

**Request for Proposals for  
Minority Supplier Diversity Programs  
related to the  
Oklahoma City Rescue Program**



**Important Dates:**

**RFP Date of Release: September 6, 2022**

**RFP Pre-Bid Meeting: September 22, 2022, 10:00 AM CST**

**RFP Responses Due: October 14, 2022**

The Alliance for Economic Development  
105 N. Hudson Street, Ste. 101, Oklahoma City, OK 73102

Proposals must be submitted as PDFs sent via email.

Proposals and/or questions may be submitted via email at:

[Joseph.Laws@theallianceokc.org](mailto:Joseph.Laws@theallianceokc.org)

And/or

[Leana.Dozier@theallianceokc.org](mailto:Leana.Dozier@theallianceokc.org)

## Introduction

The American Rescue Plan Act (ARPA) of 2021 was signed into law by President Biden on March 11, 2021. The legislation established the Coronavirus State and Local Fiscal Recovery Fund (SLFRF), which is intended to support state and local governments as they address the health and economic impacts of COVID-19 on their communities, residents, and businesses.

The City of Oklahoma City has been allocated \$122,507,590 from the SLFRF to respond to the public health emergency and its negative economic impact by providing assistance to households, small businesses, nonprofits and severely impacted industries, such as tourism, travel, and hospitality.

On September 14, 2021, the City Council of The City of Oklahoma City allocated \$37,000,000 from its SLFRF apportionment towards addressing the negative economic impacts of COVID-19; and on February 14, 2022, the City entered into an Operation Agreement with the Alliance for Economic Development of Oklahoma City to administer \$20,250,000 from the SLFRF to aid small businesses and nonprofits, assist minority and disadvantaged businesses, and provide workforce development and job training programs. The City has directed the Alliance to create program opportunities to assist minority-owned businesses compete for and obtain public and corporate procurement opportunities. The estimated budget for this minority supplier programming will not exceed \$850,000.

The City agreement defined a minority-owned business as one in which 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: African American/Black, Native American, Hispanic/Latino American, Asian Pacific American, and Asian-Indian American. Minority-owned eligibility only applies to for-profit businesses; it does not apply to nonprofits that serve, are staffed by, or governed by a majority of minority individuals.

## Project Overview

In a study conducted by Ernst & Young for The Alliance titled “Oklahoma City Community Economic Recovery & Resiliency Study” (the Study), the need to strengthen Oklahoma City’s mechanisms for promoting supplier diversity and supporting disadvantaged business enterprises was identified. The study recommended Oklahoma City:

*“Design and implement an initiative that strengthens local organizational capacity to assist entrepreneurs of color and disadvantaged business enterprises to take full advantage of procurement opportunities with larger public and private sector institutions through mentor-protégé partnerships, increased access to appropriate forms of capital, and other types of technical assistance.”*

To fulfill direction from the City and this recommendation from the study, the Alliance is seeking qualified entities to provide case management and other programs to expand procurement opportunities for minority-owned suppliers from Oklahoma City. Examples of programming include, but are not limited to:

- Facilitating minority-owned business certifications, such as those offered by the U.S. Small Business Administration (i.e., the 8(a) Business Development Program or the Small Disadvantaged Business (SDB) Certification), the Oklahoma Department of Transportation (ODOT) Disadvantaged Business Enterprise certification, or the National Minority Supplier Development Council.

- Facilitation of mentor-protégé programs and opportunities between successful minority-owned suppliers and those looking to compete for contracts.
- Technical assistance and case management for completing procurement RFP and RFQ submittals for contracted goods and services and support navigating procurement processes. This can include the orchestration and coordination of multiple suppliers into teams to compete for public and corporate contracts, by dividing total requirements into smaller tasks or quantities that can more feasibly be accomplished by smaller, minority-owned firms; or facilitating placement of minority-owned businesses as subprime contractors on larger procurement projects.
- Identification of competitive procurement opportunities for minority-owned firms. Distribution and notification of opportunities where local, minority-owned firms can compete for competitive procurement opportunities in Oklahoma City and beyond.
- Creation of an Oklahoma City minority supplier portal of locally owned firms who are able and willing to compete for procurement opportunities. Database will be open to public and corporate entities looking for OKC-based minority suppliers and service providers. Additionally, the database will serve as a repository to track and manage relationships between community providers helping minority-owned small businesses.
- Creation, identification, and facilitation of loan and bonding products, or capital stacks for minority-owned firms to secure large bids and mobilize under a contract without imposing onerous collateral requirements on the supplier. These products will facilitate procurement opportunities for minority-owned firms.

