Notice of Funding Availability

2022 Funding Round
1. INTRODUCTION
The City of Minneapolis is seeking applications from local organizations that provide direct business technical assistance and trainings to businesses located in Minneapolis. The total funding available for this NOFA is $700,000 and we expect to receive multiple applications. During the contracting process, the selected applicants and the City will agree upon the grant agreement outcomes and deliverables.

The funding for this NOFA comes from the American Rescue Plan Act (ARPA). The selected applicants will be classified as subrecipients pursuant to local and federal administrative rules and regulations.

2. B-TAP/ARPA PROGRAM DESCRIPTION
a. Program Goals
The goal of B-TAP is to help small, Minneapolis-based businesses start or expand to support job creation and economic health in the city. The City's Strategic Racial Equity Action Plan (SREAP) identifies a set of priorities that the City will focus on over the next three years to eliminate racial disparities in the City of Minneapolis. Eliminating the racial disparity in business startup and expansion is specifically identified in the following Strategic Need statement for the Economic Development priority area of the SREAP, as per the following excerpt:

   Economic Development: Increase the number of Minneapolis-based businesses owned by Black, Indigenous, and People of Color; and increase businesses with BIPOC ownership that are still in business after 5 years.

B-TAP will prioritize support in the City’s Cultural Districts, which are contiguous areas that have historically been impacted by economic exclusion. Because these areas are significantly populated by people of color, Indigenous people, and/or immigrants, it is anticipated that B-TAP will positively impact the Economic Development priority of the SREAP.

B-TAP exists to increase access to resources that may otherwise be out of reach for small-scale businesses. As such, participating businesses may not be charged by the selected applicants for services that are reimbursed through B-TAP funding.

b. Eligible / Focus Areas
The program is available for businesses located throughout the city of Minneapolis. While B-TAP is interested in serving any business located in Minneapolis, for this NOFA the City will prioritize funding for eligible applicants serving businesses in one or more of the following four city Cultural Districts: Cedar Riverside, East Lake, West Broadway, and 38th & Chicago.

c. Business Eligibility
For the purpose of this NOFA, B-TAP support will be available to small business, non-profits, and entrepreneurs. A small business is defined as a business concern or other organization that: (1) Has no more than 500 employees or, if applicable, the size standard in number of employees established by the Administrator of the Small Business Administration for the industry in which the business concern or organization operates; and (2) Is a small business concern as defined in section 3 of the Small Business Act (15 U.S.C. 632).

Because funding for this NOFA comes from ARPA, all recipients of B-TAP assistance must have experienced a negative economic impact due to the pandemic, and the support provided must be proportional to the loss sustained by the business.
3. NOFA FUNDING

a. Eligible Applicants
Eligible applicants include non-profit or for-profit organizations that have demonstrated capacity to perform the business consulting and training work. This includes staff with experience providing business development assistance and experience managing contracts. Sub-contracting is not allowed with ARPA funded contracts.

b. Eligible Activities
Funding for this NOFA includes three categories. Applicants may apply for one or more categories. Your application should clearly indicate which category or categories you are applying for:

- **One-on-One Technical Assistance**: One-on-one technical assistance to existing Minneapolis businesses to retain existing businesses, increase profitability, or expand locations may include, but is not limited to:
  - General business planning: support writing and packaging business plans, marketing plans or brand packages, business management training and/or other strategic planning;
  - Navigating regulatory processes and public resources: completing license applications, applying for City-funded programs including Minneapolis 2% Loans and Minneapolis Green Cost Share, registering for business certification programs including Target Market and DBE;
  - Financial training and coaching: increasing access to capital by preparing loan packages, cash flow projections, and/or training in bookkeeping practices or payroll systems;
  - Technology transitions or implementation: e-commerce or website development or maintenance, POS training, social media training, training or setup of app-based delivery services;
  - Other specialized or certified services: legal services, real estate brokerage, and/or accounting.

- **Group Trainings/Business Recovery Programs**: Applicants are to propose a group training or business recovery program, which is not covered by the existing one-on-one business technical assistance model. Applicants must identify which business needs are being met, your marketing strategy and who the program would be primarily serving. Group trainings may include, but is not limited to, other business recovery programs that respond to specific needs affecting businesses.

- **Business Outreach**: Applicants may apply for business outreach funds to support their one-on-one technical assistance or training programs; or as a separate business assistance strategy. Business outreach may include, but is not limited to, direct business canvassing, outreach through local neighborhood and business associations, cultural radio or newspapers, and networking events.
  - Note: Business training, recovery and outreach programs should serve the individual business owner or entrepreneur. Programs that benefit the business district overall should apply to the Great Streets Business District Support Program.

c. Funding Categories
Funding for this NOFA includes three categories. Applicants may apply for one or more categories. Your application should clearly indicate which category or categories you are applying for:

1) **One-on-One Technical Assistance**: B-TAP will pay $75 per hour for technical assistance, up to 50 hours per business.
2) **Group Trainings/Business Recovery Programs**: Applicants must include a detailed budget of their proposed program in their application.

