



Request For Proposals

Field Manager

Spokane Independent Metro Business Alliance (SIMBA)

RFP Open Until Filled

Contract period: Present-May 31, 2023

Budget: \$35k-\$55k

About SIMBA

SIMBA is the independent business alliance of the Spokane-Coeur d'Alene metro region. We build a prosperous, equitable, and local economy by organizing and educating regional businesses, consumers, and partners.

SIMBA envisions a connected, interdependent, supportive, and collaborative local economy with shared opportunities, broadened ownership, and unique community character.

PROJECT OVERVIEW

The purpose of this project is to benefit low-income, underserved, and rural communities by helping businesses that are members of these communities thrive through participation in the Live Local INW Community Marketplace.

Across the Inland Northwest in both urban and rural communities, under-represented and smaller-sized businesses lack reliable, easy-to-use, and values-aligned tools to promote their businesses and products and reach the much larger pool of local-first customers outside their town or county. This is especially noted along the main streets of smaller and rural communities in the region like Colfax, Kettle Falls, Palouse, or Colville. This project will help diverse, local, independent businesses in these areas bridge the rural-urban gap by connecting them with regional market consumers looking for their unique goods and services. It will also support businesses by closing the digital divide that keeps many entrepreneurs limited to Facebook, email, and foot traffic promotion to find, engage, and serve a much larger audience of "good fit" customers.

This Live Local INW Community Marketplace project will create an online and mobile app-powered community marketplace platform that attracts and equitably directs the economic

potential of individual consumers, locally-owned businesses, and institutions across Washington State who want an easier way to shop and buy locally.

By expanding our existing commitment to provide the resources and tools for local businesses and business serving organizational partners, this project will make it much easier for regional consumers to support a diverse network of rural and urban microenterprise businesses.

This project will serve to catalyze invaluable opportunities for the newly-formed Business Equity Coalition of the Inland Northwest (BECiN) to strengthen relationships among its coalition members and community partners, and to give regional consumers and institutions another way to strengthen the resilience and equitable representation of our local and regional economies. In addition to the marketplace, the project consists of outreach to partner organizations and local businesses, and grantmaking.

STATEMENT OF WORK

Overview

Under the direction of the Field Outreach Director and SIMBA Live Local Project Executive Team, the Field Manager will participate in finalizing the Small Business Outreach Plan, will lead on rapidly recruiting and hiring a field canvassing team, and will train, manage, support and oversee the activities of these personnel's collective work performance in order to meet SIMBA's goals for engaging with under-represented and locally-owned businesses owners throughout the region.

The selected contractor will possess the skills required to facilitate communication between field Directors and canvassers, set-up, support and supervise day-to-day activities of the field team – including recruiting, interviewing, onboarding, orientation, training, door-to-door outreach, phone banking, data collection, hot leads identification, education messaging, and data reporting – and to be familiar with programmatic subject matter to be able to serve as an in-field resource for the Live Local INW campaign.

Services

The contractor will provide the following services as part of this project:

	Service	Hours (if applicable)	Cost Subtotal
1	<i>Team Oversight:</i>		

	<ul style="list-style-type: none"> ● Recruit, interview, hire, train, and manage a team of 6-15 Field Canvassers to ensure that they are meeting and exceeding project goals, using appropriate messaging, and receiving necessary training. ● Manage the day-to-day logistics of the team, such as: <ul style="list-style-type: none"> ○ Weekly and daily work schedules ○ Agendas for training and field team meetings ○ Goals definition for shifts and turf, live performance monitoring ○ Transportation planning, safety and communications logistics ○ Per diem allocation, turf, and scheduling. ● Ensure the field team implements adjustments in strategy as determined by the Outreach Field Director. 		
2	<p><i>Outreach and Engagement:</i> Under the direction and guidance of the Field Outreach Director, guide the field team in conducting door-to-door outreach, phone banking, generated lead customer support and community education with the objectives to:</p> <ul style="list-style-type: none"> ● Subscribe new businesses to SIMBA and Live Local newsletters. ● Assist new businesses in joining the Live Local INW Community Directory and to list products and services for free in the Marketplace. ● Gain pledges from interested businesses to enroll in the Local Dollars Digital Pay pilot program. ● Phonebank follow-up to assist businesses completing enrollment in Local Dollars Digital Pay pilot program. ● Encourage confirmed under-represented and under-served businesses to apply for the Live Local INW Marketing Grant. ● Identify and capture businesses who express strong interest in more involvement in SIMBA and Live Local's mission. 		
3	<p><i>Reporting:</i> Work with the Field Directors to provide necessary reporting documentation as well as data and metrics for tracking types of businesses benefited. Ensure the field team is using the proper Hubspot forms and documentation.</p>		

BUDGET AND TIMELINE ACKNOWLEDGEMENT

We want to highlight and provide context for the RFP timeline requirements and budget, which are unique to this opportunity.

This contract is being funded through a special, one-time grant from the Washington State Department of Commerce that was – by design – required to be disbursed and executed in a short timeframe. This timeframe is, by association, reflected in our RFP process.

SIMBA is committed to ensuring that this process is as accessible and supportive for you as possible, given the unique parameters. With that, we have incorporated the following:

- We have included a general range for budget, and welcome prospective vendors taking a strong lead in identifying creative ways we can approach this campaign. If you have questions or need more clarity on budget, we would love for you to reach out – we understand this is a tight turnaround and want to remain agile in working through logistics with you.
- We welcome questions and conversation, especially if you are perceiving potential roadblocks or need more clarity. Tiffany Harms is our RFP point person and would be happy to check in with you. She can be reached at team@spokaneindependent.org and 253-224-8080.

EVALUATION METRICS

SIMBA will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Projected costs.
- Experience and technical expertise.
- Bidders must demonstrate the organizational capacity to conduct the work required by this project.
- SIMBA shall grant preference to SIMBA members and partners, in accordance with Federal law.
- SIMBA shall award contracts only to responsible contractors possessing the ability to perform successfully under the terms and conditions of this project.

SIMBA will not pay for travel, lodging, or per-diem unless specifically mandated in the requirements.

SUBMISSION REQUIREMENTS

Bidders must adhere to the following guidelines to be considered:

- Submissions are to be directed to Tiffany Harms at team@spokaneindependent.org.
- Include samples and references with your proposal.

- Proposals should not be more than 10 pages. Failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.
- Include pricing using the table provided above under Statement of Work.
- If you are interested in more than one open RFP opportunity, you must submit a separate proposal for each.

UEI AND INVOICING REQUIREMENTS

The grant we are working under requires that all vendors possess an active UEI (Universal Entity Identifier) number in order to receive payment. This means that we will need all selected vendors to have a UEI by the end of the contract period, May 31, 2023. While this is a no-cost process to complete, it does include multiple steps that we want vendors to have time to move through. To obtain a UEI visit sam.gov. Please don't hesitate to reach out to us if you have any questions.

CONTACT INFORMATION

For questions or concerns connected to this RFP, please don't hesitate to reach out to:

Tiffany Harms (*pronouns: she/her*)

Recruiting and HR Consultant, Juno Collaborative Consulting

Spokane Independent Metro Business Alliance

team@spokaneindependent.org | 253-224-8080