



**REQUEST FOR PROPOSALS**  
**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**  
**MICROENTERPRISE PROJECTS FY 2014 - 2015**

**Purpose:**

The City of Tucson Department of Housing and Community Development is requesting proposals from eligible non-profit agencies seeking to provide assistance to existing and potential microenterprises within the City of Tucson. This allocation of resources supports the following economic development policies contained in the November 5, 2013 voter-adopted General Plan:

- Support and expand entrepreneurship through partnerships, technical assistance, and incentives (JW4)
- Provide assistance and incentives to encourage entrepreneurial efforts and technological innovations that lead to local business development and expansion (BC4)

See: <http://cms3.tucsonaz.gov/plantucson>

Microenterprises are defined as businesses with five or fewer employees either owned by a low/moderate income individual or willing to create jobs for low/moderate income persons. Approximately \$150,000 in CDBG funding will be awarded through this RFP process, subject to Congressional appropriations and Mayor and Council budget actions. Funding will be allocated for a one year period, beginning on July 1, 2014 and ending on June 30, 2015.

**Critical Dates:**      **Technical Assistance Session: January 7, 2014 at 3:00 p.m.**  
**Proposal Due Date: January 24, 2014 at 3:00 p.m.**

**ELIGIBLE AGENCIES:**

- 501(c)(3) or 501(c)(4) non-profit organization, at time of application
- Must comply with the City's non-discrimination policy
- Must have the capacity to comply with applicable laws and regulations associated with funding; including, but not limited to, environmental reviews, fiscal management systems and reporting, subcontracting, licensing and staffing with appropriate credentials
- Organizations should have multiple funding sources (including non-governmental funding); in kind services can be counted as a resource, but are not considered a 'funding source'
- Organizations must track, measure and achieve performance measures and outcomes as listed in this application. Funded proposals will require the submittal of quarterly and annual reports at year end.

**PROGRAM ELIGIBILITY:**

- Programs must be held within or mostly within Tucson city limits
- Must primarily benefit City of Tucson residents and/or microenterprises located within the City of Tucson
- Require a level of funding that is commensurate and proportionate to impact of services

**ELIGIBLE CDBG PROJECTS:**

Activities serving those persons who have existing microenterprises or who are working toward the development of a micro-enterprise. Eligible microenterprises are businesses with five or fewer employees either owned by a low/moderate income individual or willing to create jobs for low/moderate income persons, as defined below:

<u>Number of Persons In Household</u>	<u>Extremely Low Income 30 % Median</u>	<u>Very Low Income 50% Median</u>	<u>Low Income 80% Median</u>
1	\$12,600	\$21,000	\$33,550
2	\$14,400	\$24,000	\$38,350
3	\$16,200	\$27,000	\$43,150
4	\$17,950	\$29,950	\$47,900
5	\$19,400	\$32,350	\$51,750
6	\$20,850	\$34,750	\$55,600
7	\$22,300	\$37,150	\$59,400
8	\$23,700	\$39,550	\$63,250

Above figures are most recent limits from December 2012. Note that these limits are periodically revised by the Department of Housing & Urban Development (HUD). See: <http://www.huduser.org/> for updates.

Completed proposals must be e mailed to [HCDApplications@tucsonaz.gov](mailto:HCDApplications@tucsonaz.gov) (PDF format) or hand delivered to the following location:

City of Tucson, Housing & Community Development Department/PCD (Attention: Elaine Raviele)  
310 N. Commerce Park Loop, 1<sup>st</sup> Floor, Santa Rita Building  
Tucson, AZ 85745

**Application Deadline: Friday, January 24, 2014 at 3:00 p.m.**

Technical Assistance/Pre-Proposal Meeting:  
January 7, 2014 at 3:00 p.m.  
320 N. Commerce Park Loop, 1<sup>st</sup> Floor, Sentinel Building Meeting Rooms  
Tucson, AZ 85745

**PROJECT SELECTION PROCESS**

Proposals will be reviewed for project eligibility and completeness. Incomplete or late proposals will not be considered for funding. Those proposals that meet the eligibility criteria, as determined by City

staff, will be evaluated by the City of Tucson Committee assigned to review submittals received. Committee members will submit funding recommendations to the Housing and Community Development Department. The Mayor and Council will announce funding decisions in May of 2014.

