

LONG BEACH COMMUNITY COLLEGE DISTRICT
Request for Qualifications (RFQ)
Economic Development Programs Business Advisors
RFQ # 19-1002

The Long Beach Community College District (LBCC or District) is currently seeking contract workers for economic development programs offered through the District's Small Business Development Center, Center for International Trade Development, Goldman Sachs 10,000 Small Businesses Program; and other new programs as they are developed. The District is seeking qualified and experienced subject matter expertise in areas which include: finance, accounting, marketing, web development, social media, legal (contracts or IP), human resources, technology (clean tech or advanced manufacturing), general business development, business expansion and growth strategies, business certifications, government contracting, business acceleration, and international trade development.

The rate of pay varies based on programs. The rate is on average \$60 per hour, **set at the discretion of the Executive Director according to program budget, requirements of the assignment, and experience.** The assignments will be limited in scope, with work averaging 8 -20 hours per week based on the needs of each program.

Applicants with expertise in the areas listed in the document below are encouraged to apply. Previous or current small business owners and consultants are strongly encouraged to apply. After an evaluation process, the District will select business advisors to be part of a preapproved list for business advising assignments which will be assigned to between October 1, 2018 through September 30, 2021. Any work assigned as part of this process will be through a contract issued by the District. The District will not guarantee any minimum amount of work to any individual or firm chosen to be part of the preapproved business advisors list.

LBCC PROGRAMS

Small Business Development Center

The Small Business Development Centers (SBDCs) are funded in-part by the U.S. Small Business Administration (SBA) and represent the largest technical assistance organization in the country. SBDCs provide no- cost, customized, one-on-one consultations to both existing business owners and those who wish to start a small business. SBDCs also provide low-cost or no-cost training workshops to the small business community. There is a national network of SBDCs with 62 Lead Centers that oversee 900+ SBDCs (Service Centers). In California, there are five lead centers and over 35 service centers. The reach of the SBDC program is extensive.

Advisors will provide technical consulting to both current and prospective small to mid-size businesses. They will work one-on-one, confidentially with clients and may also participate in group workshops and/or seminars. Standard SBDC services include: financial counseling, marketing advice, and management guidance. Specialized services may include expertise in specific industries, such as international trade, social media, and etc.

*** The Lead Center for the Los Angeles Regional SBDC Network is operated by Long Beach Community College District and oversees the SBDC program for the counties of Los Angeles, Ventura, and Santa Barbara.** The Small Business Development Centers are funded by the U.S. Small Business Administration, center host institutions, state and local funds, and corporate partners. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. *Special arrangements for individuals with disability will be made if requested in advance.*

Center for International Trade Development

Established in 1989, the California Centers for International Trade Development (CITD) are funded by the California Community College's Chancellor's Office to promote the state's international trade and competitiveness, assist exporters and importers, and advance economic and job growth. The CITDs assist California business to expand internationally as well as help colleges become more globalized.

The California CITDs have offices across the state and provide a full range of trade assistance services to companies and individuals in the state of California. Services are either free or low cost. Whether new or experienced in export or import, CITD experts and resources are ready to assist. Our programs and services include one-on-one technical assistance and consulting, market research, training and educational programs, trade leads, and special events.

Key services include:

- **Deliver** Export and Import Training and Assistance
- **Inform** Career Pathways and Technical Assistance
- **Expand** Global Trade Curriculum and International Marketing Opportunities

Consultants will work with small to mid-size businesses generally, direct and facilitate contact with our established state and federal trade partners, and may lead workshops and/or seminars in specialized areas of global business. Services may include: one-on-one business consulting, providing foreign market research, and providing timely information relative to trade policy and regulatory issues as they pertain to small to mid-size business.

LBCC is seeking International Business Consultants with a minimum of 3 years of experience within one or more aspect of global trade. CGBP certification is helpful, though not required.

Goldman Sachs 10,000 Small Businesses Program

10,000 Small Businesses is a \$500 million initiative by Goldman Sachs Foundation (GSF) to unlock the growth and job-creation potential of 10,000 Small Businesses across the United States through greater access to business education, financial capital, and business support services. It is based on a broadly held view of leading experts that this combination of education, capital, and support services best addresses the barriers to growth for small businesses.

