

Minneapolis Latino Business Week

Notice of Funding Availability -2025

Introduction

Since 2024, the City of Minneapolis has hosted Latino Business Week during Hispanic Heritage Month.

This annual event celebrates and support Latino-owned businesses and entrepreneurs through a series of activities and events. The City is seeking proposals for the 2025 Latino Business Week, set to take place Sunday, October 5 through Saturday, October 11.

Individual applicants may request funds for up to \$20,000. The total amount awarded will be up to \$60,000.

Eligible Applicants

Eligible applicants for Latino Business Week funding include:

- Non-profits
- For profit businesses
- Neighborhood and community organizations
- Cultural groups
- Individuals
- Partnerships of the above

Funded Activities

Activities funded through this program must align with the overarching goals for the identified cultural business week and take place during the time frame determined by the City.

All activities and expenses must meet public purpose rules for City funds. Proposed activities may include:

- Workshops and trainings (English and/or Spanish)
- Networking events
- Pop-up markets
- Resource fairs
- Public promotional campaigns to support local businesses
- Events that support business development in Minneapolis

Eligible expenses	Ineligible expenses
<p>Program funds may be used for:</p> <ul style="list-style-type: none"> • Space rental fees • Equipment rental (e.g. AV equipment) • Speaker fees • Development of materials • Print materials • Event planning coordination • Interpreters and/or translation of materials • Photography and/or videography. Photos and/or videos must be provided to the City of Minneapolis for future use. • Marketing and promotion for events. Marketing and promotional materials must be pre-approved by the City, and use City-provided logo, branding. • Food and beverage for events. Food and beverage purchases must be made in accordance with the City's food policy. 	<p>Program funds shall <u>not</u> be used for:</p> <ul style="list-style-type: none"> • Entertainment • Permit and license fees • Decorations • Grants, gifts, donations, etc. to businesses or individuals • Advertisement for individual businesses • Giveaways, "swag bags", prizes • Purchase of gift cards for any reason • Other items that do not have a public purpose.

Additional Requirements

- Activities The City-provided logo must be included on all print and marketing material.
- Selected organizers must coordinate with City staff on promotion of activities.
- Activities utilizing program funds must be free, open to the public, and open to all interested attendees, regardless of race, ethnicity, or other characteristics.
- Selected organizations are responsible for all activity logistics.
- Organizers must coordinate participant registration where relevant and share registration data back with the City and/or report back estimated attendee/participation numbers for funded activities.

Timeline

NOFA/RFP Issued	June 9, 2025
Submission Deadline	July 7, 2025
Proposal Review and Evaluation	July 2025
Anticipated Contract Dates	August 1, 2025- October 31, 2025

NOFA Inquiries

Prospective responders should direct questions **in writing** to the department contact person Zoe Thiel at btap@minneapolismn.gov . The department contact cannot vary the terms of the NOFA. The City reserves the right to modify this NOFA at any time prior to the proposal due date. An addendum will be posted to the [CPED RFP website](#) if the NOFA is modified.

Proposal Submission

All applicants must submit a completed Proposal Form. Applicants must email the Proposal Form to btap@minneapolismn.gov **by July 7, 2025 at 4:00 pm**. Proposals received after the deadline may be rejected. It is neither CPED's responsibility nor practice to acknowledge receipt of any proposal. It is the applicant's responsibility to assure that a proposal is received in a timely manner. Please make sure your proposal is complete. Incomplete proposals may be rejected.

Evaluation Criteria

A committee of City staff will review proposals and make a recommendation to City Council for funding. The City reserves the right to reject any or all proposals or parts of proposals, negotiate modifications to an entire proposal or specific components of the scope of work within a proposal to create a project of lesser or greater magnitude than described in this NOFA or the submitted proposal. In reviewing proposals, the review team will by consider the following criteria. The City may, in its sole discretion, expand or reduce the criteria upon which it bases its final decisions.

- Organizational capability
- Prior experience

Selection & Contracting

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.

The grant recipient will be required to attend a pre-grant award virtual meeting.

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 preparation and submission of their proposals, and any other activity associated with this NOFA. This NOFA does not commit the City to award a contract. Submission of a proposal shall neither obligate nor entitle any applicant to enter into a contract with the City.