

Call for Requests for Proposals

February 17, 2021

Terrebonne Economic Development Authority is seeking professional-service providers to assist small businesses with such services as accounting, legal, marketing, management, planning, human resources and financial.

TEDA shall pay for these contract services on a fee-for-services arrangement at an hourly rate; confidentiality agreement may be required. TEDA shall contract with respondents on an as needed, as requested basis and reserves the right not to contract with respondents. Clients shall be matched to consultants from a pool based on qualifications and need.

Proposals for services to be rendered should be structured on a per-hour basis and will be contingent upon funding/review by external. Proposals must:

1. Demonstrate adequate staffing and capacity to provide services, date of registration with Louisiana Secretary of State's office and Terrebonne Parish Occupational License.
2. Describe qualifications, certifications, and experience relevant to services offered; experience should include examples of how/when experience was obtained.
3. State willingness to present on topic of expertise in a public educational seminar/webinar format. Cost per half-hour should be included; initial preference may be given to those offering presentations free of charge.
4. State number of clients and/or hours available for technical assistance per year; program may continue for up to three years.
5. Describe hourly rate structure for one-on-one client assistance sessions.
6. Proposals should address one or more areas outlined below.

Immediately send proposals, qualifications and proposed rate structure to Terrebonne Economic Development Authority at bizresponse@tpeda.org to qualify. Proposals will be accepted until close of business February 25, 2021. Preference may be given for proximity to Terrebonne Parish. Services may begin in March 2021.

Technical Assistance Service Areas

- 1) Marketing –
 - a. Develop marketing strategy tailored to individual businesses and their target market sectors, including social media tools, to help small businesses reach/build audience, increasing sales and revenue.
 - b. Teaching business owners tools to execute strategy with and without professional assistance (allocate some time to setting up campaigns, teaching to shoot appealing

photos, using tools to efficiently execute a social media marketing plan); may need to create logos and marketing peripherals, etc.

c. Other assistance as identified.

2) Technology/Digital –

a. Help small retailers build/expand an online presence/web page, leveraging LED Shopify program and potentially other tools, teaching how execute tasks for online retail presence.

b. Help transition into touchless transactions, delivery/order systems.

c. Other assistance as identified.

3) Development/Management –

a. Help businesses identify markets for expansion/realignment as economic downturn presents drop in demand in company's traditional market sector; set goals and evaluation strategies

b. Train in leadership/management – leadership development, coaching, planning, motivation, workflow, risk compliance, etc.

c. Provide human-resource functions such as policy creation, implementing FMLA, how to engage employees about health-related questions/reasons for quarantine, establishing documentation processes, job descriptions, etc.

d. Assist in preparing/training small business to compete on landing government and other contracts; may include assistance to gain disadvantaged/minority/women-owned certification

e. Provide legal assistance – Contract review and advise as needed.

f. Other management/operational assistance as identified.

4) Finance –

a. Address bookkeeping issues and tax preparation activities to provide appropriate/efficient documentation for operations and tax filings (documenting losses, expenses, etc.)

b. Assist with financial interventions (such as PPP and other programs) and develop strategies to help save/run businesses more efficiently for economic stability.

c. Help develop capital budgets and plan for startup or expansion.

d. Other assistance as identified to strengthen small businesses.