



City of Jonesboro

Department of Grants & Community Development

300 S. Church St. • P.O. Box 1845 • Jonesboro, Arkansas 72403-1845

City: (870) 932-1052 • Dept. Fax: (870) 933-4626

REQUEST FOR PROPOSAL (RFP) FOR COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) MICRO-ENTERPRISE BUSINESS ACCELERATOR (MBA)

FY2018

(Program Year: July 1, 2018 – June 30, 2019)

Proposal Deadline: December 14, 2018 by 4:00 p.m.

ORGANIZATION/BUSINESS: _____

ACTIVITY: _____

CDBG Funds Requested \$ _____

NOTE

CDBG funds available for activities within the city limits of Jonesboro.

Please use the RFP- checklist and assembly instructions. Incomplete RFPs or RFPs without adequate information provided will be eliminated immediately without exception.

FUNDING ELIGIBILITY (see MBA Program Requirements)

- For-Profit Business/Organization must be registered with the System for Award Management (SAM) – go to sam.gov for instructions
- Must serve an **absolute verifiable minimum of 51% Low Income**
- Must provide goods or services to residents of a low-and moderate-income area

For-Profit Business that have been funded through CDBG Program for the past two continuous program years must wait to reapply after a two-year period.

CDBG MICRO-ENTERPRISE BUSINESS ACCELERATOR PROGRAM OVERVIEW

The City of Jonesboro may assist Micro-enterprises to undertake economic opportunities and/or job creation activities that benefit underserved area or low-and moderate-income (LMI) individuals.

A Micro-enterprise is a commercial enterprise that has five (5) or fewer full-time employees, one (1) or more of which owns the enterprise at the time of application. Projects must result in the creation of at least one part-time employee job. In the case where no jobs are to be created, the employer and/owner or current employee base must be low or moderate-income person as established by CDBG. All entities submitting proposal must be able to provide goods and services to an area where the number of LMI persons served by the assisted business amounts to at least one LMI person per \$350 of CDBG funds used.

LMI Benefit National Objective

Economic activities that benefit an LMI area may qualify under the Area Benefit of the national objective (i.e., a grocery store funded in a neighborhood that is at least 51% LMI). Additionally, the LMI Limited Clientele category may be used to qualify certain economic development activities (i.e., microenterprise activities may be undertaken if the owner of the business is LMI per income confirmation or job training and placement or other employment support services may qualify under Limited Clientele if at least 51% of the individuals benefiting from the activity are LMI).

Job Creation or Retention activity qualifies as Limited Clientele and it must be available to or held by at least 51% LMI persons.

MBA PROGRAM REQUIREMENTS

All awarded organizations and business are required to enter into an agreement with the City of Jonesboro and comply with HUD regulations Title 24 CFR Part 570 CDBG Program Economic Development Guidelines (570.200 – 570.210), and other applicable local, state, and federal laws. Organizations must acquire and maintain information for the approved project, client eligibility, and reporting. The Department of Grants and Community Development conducts a risk assessment and monitor all funded projects.

- There is a \$2,500 minimum and \$10,000 maximum funding request.
- For every \$10,000 award funding, the entity must create/retain employment for a full-time LMI person.
- Applicant must meet the public benefit requirement of providing goods and services to an area where the number of LMI persons served by the assisted business amounts to at least one LMI person per \$350 of CDBG funds used.
- Applicant may be LMI and must provide income verification along with application.

- Applicant **must** comply with **all** the submission requirements and assembly instructions exactly as stated in the guidelines. **Failure to do so will result in immediate disqualification – with no review or comment.**
- Applicant who has previously received CDBG funding **must** report the status of that funding, including actual accomplishments and impact.
- Strongest consideration will be given to projects that meet HUD/Jonesboro goals/priorities, serve **70%+ very low/ low-income residents (absolute minimum 51%)** serve multiple “in need” populations, and/or are innovative “new” unduplicated services/programs.

