

## Solicitation for Professional Services: Convenience Store Support

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### BACKGROUND

The Minneapolis City Council voted in July 2015 to restrict sales of flavored tobacco products except menthol, mint, or wintergreen to tobacco product shops. In August 2017, The Minneapolis City Council amended the ordinance to include menthol in the flavored tobacco restriction. As of August 1, 2018 Tobacco products shops can sell all types and flavors of tobacco products, liquor stores can sell unflavored and menthol products, and all other tobacco licensees (grocery stores, gas stations, etc.) can *only* sell unflavored tobacco products. The City of Minneapolis—through the Health Department and Community Planning and Economic Development’s Business Technical Assistance Program (B-TAP) —offers many resources and services that could help convenience/corner store owners to adjust to these restrictions

### SCOPE OF WORK

The Minneapolis Small Business Team is seeking one or more consultants to conduct outreach to corner stores and connect them with appropriate business support services, including Business Technical Assistance Program (B-TAP) providers. The selected consultant(s) will proactively promote B-TAP technical assistance services and City resources (e.g., Healthy Corner Store merchandising package; façade improvement loans, etc.) to store owners operating non-chain convenience/corner stores. A list of corner stores will be provided to selected consultants..

### PROJECT DESCRIPTION

Through this project, the City of Minneapolis intends to achieve the following objectives:

- Promote existing small business assistance services that are available through Community Planning and Economic Development and Healthy Corner Store resources available through the Minneapolis Health Department.
- Increase awareness among Minneapolis convenience store owners about the new ordinance and assess their technical assistance needs

During the outreach phase of this project, the consultant(s) will conduct in-person visits to corner stores and engage owners and/or store managers in conversation to understand the technical assistance needs of the corner store and make appropriate referrals to City programs and resources. The Small Business Team will provide relevant background information and materials. The consultant(s) will complete brief report back about each store outreach visit completed.

### TARGET AUDIENCE:

There are approximately 400 stores in Minneapolis impacted by the menthol restrictions. This project will focus on 130 convenience and corner stores impacted by this ordinance that are independent, locally owned, and have not already been contacted by the City. Selected consultant(s) must connect with a store owner or manager to be reimbursed for services.

### DELIVERABLES:

Each provider selected will:

- Conduct store visits and provide resources and technical assistance referrals for at least 20, up to 130 total stores.
- Participate in up to 4 check-in meetings throughout the project

- Submit a final report including a list of the stores reached, the outcome of that outreach, and a summary of the data and any themes/findings. A report template will be provided.

## PROPOSALS

Responses should include:

1. Name of organization and/or persons doing the work
2. Preferred contact information (Phone and email)
3. Estimated capacity for store outreach (number of stores, between 20-130)
4. Any preferred/required geographic parameters for store outreach?
5. Brief description of experience with convenience stores or similar businesses (<150 words)
6. Brief description of familiarity with City programs and resources (<150 words)
7. Are you a target market vendor (yes/no)
8. Are you a woman or minority owned business (yes/no)

Proposals are due by 5:00 p.m. on September 10th by email to [Zoe.Thiel@minneapolismn.gov](mailto:Zoe.Thiel@minneapolismn.gov)

Proposals received after the deadline will not be accepted. It is neither the City's responsibility nor practice to acknowledge receipt of any proposal. It is the responder's responsibility to assure that a proposal is received in a timely manner. Please make sure your proposal is complete. Incomplete proposals will not be accepted.

## QUESTIONS?

Prospective responders should direct questions by email to: [Zoe.Thiel@minneapolismn.gov](mailto:Zoe.Thiel@minneapolismn.gov)

## APPLICATION PROCESS AND TIMELINE

- August 30 Application released.
- September 10th: Application due by 5pm
- September 14th: Selected candidates notified
- September 17-24: Project orientation meeting
- September –December: Project Implementation
- December 7: Final report and invoice due

## ELIGIBILITY

- Non-profit organizations, for-profit businesses, and independent contractors are all eligible to respond

## SELECTION PROCESS

Consultant(s) will be selected based on:

- Capacity to conduct outreach
  - Preference will be given to respondents with capacity to visit a significant number of stores
- Familiarity and/or experience with City programs and resources
  - Preference will be given to respondents who are current Business Technical Assistance (B-TAP) service providers or can demonstrate significant knowledge & experience with B-TAP
- Experience working with convenience stores or similar businesses

## STANDARD AGREEMENT

The selected contractor(s) will be expected to sign a [Standard Agreement Form](#)

**PROJECT PERIOD**

August- December 2018

**ACTIVITIES, BUDGET, AND TIMELINE**

Funding is available for one or more consultant to conduct outreach to a combined total of 130 businesses. Selected consultant(s) will enter into a Standard Agreement Form with the City of Minneapolis, to be reimbursed based on the following deliverables.

	#	Rate	Total
<b>Store visits</b>	Up to 130	\$ 100/completed visit	\$13,000
<b>Kick off and check-in meetings</b>	Up to 4	\$ 100/meeting	\$ 400
<b>Summary Report</b>	1	\$ 250/report	\$ 250

