provide a roadmap of the work Proposer intends to do over the next 5 years to promote equity, diversity, and inclusion both internally and externally.
Networking/Engagement

Contractors/Consultants, non-profit organizations and certified firms are strongly encouraged to begin networking/engaging now to identify partnerships for the duration of the project.

• Tips for Contractors/Consultants
  • Visit Small Business Certification and Contract Management System to locate certified firms.
  • Begin engaging now and documenting intentional and substantial efforts.

• Tips for Certified Firms
  • Utilize the plan holders list and registration list to identify what Contractors/Consultants to develop potential partnership.
  • Begin making introductions and sending capability statements.
  • Make sure certifications are current and NAICS Codes are applicable to the work you perform.

**IMPORTANT TO NOTE: As an element of the MWBE Utilization Plan, submitters will be scored on their level of effort, engagement, and commitment.**
SUBMIT YOUR QUESTIONS BEFORE March 7, 2022 TO: dedorfq@denvergov.org

For more information about DSBO and to find certified firms, please visit: https://www.denvergov.org/content/denvergov/en/denver-office-of-economic-development/do-business-with-denver.html
EVALUATIONS

• Proposals will be reviewed by an Evaluation Team comprised of DEDO staff and, if needed, additional evaluators with subject matter expertise.

• There is a full list of evaluation criteria listed in the RFQ guidelines posted online.

• All data and information from the proposer must be submitted as described in section A.6 (ELECTRONIC SUBMISSION OF PROPOSALS) within the RFQ 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 also expects oral presentations/virtual interviews as part of the evaluation process. Additionally, the City reserves the right to conduct negotiations with one or more proposers.
IMPORTANT DATES

RFQ ISSUED: February 16, 2022 - 9:00 a.m. (MST)

INFORMATIONAL SESSION: February 28, 2022, 3:00 p.m. (MDT)

RFQ QUESTIONS DUE: March 7, 2022, 4:00 p.m. (MDT)

ADDENDUM TO RFQ RELEASED: March 11, 2022, 4:00 p.m. (MDT)

COMPLETE PROPOSAL SUBMISSION DEADLINE: March 30, 2022, 4:00 p.m. (MDT)

EVALUATIONS AND INTERVIEWS: April/May 2022

CONTRACT NEGOTIATIONS & EXECUTION: May/June 2022
HOW TO APPLY

Proposals will only be accepted electronically via the application portal.

To access the application, visit the DEDO Funding Opportunities page. Technical assistance available for the application system.
QUESTIONS?
Please drop your questions into the chat function