3) **Business Outreach**: The applicant must include a detailed outreach budget with planned outreach activities in their application.

d. **Reporting Requirements**
To be reimbursed, City Staff may request the following documentation:

- Technical assistance report, including negative impact of the COVID 19 pandemic on recipient businesses.
- Group training or business recovery program summary, materials and participant list.
- Business outreach materials, direct costs, canvassing list, and outcomes.
- One-on-One Technical Assistance: Selected applicants must report how the provided services made a significant contribution toward business retention or expansion.

di. **APPLICATION SUBMISSION AND SELECTION**

a. **Anticipated Timeline**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational meeting</td>
<td>September 15, 2022</td>
</tr>
<tr>
<td>Questions due by email</td>
<td>September 26, 2022</td>
</tr>
<tr>
<td>Submission deadline for applications</td>
<td>September 30, 2022</td>
</tr>
<tr>
<td>Contract start date</td>
<td>November 3, 2022</td>
</tr>
</tbody>
</table>

b. **Informational Meeting**
An informational meeting will be held on September 15, 2022, from 1:00 p.m. - 2:00 p.m. Attendance is recommended but not required. The meeting will take place via Microsoft Teams:

- **Join on your computer or mobile app**
  - [Click here to join the meeting](#)
  - Meeting ID: 236 134 461 127
  - Passcode: T9s33q
  - [Download Teams](#) | [Join on the web](#)

- **Or call in (audio only)**
  - +1 612-276-6670, 8968643# United States, Minneapolis
  - Phone Conference ID: 896 864 3#
  - [Find a local number](#) | [Reset PIN](#)

c. **NOFA Inquiries**
Prospective applicants should direct questions by email to the department contact person:

Emily Peterson, B-TAP Coordinator
Emily.Peterson@minneapolismn.gov
City of Minneapolis, Community Planning and Economic Development

All questions are due no later than September 19, 2022 at 4:00 pm. Questions and responses will be posted on the City website:

The department contact person cannot vary the terms of the NOFA. The City reserves the right to modify this NOFA at any time prior to the application due date. An addendum will be posted if the NOFA is modified.
The 2022 B-TAP ARPA Application is attached as Exhibit A. All applicants, including current service providers and new applicants, must submit a completed application.

Applications shall be delivered to the City on or before: September 30, 2022, at 4:00 pm. Applications and supporting documentation must be submitted in PDF or Microsoft format (up to 10mb file) to BTAP@minneapolismn.gov.

Applications received after the deadline will not be accepted. It is neither CPED’s responsibility nor practice to acknowledge receipt of any application. It is the applicant’s responsibility to assure that an application is received in a timely manner. Please make sure your application is complete. Incomplete applications may be rejected.

e. Review and Selection Process
A committee of City staff will review applications and make a recommendation for funding. The City reserves the right to reject any or all applications or parts of applications, negotiate modifications to an entire application or specific components of the scope of work within a application to create a project of lesser or greater magnitude than described in this NOFA or the submitted application.

f. Evaluation Criteria
In reviewing B-TAP applications, the review team will consider the following criteria. Funding for existing service providers will be based in part on current and past performance. If the evaluation team considers a new service provider for funding, an interview may be scheduled before making a final recommendation on that service provider. The City may, in its sole discretion, expand or reduce the criteria upon which it bases its final decisions.

1) Applicant’s mission, background and performance: Do the mission, vision, and services of the applicant align with City goals? Does the applicant and/or consultants have a track record serving businesses and the ability to keep appropriate documentation? Does the applicant have an established technical assistance, training, and coaching program?

2) Applicant’s services, expertise and systems: What are the applicant’s primary services and areas of expertise? What is the organizational capacity to provide business consulting services? What are the qualifications of the applicant team or how will the capacity be expanded? How does your organization track outcomes?

3) Priority Populations: What is the experience of this applicant working with multicultural and economically underserved communities, in areas of concentrated poverty, and in the City’s Cultural Districts? What industries, business stages, and/or entrepreneur characteristics does your organization primarily serve?

4) Marketing, outreach and screening: Does the applicant demonstrate effective methods of outreach to engage potential clients? Are the promotional materials, website, and other marketing tools accessible and appealing to the target population? Does the applicant have a plan to promote the services as sponsored by City of Minneapolis?

g. Selection & Contracting
Final funding recommendations will be made by the evaluation committee to City leadership. Selected applicants will be required to enter into grant agreements with the City. The terms of the agreements will be finalized by the City and the selected applicants following selection. The agreements will be reimbursable, performance-based grant agreements. Selected applicants with grant agreements will submit quarterly invoices for payment for the delivery of outcomes in accordance with the terms of their agreements.
h. **No Applicant Recourse**
The City shall not be responsible for any costs incurred by any applicant in connection with this NOFA. Applicants shall bear all costs associated with application preparation and submission, and any other activity associated with this NOFA. This NOFA does not commit the City to award a contract. Submission of an application shall neither obligate nor entitle any applicant to enter into a contract with the City.