## **Project Goals**

Through the delivery of these services and programs, the Alliance hopes to accomplish the following project goals:

- Increase the number of Oklahoma City-based minority-owned firms who are able and eligible to compete for large, competitive public and corporate procurement opportunities, and bolster the number of contracts successfully obtained by those firms.
- Establish a network and ecosystem of locally-based minority suppliers for public and corporate entities to find competitive suppliers who can help meet minority procurement goals.
- Facilitate programming, partnerships, and outreach efforts that will continue beyond ARPA funding lifecycle; creation of a consortium of community partners to promote local supplier diversity.
- Be able to communicate meaningful outcomes to City of Oklahoma City leadership.

## **Program Participant Eligibility Requirements**

Program funding can only benefit businesses who meet all of the following criteria:

- Beneficiary business registered in the State of Oklahoma prior to March 3, 2021.
- Beneficiary business is minority-owned.
  - Minority is defined, for the purposes of OKC Rescue Program participants, as African American/Black, Native American, Hispanic/Latino American, Asian Pacific American, and Asian-Indian American.
  - Minority-owned is defined, for the purposes of OKC Rescue Program participants, as 51% or more of the controlling and management interest of the owner/ownership group identifying as a minority.
- Beneficiary business has no more than 500 full time equivalent employees (FTEs).

## **Key Project Deliverables**

By the end of this project, the Alliance hopes to have leveled the playing field for Oklahoma City-based minority suppliers to competitively bid and secure large public and corporate contracts in Oklahoma and beyond. The project's success will be measured on the number of Oklahoma City-based, minority-owned firms receiving support services, the number of minority-owned businesses able to successfully bid on competitive public and corporate procurement opportunities, and the number of contracts received by minority-owned firms. Other indicators of success will include the degree to which the program participants feel they are treated respectfully by those delivering the program.

Successful programming will include the following three elements:

1. One-on-one case management to minority-owned businesses looking to compete for public, private and corporate procurement opportunities. Services rendered to minority-owned firms can include, but are not limited to: assistance completing minority business certifications, identification of contracting opportunities, assistance securing and monitoring contracts, registration as a minority-owned vendor with public and corporate procurement offices, and strategic planning to increase competitiveness of firms in procuring public and corporate contracts. Other programming services that could be provided include aid in securing necessary financing and loans for obtaining and executing contracts, and facilitation of one-on-one mentor-protégé programs.
2. Creation of a central online database of Oklahoma City-based, minority-owned/controlled firms that are willing and able to compete on competitive public and corporate contracts. This database is intended to act as a:
  - a. One-stop shop to track ongoing engagement and support provided to minority businesses as they search for and receive access to contracts
  - b. Tracking portal of small businesses achieving recognized credentials and certifications
  - c. Outreach mechanism to communicate available minority business resources
  - d. On-going searchable resource for public/private entities seeking partnerships with small/minority businesses
  - e. A community resource supporting ongoing relationship management for public and private organizations supporting small and minority-owned businesses in OKC
3. Collaboration with a host of community-based partners and organizations from across Oklahoma City's diverse communities. Specifically, successful programming will include coordination with and partnerships from the Oklahoma City African American/Black, Native American, Hispanic/Latino American, Asian Pacific American, and Asian-Indian American business communities. This alliance will marry maximum participation from all of Oklahoma City's minority communities, technical resource management expertise, and the creation of a sustainable effort to promote minority supplier diversity that lasts beyond the ARPA funding cycle.

## **Organizational Experience**

The Alliance is seeking RFP Respondents who meet the following criteria:

- A strong understanding of the barriers and challenges that minority-owned firms have in securing competitive public, private and corporate contracts.
- Minimum of 2 years of experience in providing supplier diversity support programming or procurement technical assistance.