Area: City of Jonesboro FY 2018 Median Family Income: \$ 56,200								
-----ADJUSTED INCOME LIMITS (by household size)-----								
	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 + Person
Extremely Low Income (30% Limits)	\$12,140	\$16,460	\$20,780	\$25,100	\$29,420	\$32,600*	\$34,850*	\$37,100*
Very Low Income (50%)	\$19,700	\$22,500	\$25,300	\$28,100	\$30,350	\$32,600	\$34,850	\$37,100
Low & Moderate Income (80%)	\$31,500	\$36,000	\$40,500	\$44,950	\$48,550	\$52,150	\$55,750	\$59,350

- Agencies must use equal opportunity hiring practices. Evidence of outreach efforts to fill vacancies with minorities and females must be kept on file (e.g. advertisements in a Spanish publication). Agencies must provide to the greatest extent feasible, opportunities for job training and employment to lower income residents in connection with projects in their neighborhoods. For non-municipal agencies, a written employee/volunteer hiring policy must be developed and utilized. Resumes of all applicants must be kept on file.

RFP Checklist and Assembly Instructions

- Completed application form (including Project and Budget Narrative)
- Completed conflict of interest statement
- Business Plan (template included)
- Business License (copy)
- Article of Incorporation (copy)

APPLICATION

Has the Business/Organization previously received CDBG funding from the City of Jonesboro? Yes No

If yes, please indicate the years and amount funded:

Year Funded	Amount
	\$
	\$
	\$
	\$
	\$

Organization Information

Name: _____
Legal Name of Organization/Business

Address: _____
Street Address *Suite #*

_____ *City* *State* *Zip Code*

Phone: (____) _____
Direct Line *Email*

Contact Person: _____
Name *Title*

Project Type: (please check one)

Micro-enterprise Assistance Other: _____

DUNS Number: _____ Registered with SAM? Yes No

EIN Number: _____ Business Start Date: _____

Project Information

Activity Title: _____

Location: _____
Street Address *City & State* *Zip Code*

Brief Project Description: _____
(A detailed project description will be attached as Project Narrative)

Project Boundaries: _____
(Area Benefit only) – State street boundaries North/South/East/West and Census Block Group/Tract

New Service/Goods/Program Yes No

If NO, please list start date of project and award amount with previous CDBG funding: _____

If YES, please list how this project is currently funded: _____

Duplicated Service/Goods/Program Yes No

If YES, please explain the expansion of the existing project: _____

City of Jonesboro CDBG Objective

National CDBG Objective:
Benefiting Low-and-Moderate-Income (LMI)

National Benefit Objective: *(refer to RFP Requirements for details)*

Limited Clientele CDBG Area Benefit

Summary of projected outcomes

Will the project be undertaken in a low/mod area? Yes No

Will the project be undertaken in the urban renewal area? Yes No

How many low to moderate income jobs will be created? _____

How many low to moderate income jobs will be retained? _____

Project Beneficiaries: *(Enter the number of proposed persons to be served)*

a. _____ Persons to be served _____ Households *(Total # persons in household to be served indirectly)*

b. _____% Female _____% Male

c. _____% Extremely Low Income (30%) _____% Low Income (50%) _____% Low/Mod Income (80%)

d. _____% City of Jonesboro Residents _____% Within a CDBG Target Area

e. _____% With Disabilities

PROJECT NARRATIVE

For project and budget narratives, and agency information use essay format include separate sheet of paper.

The proposal should include the need or problem to be addressed in relation to the City's Consolidated Plan or other community development priorities. The proposal should also include the description of the work to be performed addressing the activities to be undertaken or the services to be provided, the goals and objectives, method of approach, and the schedule for completion.

