

Shoals Entrepreneurial Center

REQUEST FOR PROPOSAL (RFP)

On-Site and In-Territory Business Coaching and Consulting
with An Emphasis on Utilizing Broadband Technology

BROADBAND TECHNOLOGY ACCESS AND TOOL UTILIZATION

Shoals Entrepreneurial Center

3115 Northington Court

Florence, Alabama 35630

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January 12, 2018

REQUEST FOR PROPOSAL
BROADBAND TECHNOLOGY ACCESS AND TOOL UTILIZATION
Florence - Alabama

SUBMISSION DEADLINE: January 26, 2018, close of business

QUESTION SUBMISSION DEADLINE: January 19, 2018

Questions may be submitted in written form no later than January 19, 2018 to:

RFP Contact Name: Giles McDaniel
Contact Address: 3115 Northington Court
Florence, Alabama 35630
Telephone Number: 2567609014
Email Address: giles@shoalsec.com

INTRODUCTION

Shoals Entrepreneurial Center invites and welcomes proposals for their Broadband Technology Access and Tool Utilization project. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time as specified above under the "SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.

PROJECT AND LOCATION

The bid proposal is being requested for Broadband Technology Access and Tool Utilization which is or shall be located at on-site with each individual business, in the Greater Shoals Area, Alabama.

PROJECT OBJECTIVE

The objective and ultimate goal for this project is to assist businesses with strategic social media, selling and operations processes utilizing broadband technologies and proven business strategies. outcomes should include increased daily utilization of broadband technologies, increased online awareness and increased revenues related either to online efforts or sales.

PROJECT SCOPE AND SPECIFICATIONS

The Project Scope and Specification are:

-10 businesses will participate as clients of the coaching and consulting

-Company will develop an application tool for selecting participants

-Initial strategy meeting to determine the needs of the company the scope of the current technology being utilized

- Website critique and SEO reporting
- Social media report and campaign implementation
- Sales process critique and process implementation
- Monthly on-site visits
- Monthly access calls

Outcomes should include, but not be limited to the following:

- Increased daily utilization of broadband technologies
- Increased online awareness
- Increased revenue related to online awareness or sales

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

MILESTONE	DATE
Start of Project:	February 1, 2018
Mid Point Results:	May 15, 2018
End of Project:	July 31, 2018

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

Shoals Entrepreneurial Center shall award the contract to the proposal that best accommodates the various project requirements. Shoals Entrepreneurial Center reserves the right to award any contract prior to the proposal deadline stated within the "Scheduled Timeline" or prior to the receipt of all proposals, award the contract to more than one Bidder, and refuse any proposal or contract without obligation to either Shoals Entrepreneurial Center or to any Bidder offering or submitting a proposal.

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by Shoals Entrepreneurial Center no later than close of business on January 26, 2018 for consideration in the project proposal selection process.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following

criteria will be given considerable weight in the proposal selection process:

- Proposals received by the stipulated deadline must be in the correct format.
- Bidder's alleged performance effectiveness of their proposal's solution regarding the Project Objective of Shoals Entrepreneurial Center.
- Bidder's performance history and alleged ability to timely deliver proposed services.
- Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
- Overall cost effectiveness of the proposal.

Shoals Entrepreneurial Center shall reserve the right to cancel, suspend, and/or discontinue any proposal at any time they deem necessary or fit without obligation or notice to the proposing bidder/contractor.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

- Bidder's Name(s)
- Bidder's Address
- Bidder's Contact Information (and preferred method of communication)
- Legal Form of Bidder (e.g. sole proprietor, partnership, corporation)
- Date Bidder's Company Formed
- Description of Bidder's company in terms of size, range and types of services offered and clientele.
- Bidder's principal officers (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
- Bidder's Federal Employee Identification Number (FEIN)
- Evidence of legal authority to conduct business in Alabama (e.g. business license number).
- Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
- Organization chart showing key personnel that would provide services to Shoals Entrepreneurial Center

Financial Information

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of Reorganization under the Bankruptcy Code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

Proposed Outcome

- Summary of timeline and work to be completed.

Equipment or Service

- List any or equipment or services required of a subcontractor, along with a brief explanation.
- List any accommodation, services, or space required from Shoals Entrepreneurial Center, along with a brief explanation.

Cost Proposal Summary and Breakdown

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.

Insurance

- Details of any liability or other insurance provided with regard to the staff or project.