## **PROJECT AREA**

The City of Tucson is requesting proposals for projects of **\$50,000 or more** in the category that follows:

### **MICRO-ENTERPRISE ASSISTANCE (24 CFR 570.201(o))**

Projects that serve those persons who have existing microenterprises or are working toward the development of a micro-enterprise. Qualifying micro-enterprise owners have 5 or fewer employees and have low/moderate incomes or create jobs for low/moderate income persons. Note that 'persons developing microenterprises' means such persons who have expressed interest and who are, or, after an initial screening process are expected to be, actively working toward developing businesses, each of which is expected to be a microenterprise at the time it is formed. Income levels of microenterprise owners (or created job holders) must be documented by subrecipients as a condition of program participation.

Projects will be considered that provide an acceptable combination of technical assistance and training to eligible microenterprises. Funded services can include: classroom instruction, personal development workshops and individual technical assistance sessions to develop business plans. Projects can include general assistance and support to program participants by providing peer support programs, business counseling, childcare, transportation and other similar services.

## **SELECTION CRITERIA**

Proposals from eligible agencies will be evaluated on the applicant's response to Forms 2 and 3, which includes: description of microenterprise assistance project and approach, agency experience and qualifications, demonstration of effective partnerships, eligible service area, benefit to city of Tucson residents, cost effectiveness of project for specified services, leveraging of other resources and documented need for the project. Each proposal can score a total of 50 points, see individual forms for breakdown.

## PROPOSAL INSTRUCTIONS

### 1. **RFP Availability:**

The RFP is available for downloading at <http://cms3.tucsonaz.gov/hcd> (click on What's New icon).

### 2. **Proposal Preparation:**

All proposals must include the following:

- Form 1 – Proposal Summary Sheet
- Form 2 – Project Narrative (maximum 4 pages)
- Form 3 – Performance Measures (maximum 1 page)
- Form 4 – Project Budget
- Form 5 – Agency Budget
- Form 6 – CDBG Funding History

### 3. **Proposal Submission:**

- Proposals should be prepared in typewritten format.
- One agency should be designated as the proposal contact if proposal is submitted jointly by multiple organizations.
- There is no limit to the number of proposals an organization may submit. Each proposal must be submitted separately, with all requested forms. Agencies must submit either one e mailed proposal or, one original and one copy if hand-delivered, for each request.
- Program Narrative (Form 2) should not exceed four (4) pages and should be in a legible font. Please do not include client testimonials or letters of recommendation.
- Submissions by facsimile machine or Postal Service will **not** be accepted.
- Completed proposals must be hand delivered no later than 3:00 p.m. on Friday, January 24, 2014, for the attention of Elaine Raviele, Community Services Project Supervisor, City of Tucson, Housing & Community Development Department, 310 N. Commerce Park Loop, 1<sup>st</sup> floor, Santa Rita Building, Tucson, AZ 85745; or, e mailed no later than 3:00 p.m. on Friday, January 24, 2014, to [HCDApplications@tucsonaz.gov](mailto:HCDApplications@tucsonaz.gov) .

### 4. **Technical Assistance Session:**

The Pre-Proposal session will be held:

**Tuesday, January 7, 2014 at 3:00 p.m.**  
**City of Tucson, 320 N. Commerce Park Loop**  
**Sentinel Building Meeting Rooms**  
**Tucson, AZ 85745**

Please contact Elaine Raviele at 837-5324 five (5) business days in advance of this meeting if an accommodation is required or 791-2639 (TTY).

Si desea recibir esta información en español por favor llame al (520) 791-4171.

For City Staff Use Only:  
PC Initials \_\_\_\_\_ Date \_\_\_\_\_  
Eligible Activity \_\_\_\_\_  
National Objective \_\_\_\_\_  
Microenterprise Project? Yes/No \_\_\_\_\_

**FORM 1**  
**PROJECT SUMMARY**

1. Agency Name \_\_\_\_\_
2. Agency Address \_\_\_\_\_ Zip \_\_\_\_\_
3. Project Title \_\_\_\_\_
4. Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_ Fax# \_\_\_\_\_  
E-Mail \_\_\_\_\_
5. 501(c)(3) or 501(c)(4) Certification \_\_\_Yes \_\_\_No Faith-based organization? \_\_\_Yes \_\_\_No
6. Federal Tax ID#: \_\_\_\_\_ Date of Incorporation: \_\_\_\_\_  
(New applicants must submit IRS tax exemption request letter with completed application)
7. CDBG funding request: \$ \_\_\_\_\_
8. Project location:  
Address(s) \_\_\_\_\_ Zip \_\_\_\_\_  
Ward number(s) \_\_\_\_\_ Census tract number(s) (Required) \_\_\_\_\_  
Website: <http://www.ffiec.gov/geocode/>  
If location is unknown, explain how site(s) will be selected \_\_\_\_\_

9. Describe the project in 100 words or less:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Has this project previously been funded through the City of Tucson? \_\_\_Yes \_\_\_No

By completing this box, agency confirms that the person responding to this RFP is authorized on behalf of the organization to apply for grant funding, and all information provided is accurate and complete. Sign below unless proposal is submitted by email. Incomplete proposals may be disqualified.

