



**HOMEGROWN DETROIT:
Technical Services Provider Request for Proposal**

Proposal Submittal Deadline:	April 5, 2021 at 6:00 PM EST
Questions Deadline:	March 29, 2021 at 12:00 PM EST
Deliver To:	info@micia.org

I. INTRODUCTION

The City of Detroit is utilizing a provocative approach to provide opportunity to long-term residents of the City: the “Legacy Detroit” certification. To address issues of equity and disparities, and to support Detroiters disproportionately impacted by the War on Drugs, the Detroit City Council passed the Medical Marijuana Facilities and Adult-Use Marijuana Establishments ordinance in November 2020. The goals of this ordinance is to spur entrepreneurship in the City by ensuring residents have equitable access to this industry and are positioned for long-term financial success. Under the new ordinance, the City will issue business licenses to Legacy Detroiters who are defined as a resident who have lived in Detroit for: (1) 15 of the last 30 years; (2) 13 of the last 30 years and are low-income, or; (3) 10 of the last 30 years and have a marijuana conviction or have a parent with a marijuana conviction.

II. DESCRIPTION

Homegrown Detroit is the City’s social equity program built to support Detroiters, particularly Detroit Legacy entrepreneurs in gaining access to the Adult-Use Marijuana Industry. The MICIA is partnering with the City to identify and engage certain Technical Service Provider(s) capable of providing educational/developmental programming and events to approved Legacy Detroiters. These services will provide assistance to Detroit Legacy license applicants who seek to acquire knowledge and or skills necessary to gain entry to and to successfully operate in the regulated cannabis marketplace. A goal of the Technical Service Provider will be: to develop and manage programming and events that support Legacy applicants in their application for adult-use marijuana licenses with the City and adult-use marijuana licenses with the State of Michigan. Additionally, there is an effort to support Detroit Legacy applicants in connecting with general applicants interested in incubating Detroit Legacy applicants; assist equity applicants with the preparation of business plans; assist equity applicants with compliance with all applicable laws; and to collaborate with City staff on the Legacy Detroit Certification Process and program.

The successful proposal submittal(s) shall demonstrate that the Consultant(s) has/have the appropriate professional and technical background as well as access to adequate resources to fulfill the stated scope of services. Areas of expertise that need to be available to Legacy Detroit applicants include, but are not limited to:

- Business Planning Assistance
- Legal / Regulatory Assistance
- Accounting and Financial Assistance
- Design & Build Assistance
- Marketing Assistance
- Merchandising Assistance
- Financial Assistance

The Technical Assistance partner will begin in April, and will be responsible for programming focused on the general and professional development for Legacy Detroit potential licensees. Beginning in June, the partner will need to provide more customized and 1-on-1 assistance to approved Legacy Detroit Licensees.

Contract duration is for a minimum of 6 months.

III. VALUATION OF PROPOSALS

Criteria for selection of Technical Assistance will be based on qualifications, experience, capacity, ability to execute contract, ability to service Legacy Detroiters.

The applications received will be evaluated and ranked according to the following criteria:

1) RELEVANT EXPERIENCE30 POINTS

Past, recently completed, or on-going cannabis start-up business support to substantiate experience. Track record delivering services to individuals who would qualify as equity applicants. Prior experience and ability to work with City staff, community groups, and other stakeholders.

2) QUALIFICATIONS25 POINTS

Professional background and qualifications of team members and firms comprising the team.

3) ORGANIZATION20 POINTS

Current workload, available staff and resources. Capacity and flexibility to meet schedules, including any unexpected work. Ability to perform on short notice and under time constraints. Ability to perform numerous projects at the same time.

4) APPROACH20 POINTS

Understanding of the nature and extent of the services required. A specific outline of how the work will be performed. Awareness of potential problems and providing possible solutions. Special resources the team offers that are relevant to the successful completion of the project. Ability to provide support through professional mentorship services, training and education regarding state cannabis licensing and regulatory requirements, manufacturing assistance, financial management, and business resilience such as emergency preparedness. Timeline indicating implementation schedule and training schedule (if applicable).

5) OTHER FACTORS.....10 POINTS

Presentation, completeness, clarity, organization, and the overall responsiveness of proposal.

IV. RFP SUBMISSION REQUIREMENTS

The following information must be submitted in response to this RFP in the order indicated below.

- A. **CATEGORY OF SERVICE.** Please select the categories that best describe the services you provide:
- Business Planning Assistance
 - Legal / Regulatory Assistance
 - Accounting and Financial Assistance
 - Design & Build Assistance
 - Marketing Assistance
 - Merchandising Assistance
- B. **FINANCIAL ASSISTANCE.** Proposals should specify the areas of scope that will be provided. Respondents are not required to have expertise in all the areas detailed above.
- Firm name and contact information: address, telephone number, e-mail and website
- C. **INDIVIDUAL POINT OF CONTACT FOR THIS RFP.** Include a name, title, telephone number and email address
- D. **BUSINESS PROFILE.** Provide a brief description of the Proposer's general capabilities by including the following information:
- *Business Entity Information.* Include legal and assumed names of the business, address of the business headquarters, organizational structure (e.g., sole proprietorship, corporation, etc.), length of time the business has been in operation and total number of professional and clerical staff. Please also include your Employment Identification Number (EIN) and D-U-N-S number.
 - *Core Mission and Competencies.* Include the business' mission statement or values, brief history and description of the business, primary products or services offered and primary industries served.
 - *Business Experience.* Provide a brief demonstration of the Proposer's experience, including:
 - *Case Studies.* Two case examples of past experience serving small business with references. Each case study should include a summary of services, total contract value of services delivered, and reference contact information including name, address, telephone number and email.
 - *Personnel and Organization.* Provide a description of the Proposer's personnel and proposed organization to execute the project by providing the following information: Identify the Project Principal(s) who will be primarily responsible for providing service.

- *Staff Team.* Listing all of staff that will participate in the day-to-day provision of services.
- *Staff Qualifications.* Provide a brief resume for each person proposed to work on the project, including any professional certifications.
- *Three (3) References.*

E. **LOCAL AVAILABILITY AND CAPACITY.** Provide a statement of the Proposer’s local availability and capacity to serve businesses locating in Detroit. If the Proposer is not located in Wayne County, give specifics as to how the requisite accessibility will be provided and charged. Please also provide a statement of the project principal(s) and staff current workload and capacity to work with new clients.

F. **FEES AND EXPENSES.** Please furnish a proposed fee schedule for the types of services your organization provides and the underlying method of determining such fees (flat fee, hourly, etc). Note: This information will not be shared with Legacy Detroiter participants.

G. **HOURLY RATES FOR STAFF.** Indicate the Proposer’s policy regarding out-of-pocket and or indirect cost expenses including, but not limited to, travel, lodging, faxes, telephone calls, deliveries, etc. Please note travel costs outside of SE Michigan area are not eligible expenses.

V. PRICING

SCOPE	DURATION	PRICING
General Programming and Events	April - June	
Business Planning Assistance	July - TBD mons.	
Legal and Regulatory Assistance	July - TBD mons.	
Accounting and Finance	July - TBD mons.	
Design and Build	July - TBD mons.	
Marketing	July - TBD mons.	
Interior Design and Merchandising	July - TBD mons.	

VI. REFERENCES

AGENCY	CONTACT Name and Address	CONTACT Phone Number	DATE OF SERVICES (From/Through)