



# Request For Proposals

## **Outreach Field Director**

Spokane Independent Metro Business Alliance (SIMBA)

Accepting proposals until filled.

Budget: \$15k-\$25k

Timeline: Present until May 31, 2023

## 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

The contractor will plan, direct and manage outreach and engagement services aimed at locally-owned businesses from underrepresented backgrounds throughout priority geographies in Eastern and Central Washington. The selected contractor will possess the skills and experience required to develop and implement a detailed and iterative outreach plan that includes door-to-door canvassing, performance and demographic data collection and reporting protocols, phone bank coordination and resource management. The goal being to expand our Live Local INW Community Marketplace to include to new businesses – particularly those in low-income, underserved, and rural communities. This contractor will design, build and manage the entire project Outreach team of Field Managers and Canvassers, which could range in size from 6 to 20 individuals, depending on how the selected contractor approaches the work.

### Services

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

	<b>Service</b>	<b>Hours (if applicable)</b>	<b>Cost Subtotal</b>
1	<p><i>Business Outreach Strategy:</i> Develop strategy for canvassing small businesses in specific geographic areas based on project requirements.</p> <ul style="list-style-type: none"> <li>• Geographic areas include: Spokane County, TriCities Area, North East WA and South East WA.</li> <li>• Includes definition of hourly, daily and weekly goals, spec criteria, rolling schedule and iterative adjustments.</li> </ul>		

2	<p><i>Direct Business Outreach and Engagement:</i> Implement defined strategy by conducting door-to-door business and consumer recruitment drives, phone banks,. Includes use of Hubspot forms for data collection, distribution of printed materials and follow up plan. Objectives include:</p> <ul style="list-style-type: none"> <li>● Subscribing new businesses to SIMBA and Live Local newsletters (Minimum Goal: 500),</li> <li>● new businesses joining the Live Local INW Community Marketplace (Minimum Goal: 300),</li> <li>● Pledges from businesses to enroll in the Local Dollars program (Minimum Goal: 100 - includes both new &amp; existing participants),</li> <li>● Phonebank follow-up to assist businesses completing enrollment in Local Dollars remote digital pay option (Goal: 50),</li> <li>● Encouraging confirmed BIPOC and underserved businesses to apply for the Live Local INW Marketing Grant</li> <li>● Identifying and capturing ‘hot contacts’ for SIMBA (i.e. top 5-10 businesses out of 100 reached that indicate further interest and support for contributing to SIMBA and Live Local’s mission</li> </ul>		
3	<p><i>Reporting:</i> Work with project resources, such as the Technical Communications Manager, to create Hubspot forms for Canvassers to collect contact and demographic information about businesses, as well as to record those businesses interest in the programmatic offerings of the campaign. Ensure reporting aligns with project requirements and provide reporting data to the project team.</p>		
4	<p><i>Management:</i> Review reports regularly to adjust the outreach plan and strategy, and provide just in time training to Field Managers and their outreach personnel to stay on track with achieving and exceeding project goals. Provide logistical and other support as needed to Field Managers to accelerate outreach deployment as swiftly as possible.</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 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](mailto: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 called out in the proposal. If you have questions about this, please reach out to Tiffany Harms via the contact information below.

## SUBMISSION REQUIREMENTS

Bidders must adhere to the following guidelines to be considered:

- Submissions are to be directed to Tiffany Harms at [team@spokaneindependent.org](mailto: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 first invoicing deadline on April 25, 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](https://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](mailto:team@spokaneindependent.org) | 253-224-8080