\_\_\_\_\_  
Name of Authorized Signatory Date

\_\_\_\_\_  
Typed Name of Authorized Official Title

**FORM 2**  
**PROJECT NARRATIVE**

**FORM 2: Project Narrative (limited to 4 pages, 42 points maximum)**

1. **PROJECT APPROACH AND DESCRIPTION: (Max: 14 points)** How was your project developed? Outline involvement with key partners or stakeholders. Describe the project, how it will be implemented, operated and administered over a one-year timeframe. Provide a project timeline that clearly identifies milestones to be identified during the contract period
2. **ORGANIZATIONAL CAPACITY: (Max 10 points)** Describe your agency's organizational skills, experience and resources necessary to implement and manage the project. Describe staff's roles, responsibilities, education and experience and identify the program manager. Identify any staff positions that need to be filled after award. Describe past project performance or success in initiating, maintaining and completing similar projects. Describe project's fiscal management system, to include: accounting system used, use of outside accounting and/or payroll services and capability to track grant funds
3. **DEMONSTRATION OF NEED: (Max 8 points)** Describe the need for this project and why the identified need is currently not being met for the targeted population. Include critical and relevant information about the population to be served, and define the proposed service area. Is there a focus on the City of Tucson's CDBG target area? See: <http://cms3.tucsonaz.gov/files/hcd/2014AAPadoptedr.pdf> . How will your agency ensure that project beneficiaries primarily reside within the city limits of Tucson?
4. **COST EFFECTIVENESS: (Max 10 points)** Explain how the project budget (**Form 4**) illustrates a cost-effective approach to providing the proposed services and that funding is commensurate and proportionate to the impact of services. Describe how City funding allows the agency to leverage other resources.







**FORM 3**  
**PERFORMANCE MEASURES**

**Form 3: Performance Measures (1 page maximum) – 8 points maximum**

**Please provide the following information:**

1. How many entrepreneurs will be served by your project?
  - a. What % of participants will be existing microenterprises, pursuant to HUD's definition?
  - b. What % of participants will be start up entrepreneurs, reasonably expected to create a microenterprise at the conclusion of training provided?
  - c. What % of project participants will be of low/moderate income?
2. What % of enrollees will report improved knowledge, skills and preparation necessary to operate a microenterprise? How will this information be obtained?
3. What % of enrollees will complete a business plan?
4. What % of enrollees will be referred for loan consideration?
5. Will any new jobs for low/moderate income persons be created as a result of the training? If yes, how will this be tracked?



**FORM 5**

**AGENCY BUDGET – Includes information for the entire agency**

<b>AGENCY FUNDING SOURCE</b>	<b>Actual Budget FY 2014</b>	<b>PROJECTED BUDGET FY 2015</b>	<b>AGENCY EXPENSES</b>	<b>Actual Budget FY 2014</b>	<b>PROJECTED BUDGET FY 2015</b>
<b>City of Tucson:</b>			Staff Salaries (exempt)		
City CDBG			Staff Salaries (hourly)		
City ESG			Employee Benefits		
City General Fund			Professional Contract Services:		
City HOME			Staff Development/Training		
City SHP			Travel		
Other:			Mileage Reimbursement		
Other:			Rent/Mortgage		
<b>Pima County:</b>			Utilities		
County CDBG			Equipment		
County General Fund			Maintenance		
County ESG			Direct Assistance to Individuals		
			Printing		
			Postage		
			Insurance		
			Fundraising Expenses		
<b>Self-generated Funds:</b>			Supplies		
Contributions/Donor Designations			Other:		
Client Fees/Dues			Other:		
Fundraising			Other:		
Investment Income			Other:		
Other:					
<b>State:</b>					
<b>Federal:</b>					
<b>Other:</b>					
<b>Total Agency Revenue:</b>			<b>Total Agency Expenditures:</b>		



## MICROENTERPRISE RFP CHECKLIST

- Have you completed:**
- Form 1: PROJECT SUMMARY
  - Form 2: PROJECT NARRATIVE
  - Form 3: PERFORMANCE MEASURES
  - Form 4: PROJECT BUDGET
  - Form 5: AGENCY BUDGET
  - Form 6: CDBG FUNDING HISTORY

- Have you signed:** Form 1 if hard copy being delivered?
- If submitted via e mail, signature will not be required

