

ECONOMIC DEVELOPMENT  
AND INNOVATION

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# City of Raleigh Impact Partner Grant Program



[RaleighEconomicDevelopment.com](http://RaleighEconomicDevelopment.com)



# Request for Proposal (RFP)

## Instructions for Applicants:

Thank you for your interest in the City of Raleigh Impact Partner Grants. Please provide an electronic copy of the information requested below by **November 15, 2019** to Rafael Baptista at [rafael.baptista@raleighnc.gov](mailto:rafael.baptista@raleighnc.gov) w/ a copy to Amanda Driscoll [amanda.driscoll@raleighnc.gov](mailto:amanda.driscoll@raleighnc.gov). We look forward to partnering with you to further impact Raleigh's entrepreneurial ecosystem!

## Timeline:

- 1) Proposals are due by **COB on November 15, 2019**.
- 2) Final proposals submitted to Selection Committee for approval by **November 20, 2019**, with final decisions by **December 3, 2019**
- 3) Impact Partner agreements shall be executed by **January 1, 2020** with program implementation beginning by **March 1, 2020**

## What is an Impact Partner Grant?

The City of Raleigh has placed a priority on helping innovators, entrepreneurs, and small businesses to start, stay, and grow in Raleigh, with an added emphasis on underrepresented entrepreneurs. As such, the City adopted the Impact Partner Grant program to partner with local organizations to create a more equitable and sustainable impact throughout the entire business community in Raleigh. The program provides grants to **Impact Partners** to help strengthen, develop, implement, and scale new or existing programs and resources to assist entrepreneurs, small businesses, and the local workforce in Raleigh.

## What is an Impact Partner?

For the purpose of the grant, we are using the Kauffman Foundation [Entrepreneurial Ecosystem Building Playbook](#) to help inform our definition of an **Impact Partner**. An Impact Partner, referred to as an Ecosystem Builder in the Kauffman Playbook, are critical stakeholders within the community ensure the success of a healthy, sustainable, and vibrant entrepreneurial ecosystem.

**Impact Partners** create infrastructure and programs to attract, retain, and cultivate talented people – including entrepreneurs, small business owners, potential employers & employees, and other supporting partners. Strong ecosystems tend to have substantial cross-linkages between schools, universities, and the private sector so that talent supply and demand are efficiently matched. Some of the most successful entrepreneurial ecosystems are also talent magnets and incubators.

**Impact Partners** are creating an invisible infrastructure in their communities to allow entrepreneurs and small business owners to quickly find knowledge and resources they need to succeed. The knowledge and resources required by entrepreneurs are diverse, and in a successful ecosystem, these resources are more abundant and visible. It is often connections among individuals and institutions that allow knowledge and resources to flow to entrepreneurs quickly.

**Impact Partners** are champions and conveners that promote entrepreneurs, organize the ecosystem, and build awareness. They advocate for local entrepreneurs and their companies, bring them together in collaboration, challenge them to grow, and push everyone forward. They are the catalysts, connectors, co-creators, and changemakers.

**Impact Partners** connect, empower, and collaborate with others to build the entire entrepreneurial ecosystem. They are system entrepreneurs, working to lift the entire community to achieve its potential. They play multiple roles, including system architect, champion, advocate, convener, and storyteller.

#### **Minimum Criteria for Eligibility:**

- Program must be “above and beyond” current services and programs offered by partner (i.e. must be an enhancement to existing programs or creation of new programs/resources)
- Program must align with objectives contained within the Economic Development + Innovation pillar of the City of Raleigh Strategic Plan
- Program partners must have minimum of 1 year of experience assisting the innovation, entrepreneurship, and small business community
- Funds requested are no more than 50% of the overall program budget and 1:1 match required. Matching contribution can be monetary or in-kind exchange of products or services.
- The program location must be located within the city of Raleigh

#### **Key Decision Criteria:**

In assessing proposals for Impact Partner Grants, we will prioritize the following:

- Alignment with the Economic Development and Innovation pillar within the City of Raleigh’s Strategic Plan
- Program prioritizes underrepresented entrepreneurs, small business owners, or workforce
- Program fills a resource need or program gap within innovation and entrepreneurial ecosystem
- Program goals clearly stated and measurable outcomes identified
- Program presents evidence of potential economic impact on Raleigh businesses or workforce
- Funding available for operations and path to sustainability
- Program collaborates with other organizations to accomplish goals

#### **Grant Terms:**

- Up to \$25,000 maximum grant award per Impact Partner
- Program must be implemented within 6 months of grant award
- Grant funds must be used directly toward program implementation and/or resource creation and are not to be used as a “pass-through” to a sub-grantee or another entity
- Grant recipient must provide performance progress reports at 6 months and 12 months from start of program
- Grant payout is awarded in two disbursements: First 50% will be disbursed at the beginning of program, second 50% will be awarded upon satisfactory review of 6-month performance progress report
- If recipient does not spend the entirety of the grant funding to reach program outcomes, the remaining funds will revert to the City of Raleigh
- **CLAWBACK:** Grant recipient must perform services agreed upon during the Impact Partner Grant selection cycle. If recipient fails to perform as promised, City of Raleigh will discontinue funding and recipient will be required to repay the City for the total amount of funds disbursed.

**Eligible Business Sectors:**

- Technology and Internet of Things
- Consumer Packaged Goods and Products
- Design and Creative Industries
- Biotechnology and Pharmaceuticals
- Social Impact and Social Innovation
- Professional Services
- Workforce Development
- Manufacturing, Distribution, Transportation, and Logistics
- Retail and retail-related services
- Non-Profit (non-religious programs)

**Ineligible Business Sectors:**

- Adult entertainment establishment
- Bars, night clubs, taverns and lounges

**Disqualifying Factors**

Applicant or property owner shall not qualify for grants under the program if the applicant or property owner is delinquent in the payment of any taxes, assessments, fees or other debts owed to the City.

**Suggested Guidelines for Proposals:**

See below for potential content to include in your proposal:

- Tell us more about yourself, your program, your partners, and why you are interested in receiving an Impact Partner Grant
- Please share a few sentences about your vision for the use of the grant
- How are you uniquely positioned to establish a successful program to assist local companies or workforce? (e.g., past experience in training, entrepreneurship, education, operations, etc.; access to resources; access to partnerships; access to investment capital)?
- Estimated budget and funding available for project
- Estimated size of cohort
- Proposed funding sources – including government, philanthropy, companies, etc. – and amounts of investment from each
- Please demonstrate fit with our *Key Decision Criteria* listed above.

## Scoring Criteria:

Criteria	Maximum Points
Program/Partnership <ul style="list-style-type: none"> <li>• Program scope clearly explained (5 points)</li> <li>• Program goals clearly stated and measurable outcomes identified (10 points)</li> <li>• Program implementation schedule realistic and costs clearly identified and explained (5 points)</li> </ul>	20
Strategic Plan/Performance Measures <ul style="list-style-type: none"> <li>• Program clearly aligns with the <u>Economic Development &amp; Innovation</u> pillar of the City of Raleigh Strategic Plan (10 points)</li> <li>• Program presents evidence of potential economic impact on Raleigh-based businesses or workforce (10 points)</li> <li>• Partner has history of past performance that demonstrates effective services or programs (5 points)</li> </ul>	25
Organizational Capacity/Fiscal Responsibility <ul style="list-style-type: none"> <li>• Program aligns with partner’s mission (5 points)</li> <li>• Program budget is complete, realistic, and understandable (5 points)</li> <li>• Program has a financial sustainability plan in place (10 points)</li> </ul>	20
Program prioritizes underrepresented entrepreneurs or workforce	15
Program fills a resource need or program gap within innovation and entrepreneurial ecosystem	10
Program collaborates with other organizations to accomplish goals	10
<b>TOTAL POSSIBLE POINTS</b>	<b>100</b>