

REQUEST FOR PROPOSAL

Notice of Business Incubator Opportunity

with the City of Powder Springs'

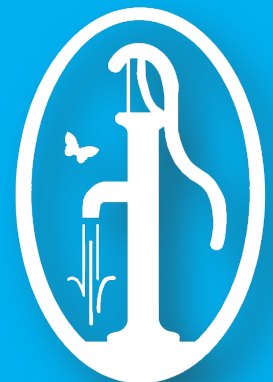
BUSINESS LIAISON TEAM



Release Date:
July 7, 2017

Information Session for Respondents:
July 19, 2017

Deadline for Submission:
July 28, 2017



I. INTRODUCTION

The City of Powder Springs supports entrepreneurs through its Business Liaison Team (BLT). The BLT's efforts have helped foster early-stage startups and small businesses, centralize the community, and bring educational programming to the community. As startup companies and small businesses grow and continue to thrive in the City, the BLT has identified an unmet need to provide resources to small businesses and other organizations that are crucial to transforming Powder Springs into a leading hub for innovation.

The BLT has created a new office incubator program. Examples of allowable business types in the incubator include professional offices such as: financial investments, real estate, accounting, design, website development, marketing, consulting, and online businesses.

II. OBJECTIVES

The primary objective of this program is to assist with the development of for-profit, office-type, start-up businesses. Client businesses would receive assistance with start-up and growth and one-on-one coaching and mentoring. The start-ups get desk space at the incubator, access to the internet, and wireless printing and copying and use of a fax machine. A negotiable monthly fee will apply. The program contract will not exceed two years.

The primary goals of the Incubator are to:

- a. Help diversify the City's economy by supporting entrepreneurship and innovation for startups and small businesses that create high-quality jobs in the City.
- b. Enable Powder Springs to become the leader in creating and nurturing small businesses aimed at solving community challenges, creating a smarter, more sustainable and resilient city.
- c. Expand the BLT service menu and business development offerings.

To address these goals, the City of Powder Springs, in partnership with the BLT, will develop an Incubator that dedicates space to three primary functions:

- Dedicated Workspace: providing affordable and flexible co-working and office spaces for entrepreneurs, start-ups and small companies.
- Support Services: standard office resources, including, but not limited to, phones, high speed internet, wireless printing and copying and use of a fax machine.
- Consultation Services: assistance with start-up and growth including one-on-one coaching and mentoring.

III. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals and the accompanying application will be accepted until 2pm EST July 28, 2017. Any proposals and applications received after this date and time will be disqualified.

The following are required to be considered:

- A completed Application Form.
- A Business Plan or 3-5 page Business Synopsis in Business Plan format (must include financial projections to be considered).
- A schedule of anticipated Business Hours.
- A professional profile of yourself and any partners/employees that will be utilizing the space.
- Must be able to fulfill all the requirements necessary to receive a Powder Springs Business License.

Proposals and application can be mailed or delivered to reception at: 4484 Marietta St. Powder Springs, GA 30127. If you have any questions about this process please contact the Economic Development Director at: economicdevelopment@cityofpowdersprings.org.

IV. PROPOSAL EVALUATION CRITERIA

The Powder Springs BLT will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- **Proposal Suitability:** proposed incubator business models must meet the allowed business type as it is related to the available space described in the introduction section.
- **Presentation:** proposals and applications must be presented in a clear and organized manner.
- **Business Experience:** applicants will be evaluated on their experience as it pertains to the objectives of this project.
- **Creativity:** Applicants will be evaluated on their creativity as it relates to entrepreneurship and success in the Powder Springs business community.

V. TIMELINE

The following is the timeline for review and selection.

July 7, 2017	Proposal and Application Submittal
July 19, 2017 at 3:30 p.m.	Information Session for Respondents
July 28, 2017 at 2:00 p.m.	Proposal and Application Submittal Deadline
August 4, 2017	Finalists Interviews



August 14, 2017

Contract Initiation

POWDER SPRINGS INCUBATOR PROGRAM

APPLICATION FOR ADMITTANCE

Date: _____

Business Name: _____

Contact Person: _____

Current Address: _____

Mailing Address: (If different) _____

Telephone: _____ Business _____ Home _____

Email Address: _____

1. Business Status

_____ Existing Business _____ Approximate Date Started

_____ New Business _____ Projected Start Date

2. Business Organization

Legal Organization of Firm:

_____ Sole Proprietorship _____ Federal Employer Tax ID #

_____ Partnership _____ Georgia Employer Tax ID #

_____ Limited Liability Company

_____ Corporation State: _____ Date of Incorporation: _____

Principal Owners/Stockholders:

Name Address Social Security Number

Number of Employees (if currently in operation): _____ Full-time _____ Part-time
Gross Sales for last fiscal year: _____ for period _____ to _____

3. Business Description

Type of Business: _____

Provide a detailed description of your business:

4. Business Plan

Do you have a business plan? _____ Yes _____ No. If yes, please attach a copy.

If no, do you need assistance in preparing one? _____ Yes _____ No

If you are already in business, has your product proven viable? _____ Yes _____ No

If not, briefly describe your obstacles:

Where do you currently market your Business?

Please list local, regional, or national/international firms you consider to be your primary competition:

Are you planning to add new products or services within the next two years? Explain.

Are you planning to expand your markets within the next two years? Explain.

How many new full and part-time employees do you plan to add over the next two years?

_____ Full-time _____ Part-time

5. Business Logistics

What are your approximate space requirements?

Office (sq. ft.) _____

Other (sq. ft.) _____

Total sq. ft. needed _____

Will you:

Have any unusual telephone system requirements? _____ Yes _____ No. Explain:

Have special or high use electrical power requirements? Explain:

Generate noise which will require soundproofing and/or special partitioning? Explain:

Have any other special needs or requirements? Explain:

6. Business Finances

Please describe what is/will be your personal financial investment and time commitment to this business.

Is it intended that this business provide you or the managing principals with your primary source of income?

What are your projections of needed capital for the business during the next 1-3 years?

Where do you propose to obtain this capital?

How do you think the Incubator can assist you in developing your business?

**PLEASE ATTACH A 3-5 PAGE BUSINESS SYNOPSIS FOLLOWING A BUSINESS PLAN FORMAT.
INCLUDE CURRENT FINANCIALS AND OR ONE YEAR OF PROJECTIONS.**

By signature to this Application for Admittance, applicant acknowledges that the Incubator Program Management may obtain relevant credit and background information with respect to the applicant business and/or its principals.

The undersigned applicant, declares that all information supplied above and in the business proposal are true and accurate and that I have not willfully suppressed any material fact.

Applicant's Signature

Date

Applicant's Title