Describe your proposed project to also include the following:

- Background organization/business: Include the years of operation, the date of incorporation, the purpose of the agency, and the type of corporation. Describe the services provided, the agency's capabilities, the number and characteristics of clients served, and license to operate (if applicable).
- Is this a new service or a duplicated service (an expansion of an existing one)? Please explain how your organization will achieve its goals with the City of Jonesboro's CDBG Program.
- Population to be served (Limited Clientele) or the area to benefit (Area Benefit). Indicate how you will identify clients. Provide an estimate as the number of clients to be served and describe their demographics such as age, gender, ethnicity, income level, and other defining characteristics.
- Specify who (staff) will carry out the activities, location, period, frequency, and delivery in which services will be carried out.
- Indicate how your project will increase quality of life for your clients and include how you will measure to report the increase. *Required for quarterly reports.*
- Describe the site where the project will be implemented and how will clients get to the project location? What efforts will your agency and partners make to promote the project and reach isolated individuals? Include how the facility complies with Americans with Disabilities Act (ADA) requirements regarding accessibility.
- Explain how you propose to coordinate your services with other community agencies and leverage resources.

BUDGET NARRATIVE

- Identify the proposed project's cost estimates, leverage of funds, section 108 loan guarantee, other federal/state/local funds, private funds and any matches from other grants.
- Provide a timeline indicating when funds will be expended.
- Explain each line item budget requested (*Attachment A*). Each line item must include a brief description explaining the item (item, cost, need, usage, benefit, etc.) (*i.e. supplies: cardboard, pencils, scissors...will be used by students to work on "project" to teach them about "airplanes"*).

CONFLICT OF INTEREST STATEMENT

Federal law (24 CFR 570.611) prohibits persons who exercise or who have exercised any functions or responsibilities with respect to the Community Development Block Grant or who are in the position to participate in a decision making process or to gain inside information with regard to such activities, may obtain a financial interest or benefit from an assisted activity either for themselves or those whom they have family or business ties, during their tenure or for one year thereafter.

If your agency has a conflict, please fill out A. Otherwise, go to B.

A. Please provide the names of agency’s business partner or board members that are currently serving on the CDBG Citizens Advisory Committee, a City employee or immediate family of a City employee, and/or on the City Council this includes prior service for one year: _____

I hereby verify the agency understands that City of Jonesboro must request in writing and HUD may grant an exception to the provisions under 24 CFR 570.611(d). The funds requested will not be guaranteed for the proposed project unless HUD grants an exception.

Name: _____ Title: _____

Signature: _____ Date: _____

B. I hereby certify to the best of my knowledge and belief that no staff member, member of the Board of Director’s, nor officer of _____ (agency) is currently, nor has been within one year of the date of this application, employed by the City of Jonesboro, a member of the CDBG Citizens Advisory Committee, nor a member of the Jonesboro City Council.

I further attest that no staff member, member of the Board of Director’s, nor officer of the applicant agency, is a business partner or immediate family of a City employee, a member of the Citizens Advisory Committee, or a member of the Jonesboro City Council.

Funds requested will not be used to pay the salaries of any of the applicant agency’s staff who is or has been within one year of the date of this application a City employee, a member of the Citizens Advisory Committee, or a member of the Jonesboro City Council. Nor will the applicant agency award a subcontract to any such individual.

Name: _____ Title: _____

Signature: _____ Date: _____



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COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

MICROENTERPRISE BUSINESS ACCELERATOR (MBA)

Business Plan Template

Applicant Name: _____ **Date:** _____

Business Name: _____

Describe the fundamental elements of your business. Describe what business you are in, why you are in it, and what you hope to accomplish. List and describe the products or services you will offer.

Describe the qualifications and experience of your management team and any other key employees. Also describe any outside professional services (accountants, attorneys, etc.) you have or plan to engage.

Describe the customers you will serve and the geographic territory to be targeted with your marketing efforts. Describe the advertising, marketing techniques, pricing strategies, and tools you will use to promote your business.

List those firms you have identified as primary competitors in your market(s). Identify their strengths and weaknesses. What advantages does your company have as compared with these primary competitors?

Describe your plans for growth or expansion. Include the impact on working capital needs, equipment, and/or your current facility or building.

Describe in detail your plan for financing your business. Please specify how much money you can put towards the project, and how much money you can borrow.

Attach additional pages with any additional information.