- Expertise in minority supplier diversity and procurement procedures; additional knowledge of high-opportunity procurement industries is desired.
- A proven track record of helping minority-owned firms secure competitive supplier opportunities and navigating public procurement processes.
- Expertise in local, regional, and national-small business support best practices.
- A strong understanding of – and ideally established relationships with – public and corporate partners who regularly offer competitive procurement opportunities.
- Existing relationships with business and community leaders in Oklahoma City’s African American/Black, Native American, Hispanic/Latino American, Asian Pacific American, and Asian-Indian American communities.
- Existing relationships with financing entities and other organizations that can provide other support (beyond case management) to minority-owned businesses seeking growth opportunities through contracting.
- A commitment to diversity, equity, and inclusion in procurement, and experience serving vulnerable and historically underserved populations.

## **Technical Proficiency**

Qualified respondents should also have experience with, or partnership relationships with, entities able to implement and manage the on-line database required in this RFP.

## **Project Timeline**

Project funds are allocated for use through December 2024. Priority will be placed on programs that are capable of:

- Implementing and initiating with expediency
- Demonstrating program scaling and continuity beyond the life of ARPA funds
- Rapidly producing results
- Closing prior to December 2024

## **Policies and Regulations**

RFP Respondents providing services under contract must follow all regulatory guidance pertaining to the SLFRF issued by the U.S. Department of Treasury, including the [Final Rule](#) and [Compliance and Reporting Guidance](#). Furthermore, any other federal, state, or local legislation that dictates requirements for spending ARPA funds must be adhered to as well. Respondents are strongly encouraged to read these regulations prior to submitting their response to this RFP.

The Alliance shall, in compliance with federal law and regulations, require each contracted organization provide regular reports, backup documents, or information in regards to any ARPA grant award, including information about funds expended, the population served, and/or narratives or statistics demonstrating program success. Such reports, backup, or other information may be necessary for the Alliance and the City of Oklahoma City to comply with federal regulations and reporting requirements under the American Rescue Plan Act and Part 200 of the Uniform Requirements for federal funding.

The Alliance reserves the right to withhold any disbursement of funds if any requests for reports, backup, or other information are delinquent. More information on reporting will be provided at the time of award.

## Submittal

### Timeline

The RFP will follow the following timeline.

<b>RFP Date of Release</b>	September 6, 2022
<b>RFP Pre-Bid Meeting</b>	September 22, 2022 10:00 AM CST
<b>RFP Responses Due</b>	October 14, 2022

**RFP Pre-Bid Meeting Options:** The RFP pre-bid meeting will be both in-person and virtual. Attendees can select either method to attend.

**In-Person:**

The Alliance for Economic Development of Oklahoma City  
105 N Hudson Ave, Suite 101  
Oklahoma City, OK 73102

**Virtual:**

Zoom link: <https://us02web.zoom.us/j/85181731210>  
Meeting ID: 851 8173 1210

### Required Information

Respondents will submit information to the Alliance in a single PDF. Response packets will include the following:

- Respondent’s name, address, email and telephone number.
- Designated legal structure of the Respondent (e.g., LLC);
  - Provide a concise description and history of the organization, and
  - Articulate an “elevator pitch” for why the Respondent is best qualified to execute the project outlined in this RFP.
- Previous experiences developing and executing minority supplier diversity programming; describe the program, services rendered, number of participants served, number and amount of minority procurement contracts successfully facilitated, program/project duration, and other notable outcomes.
- Describe the proposed program’s structure/services, beneficiary recruitment strategy, staffing model, additional funding sources, external partnerships, strategy/theory of change, and intended outcomes.
- Proof of active registration with the U.S. System for Award Management (<https://SAM.gov>).
- Clearly state if this is an existing program (with no changes to structure and/or eligibility), modified program (with changes to structure and/or eligibility), or an entirely new program being proposed.
- Cost Proposal to support the Project outlined in the RFP and fully encompass all activities in the Respondent’s Proposal, including cost of program-by-program participant, outreach costs, and administration/overhead.

## **Evaluation Criteria**

Respondents will be evaluated based on overall experience and depth of resources. It is imperative that responses contain all information requested.

Respondents will be evaluated on understanding of the project, technical proposal, adequacy and adherence to all rules and regulations governing the American Rescue Plan Act (ARPA) as established in Sections 602 and 603 of the Social Security Act, and the provisions of the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200) (the Uniform Guidance), including the cost principles and restrictions on general provisions for selected items of cost.

The Alliance reserves the right to reject any and all responses, to amend this RFP and the process itself, or to discontinue the process at any time.