

Business Technical Assistance Program for Uptown

Notice of Funding Availability

Introduction

The City of Minneapolis is requesting proposals from local organizations that provide direct business technical assistance and training services to for-profit business located in the Uptown Neighborhood of Minneapolis. The total funding available for the Business Technical Assistance Program for Uptown (Program) is \$50,000 and we expect to receive multiple applications. The City is seeking one or more providers who are passionate about the program's goals and have a thoughtful approach to achieving program objectives.

Program Background

1. Background

The City's Business Technical Assistance Program provides funding for business-consulting services that support business development, retention, and growth. BTAP allows the City to expand its capacity by funding local, business development organizations that already have community organizing expertise, cultural competency, and technical skills to provide the assistance. By supporting small businesses, the Program is also supporting job creation and retention in Minneapolis. In 2025, the City appropriated an additional \$50,000 in one-time funding to be used specifically for assistance in the Uptown Neighborhood of Minneapolis.

2. Eligible Recipients

Recipients must meet all of the following requirements in order to receive assistance under the Program:

- Be a for-profit business.
- Have a physical location in the Uptown Neighborhood of Minneapolis, as defined from the [adopted Uptown Small Area Plan](#). The boundaries of Uptown are generally defined by the following boundaries, as well as the Hennepin Avenue commercial corridors. See eligible area map in Exhibit A.
 - North: 28th Street
 - South: 31st Street
 - East: Bde Maka Ska Pkwy
 - West: Bryant Ave

Assistance cannot be provided to non-profits using Program funds. Home-based businesses and prospective businesses without an identified location in Uptown are not eligible for assistance under the Program.

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

NOFA Eligibility

1. Eligible Applicants

Eligible applicants for this NOFA funding include non-profit or for-profit entities that have demonstrated capacity to perform the business consulting and training work. This includes staff (or consultants) with experience providing business development, establishment and expansion assistance, and experience managing contracts are eligible to apply for this program.

2. Eligible Activities

Eligible activities must support the economic vitality of small businesses in Uptown through outreach, group trainings, and/or 1-on-1 technical assistance to help coach businesses with marketing, promotion, finances, etc.

One-on-one Technical Assistance

Applicants may propose one-on-one consultations to eligible recipients to retain existing businesses, increase profitability, or expand locations. Selected applicants must report how the provided services made a significant contribution toward business retention or expansion. Technical assistance is not limited to low-income individuals. Selected applicants may choose to subcontract with third party professional services to meet business needs. Activities may include, but are not limited to:

- Support writing business plans and other strategic planning.
- Assistance with business registration, license applications, and other business set up and regulatory tasks.
- Access to capital by preparing loan packages, cash flow projections and providing financial coaching.
- Bookkeeping training and accounting support.
- Real estate acquisition or lease agreements.
- Marketing planning and support.
- Legal services.
- Business Outreach

Group Trainings

Applicants may propose a group training, which is not covered by the existing one-on-one business technical assistance model.

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.

Ineligible Activities

Ineligible activities include:

- Funding for building improvements.
- Purchase of equipment.
- Grants to business owners.

3. Budget

The maximum amount of funding available under this NOFA is \$50,000. The City expects to select multiple applicants, with set maximum amounts for each response category:

Response Category	Maximum Amount
Workshop Development and Facilitation	\$5,000 / per workshop
One-on-one Technical Assistance	\$100 per hour / 50 hours per Program recipient
Business Outreach	\$5,000 total per contract

Proposal Submission and Selection

4. Timeline

NOFA/RFP Issued	April 15, 2025
Deadline for Written Questions	April 28, 2025
Q&A Posted Online	April 30, 2025
Submission Deadline	May 7, 2025 by 4:00 p.m.
Proposal Review and Evaluation	May 2025
Anticipated Contract Dates	June 1, 2025 – May 31, 2026

5. NOFA Inquiries

Prospective responders should direct questions **in writing** to the department contact person at btap@minneapolismn.gov . All questions are due no later than April 28, 2025 at 4:00 pm.

Questions will be answered in writing and posted under “documents” on the [CPED RFP website](#) on April 30. 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 proposal due date. An addendum will be posted to the [CPED RFP website](#) if the NOFA is modified.

6. Proposal Submission

The BTAP for Uptown Proposal Form is attached as Exhibit A. All applicants must submit a completed Proposal Form. Applicants must submit the Proposal Form **by May 7, 2025 at 4:00 pm**. Proposal Forms and supporting documentation must be submitted in PDF or Microsoft format (up to 10mb file), by email to btap@minneapolismn.gov with the subject line “Uptown BTAP NOFA”. 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.

7. Evaluation Process and Criteria

A committee of City staff will review and select proposals 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.

- Whether the applicant and proposal meet all eligibility criteria and satisfy all NOFA requirements.
- Quality, thoroughness, and clarity of proposal.
- Qualifications and experience of staff.
- Demonstrated ability to coordinate and implement the proposed activities.
- How well the proposed activities meet City objectives.
- Cost of services proposed.
- Demonstrated relationship with communities involved in the proposed activities.

8. Selection & Contracting

Selected applicants will be required to enter into grant agreements with the City. The grant agreements will be for one year in duration. 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.

9. 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.

Exhibit A

Uptown Geographic Boundaries



Source: Uptown Small Area Plan, 2008

<https://minneapolis2040.com/small-area-plans/uptown-small-area-plan/>