



Request for Qualifications of Services for Villa Real Advantage Program

Villa Real Advantage Program Objectives:

The objective of Villa Real Advantage Program is to provide business resource assistance to Santa Fe businesses to facilitate the creation and/or retention of jobs. This business resource assistance is to provide businesses with information on no-cost or low cost business resources, to retain businesses in Santa Fe, grow Santa Fe businesses and assist with business start-ups. Additionally, the city would like to gather demographic information on the five targeted industry sectors identified by the Economic Development Implementation Strategy.

Scope of Services:

A. Outcomes. The contractor will provide business visitation services that will achieve the following outcomes:

1. Facilitate the expansion or start-up of 10 businesses within a contract period.
2. Provide business resource technical assistance to 24 businesses within a contract period
3. Assist 4-6 business in being funded by the job training programs administered by the State of New Mexico and/or Northern Area Workforce Board i.e. JTIP or the WIA training funds. This would included technical assistance to ensure that the business receives funding from the JTIP or Northern Area Workforce Board, if required.
4. Visit 40 or more businesses and gather basic demographic information.
5. Facilitate the creation or retention of 50 or more direct jobs from business assistance.

B. Scope of Services.

1. Business Call Program: The contractor shall implement and expand the existing business visitation program that aligns and compliments the Villa Real Advantage Program. The contractor shall identify the methods and strategies on how they will contact businesses to achieve the outcomes and objectives above.
2. Marketing and Outreach: The contractor shall identify the strategy on how it will market business resources services to existing businesses and entrepreneurs

- within the Santa Fe area. Preference will be given to respondents with a comprehensive strategy to market businesses within the Santa Fe community.
3. Technical Assistance: The contractor shall identify a strategy on how they will provide technical assistance to businesses. The strategy should discuss how business assessments in financing, building your business (executing a business strategy, product development and how to navigate the city efficiently for business licensing, permitting and other needs), and workforce development.
 4. Job Training Technical Assistance: Identify strategy, process and methods on how the respondent will work with the NMEDD and Northern Area Workforce Board in assisting businesses in the application process for JTIP and WIA Training funds. The strategy should contain the following:
 - a. Outline process of application for both training funds
 - b. Marketing and outreach strategy that outlines how Santa Fe businesses will be identified and contacted
 - c. Identify the methods the contractor will utilize to assist Santa Fe businesses in being funded utilizing JTIP and/or WIA Training funds.
 5. Economic Development Partnerships: Identify a strategy on how the contractor will develop and strengthen local, regional and state partners in order to develop a referral network of businesses resources for Santa Fe area businesses and entrepreneurs.
 6. Reporting: - Provide periodic reports as agreed upon that include the following:
 - a. Business Growth or Retention: Number of businesses expanded, retained or started up; average wages of employees and capital investment generated by expansion or start-up
 - b. Businesses Assisted with Resources: Number of businesses or entrepreneurs assisted with resources; the type of technical assistance provided and number of and to whom business resource referrals were made.
 - c. Training Programs Accessed: The businesses that accessed the JTIP or other training programs, number of workers trained, training or skills needed and average wages of workers
 - d. Industry Data: Provide data on businesses visited to the City of Santa as required to populate the ED data base.

Submittals: A written response shall be provided and shall contain the following information:

- A. Program Narrative
(Please give a brief but descriptive narrative of the project plan, how it will work and the benefits of the project.)
 1. Program Description
 2. Program Plan
 3. How outcomes outlined above will be achieved
- B. Schedule – Timeline of key program milestones.
- C. Budget

- D. Marketing Activity Summary
- E. Resumes and/or Bios of key staff people
- F. Sample Report which outlines the information in Reporting above.
- G. Organizational Information
 - 1. Brief narrative history of entity
 - 2. Organization chart of entity
 - 3. Evidence of ability to manage and execute the project, such as, but not limited to:
 - i. List and description of on-going or previously completed projects
 - ii. Expertise of key staff involved with the implementation and management of the proposed project

Evaluation Criteria:

1) Project Written Response <ul style="list-style-type: none"> a. Feasibility (financial and program) b. Community need/complement to portfolio c. In line with target industries 	35%
2) Technical expertise/knowledge	15%
3) Does the project align itself with the City’s Economic Development Strategy for Implementation? <ul style="list-style-type: none"> a. What are the economic development benefits to the City? b. What is the return on investment over the next 3, 5 or ten years? 	15%
4) Meets values <ul style="list-style-type: none"> a. Low environmental footprint b. High wages & benefits c. Innovative position/potential d. Local 	15%
5) Cost	20%
TOTAL:	100%

Due Date of Submittals: 4:00 PM on Monday, September 13, 2010.

Submit Responses To:

Written Responses can be submitted electronically or in hard copy. Electronic written responses should be sent to:

Fabian Trujillo, Director, Economic Development Division:
ftrujillo@santafenm.gov

Written hard copy responses should be sent to:

**Economic Development Evaluation Committee
Economic Development Division
Room 321
120 S. Federal Place
Santa Fe, NM**