Long Beach Community College District is the Southern California Regional Center for the Goldman Sachs 10,000 Small Businesses program and serves an area from Bakersfield to San Diego. The College is also a part of a national network of fourteen (14) colleges across the country delivering the Business and Management Education program. In Southern California, the program is delivered at two sites, Long Beach City College (LBCC) and Los Angeles City College (LACC); **this RFQ is for the LBCC site only**. Business advisors to the Goldman Sachs program may be expected to facilitate and/or provide instruction for particular modules of the curriculum and/or provide outreach and recruitment services to attract qualified small business owners to the Program.

Advisors will work with established growth businesses in developing strategies, financial projections, and a business growth plan. Depending on their level of expertise and knowledge, advisors for the 10,000 Small Businesses Program may also provide specialized services on projects at the direction of the Regional Executive Director.

LBCC is seeking business advisors to support this program with at least three years of direct experience in business growth. A finance background is strongly desired.

Economic Development Programs Business Advisor Proposal

DESIRED EDUCATION AND EXPERIENCE: The preferred educational experience is a Bachelor's Degree in Business or a related field. Although this is preferred, candidates with a combination of education and experience will be considered.

DEADLINE: Proposals will be reviewed as they are received, however all responses to this Request for Qualification (RFQ) must be completed and delivered via email no later than **Friday, November 10, 2018 by 3:00 p.m.** The District is not responsible for delays in the transmission or receipt of electronically submitted responses. The time clock showing the date and time of receipt in the District's email system will be the time and date stamp of record.

TO SUBMIT: Please email applications to sbdc@lbcc.edu. ONLY emailed responses will be accepted. Proposals received after this date and time, may at the discretion of the District, be rejected without consideration. No faxed proposals will be considered.

QUESTIONS/INQUIRIES: All questions and inquiries regarding this RFQ and the process must be submitted solely by email to sbdc@lbcc.edu **no later than November 10, 2018.** No other LBCC staff or contractors are to be contacted regarding this RFQ. No phone calls are allowed. Failure to follow this direction may result in the rejection of your proposal at the sole discretion of the District. Any updates or changes to this RFQ will be solely posted on the District's website at: <https://www.lbcc.edu/post/current-solicitations>. It is the responsibility of any interested party to watch this website for any changes or updates. The District will not email any updates to any parties.

TIMELINE: Individuals selected for the preapproved list of Business Advisors will be **notified no later than Wednesday, November 21st, 2018.** While we would like to contact everyone (regrets included), the number of applications may prevent us from doing so.

INTERVIEWS: The District reserves the right to interview advisors as part of the review process. If the District elects to have interviews, applicants will be contacted individually at the discretion of the District.

PRE-CONTRACTUAL EXPENSES: Pre-contractual expenses are defined as any expenses incurred by the proposer in: (1) preparing its proposal in response to this RFQ; (2) submitting that proposal to the District; (3) negotiating with the District any matter related to this RFQ, including a possible contract; or (4) engaging in any other activity including the development of curriculum or training materials or training technology prior to the effective date of award, if any, of a contract resulting from this RFQ. **The District shall not, under any circumstance, be liable for any pre-contractual expenses incurred by proposers, and proposers shall not include any such expenses as part of their proposals.**

NO COMMITMENT TO AWARD: Issuance of this RFQ and receipt of proposals does not commit the District to award a contract. The District expressly reserves the right to postpone proposal opening for its own convenience, to accept or reject any or all proposals received in response to this RFQ, to negotiate with more than one proposer concurrently, or to cancel all or part of this RFQ.

INSURANCE AND OFFICIAL DOCUMENTS: The District will require the finalist chosen for a contract to submit the following documentation at contract time:

- A fully executed W-9 Form
- A Drug Free Work Place Certification Form (provided by the District)

RFQ #19-1002 Response Form

Contact Information:

Applicant
Name:

Address:

Phone:

Email:

General:

1. Please list the names of any educational institutions you have attended and the degrees you obtained:

2. Are you fluent in a language other than English? If Yes, please specify below:

3. If selected, how many hours per week would you be available (19 hours maximum):

4. Have you ever worked for any economic development or small business/business technical assistance programs? If so, in what capacity, and at which location(s):

5. There is significant reporting associated with the SBDC. It is a requirement to be proficient in Microsoft Office (Word, Excel, and PowerPoint) as well as internet-based database tracking systems. Do you meet these requirements:

Yes No

Areas of Individual Specialization-Please check the boxes below next to the areas of expertise:

Functions

- | | |
|---|--|
| <input type="checkbox"/> Access to Capital | <input type="checkbox"/> Government Certification (including 8A) & Contracts |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Human Resources |
| <input type="checkbox"/> Alternative Financing | <input type="checkbox"/> LEED Certification |
| <input type="checkbox"/> Business Expansion | <input type="checkbox"/> Loan Packaging Assistance |
| <input type="checkbox"/> Business Plans | <input type="checkbox"/> New Product Launches |
| <input type="checkbox"/> Business Sales and Marketing | <input type="checkbox"/> Payroll |
| <input type="checkbox"/> Cash Flow | <input type="checkbox"/> Permits & Licensing Information |
| <input type="checkbox"/> Contracting and Procurement | <input type="checkbox"/> Projections |
| <input type="checkbox"/> Corporate Structuring | <input type="checkbox"/> Quickbooks Basics |
| <input type="checkbox"/> Credit Improvement | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> E-Marketing | <input type="checkbox"/> Strategic Planning |
| <input type="checkbox"/> Effective Management | <input type="checkbox"/> Tax Information |
| <input type="checkbox"/> Entrepreneurial Success Strategies | <input type="checkbox"/> Venture Capital Funding |
| <input type="checkbox"/> Export/Import Assistance | <input type="checkbox"/> Website Development |

Other (please specify):

Industries

- | | |
|--|--|
| <input type="checkbox"/> Construction | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Cosmetics | <input type="checkbox"/> Service |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Sustainable Technology |
| <input type="checkbox"/> Franchise | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Green Technology | <input type="checkbox"/> Transportation & Warehousing |
| <input type="checkbox"/> International Trade | <input type="checkbox"/> Architecture & Engineering |
| <input type="checkbox"/> Legal Issues | <input type="checkbox"/> Professional Services: Accounting |
| <input type="checkbox"/> Logistics | <input type="checkbox"/> Professional Services: Legal |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Apparel |
| <input type="checkbox"/> Medical | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Educational Services |
| | <input type="checkbox"/> Science & Technical Services |

Other (please specify):

Questions (limit answers to 1-2 paragraphs):

1. In 200 words or less, please describe any type of experience you have working with small businesses. Part of the role of the Business Advisor is the ability to balance technical knowledge while serving as a “coach” as well. Please explain your experience with imparting technical knowledge while being able to “coach” someone (question aims at looking for a balance of technical skills and “soft” skills).

2. Have you ever owned or managed the operations of a small business? Regardless of whether you have or not, please describe your knowledge of the general challenges that a small business owner faces (200 words or less):

3. At what stage of a company are you most comfortable working with, start-ups or existing businesses? At which revenue thresholds (i.e. \$1-\$300k; \$300k-1M; \$1M-\$10M; or more. Please describe in 200 words or less):

4. The economic development programs at LBCC are held to strict performance standards. How would you directly or indirectly help our clients achieve one or more of the following outcomes: (1) increase in sales (domestic or import/export sales); (2) creation of new jobs or retention of existing jobs; (3) creating a new business; (4) access to capital-debt (loans) or equity (venture capital, private, friends and family, owner investment, etc.); (5) purchase equipment or property? How would you strategize to find qualified candidates that would yield outcomes listed above (please describe in 200 words or less):

5. For those interested in being a loan packaging Business Advisor: what types of loans have you processed/packaged; how long ago; and what is the typical size of the loan(s) (please describe in 200 words or less):

6. What do you think makes an effective Business Advisor, and what strengths do you possess that makes you a great Business Advisor to business owners (please describe in 200 words or less):

References:

Please list at least two but no more than three references. Additionally, please provide details on the kind of work you did for them, including any consultation or advising.

Reference 1

Name:

Title:

Organization/
Department:

Phone:

Email Address:

Details:

Reference 2

Name:

Title:

Organization/
Department:

Phone:

Email Address:

Details:

Reference 3

Name:

Title:

Organization/
Department:

Phone:

Email Address:

Details:

Please include the following with your application:

1. *Resume or Curriculum Vitae*
2. *Professional Biography (100 words or less)*

By signing this response to the Request for Qualifications, I am attesting that information provided is true and accurate, and I have the authority to issue this proposal on behalf of my firm.

Print Name

Title

Signature

Date