



## ENTREPRENEURIAL TRAINING

## CONSULTING & CURRICULUM DEVELOPMENT

# REQUEST FOR PROPOSALS

RESPOND TO:  
NewTown Macon, Inc.  
Attn: Bethany Rogers  
Director of Business And  
Real Estate Development  
555 Poplar Street  
Macon, GA 31201  
[bethany@newtownmacon.com](mailto:bethany@newtownmacon.com)



## ENTREPRENEURIAL TRAINING CONSULTING AND CURRICULUM DEVELOPMENT

### REQUEST FOR PROPOSAL

NewTown Macon, Inc. ("NTM") is a private, non-profit organization established in 1996 to revitalize Macon, Georgia's central business district and to leverage public/private partnerships in order to initiate large-scale redevelopment projects. The mission of NewTown Macon is to attract, leverage, and invest in self-sustaining transformation in Downtown Macon. To carry out this mission, the focus of NewTown's programming has been three-fold: cultivating a sense of place, increasing residents, and growing jobs. For more information on NewTown Macon, Inc., please visit [www.newtownmacon.com](http://www.newtownmacon.com).

NTM is currently seeking proposals from those interested in consulting with NTM staff and developing a proprietary entrepreneurial training program for NTM to be offered routinely to Macon-Bibb residents as part of our business support or 'growing jobs' program services.

In its sole discretion, NTM reserves the right to:

- (1) withdraw this Request for Proposals ("RFP") without notice;
- (2) accept or reject any or all submittals; and,
- (3) accept submittals which deviate from the RFP as NTM deems appropriate and in the best interest of our business support programs and services.

NTM reserves the right to negotiate with only some or none of the applicants responding to this RFP. Following submission, each applicant agrees to promptly deliver such further details, information, and assurances relating to the purpose of providing services and products related to entrepreneurial training curriculum development as requested by NTM. Presentations regarding submissions may be required at the sole discretion of NTM. NTM reserves the right to use any information submitted by applicants in response to this RFP in any manner NTM deems appropriate in evaluating the services proposed.

Any and all costs and expenses associated with the preparation of any report, statement or presentation in response to the RFP shall be borne by the applicant. NTM shall have no obligation or liability to any applicants with respect to this RFP and/or the institution selection and award process, regardless of whether any award is made.

By submitting a proposal, each applicant fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof.

Questions about the RFP will be accepted from the RFP release date until Friday, March 23<sup>rd</sup> 5:00 PM. All questions for consideration regarding this RFP must be submitted in writing via e-mail and directed to Bethany Rogers, Director of Business and Real Estate Development, at [bethany@newtownmacon.com](mailto:bethany@newtownmacon.com). NTM will only accept complete responses to this RFP that are submitted electronically in PDF format to [bethany@newtownmacon.com](mailto:bethany@newtownmacon.com) by 5:00 PM on Monday, April 16<sup>th</sup>.

*Any materials submitted by an applicant will become part of such applicant's proposal and may, at NTM's sole discretion, be incorporated into any subsequent contract(s) between NTM and the selected institution.*

#### **Background**

In 2015, NewTown Macon hosted our first Developer's Academy – a 6 class, 11-week training program designed to teach the basic principles of real estate investment and development. The program is specifically geared to first-time and small-scale developers who have an interest in downtown Macon real estate, and program participants are provided a complete toolkit to launch a viable real estate development project. The curriculum for the Developer's Academy was developed and written by NewTown Macon's President & CEO, Josh Rogers, and the training program study guides, exercises, and content are germane to the market demands and opportunities in Macon's Central Business District. A key impetus for the development of the Developer's Academy was NewTown Macon's successful real estate loan program, a real estate development gap funding program that has helped spur 75% of the new



downtown residential market since 2012.

In 2016, NewTown Macon launched a second lending program geared to foster successful and sustainable commercial development. Backed by the Godsey Initiative Fund, to-date the NewTown Macon Business Development lending program has awarded eight loans to new or existing businesses to help finance the build out or the purchase of inventory or equipment, so those businesses in the start-up or expansion phase succeed in the downtown market. As the business loan program grows and more entrepreneurs seek the support of NewTown Macon, however, there is a clear need to create a parallel program to the Developer's Academy to provide potential and existing business owners the ground-up training they need to assemble a business plan and a **successful** loan application with NewTown Macon or other appropriate lenders when additional funding is needed.

Recently, NTM has received generous donations from both the Knight Foundation and the Griffith Family Foundation to double the endowment that backs the Godsey Initiative Fund from \$1 million to a new total of \$2 million. As a result, the need to start building a more robust pipeline for NTM's Business Development Lending Program is a top priority, and the Knight Foundation has dedicated grant monies to allow NTM to hire a professional to help us develop the curriculum for our first-ever "Entrepreneur's Academy."

#### **Scope of Services and Project Products**

The selected consultant will work with NTM staff to develop an entrepreneurial training program that accomplishes 3 clear objectives:

1. Increase financial and business literacy in Macon-Bibb County.
2. Walk participants carefully through the process of creating an informed business plan, so that all graduates are ensured a higher probability of succeeding with their start-ups or business expansions and to promote a healthier small business culture in Macon-Bibb County.
3. For those participants who need to borrow monies to fund a business start-up or expansion, they will be walked carefully through the process of assembling all the information and documents they need to apply for a business loan through NewTown Macon or other appropriate lenders.

While NTM has consulted with a range of business types and entrepreneurs, the majority of NTM's borrowers and loan candidates have been women and/or racial minorities. Typically, NewTown's potential borrowers are working another job as they try to launch into a new full-time venture or they are already in business, so the amount of time they can dedicate to a training program on specific dates and times is limited. Considering these realities, NewTown wants the training program to be comprehensive, but succinct and focused on accomplishing the above stated objectives. Although NTM is open to discussion with the chosen consultant, we anticipate the program will consist of three, half-day or four-hour sessions with homework assigned between classes. We expect the curriculum to conclude with a pitch event for the fourth class when each participant presents an actual or model business plan.

NTM also wants the entrepreneurial training program to parallel the format and downtown-Macon focused content of our successful Developer's Academy. It is critical for the selected consultant to understand that the curriculum and course materials he/she will develop in response to this RFP will be proprietary – NewTown Macon will brand and regularly use the curriculum and course materials as part of our business support program services.

#### **Primary Work Products** will be the following:

1. An entrepreneurial training curriculum presented in a text outline format that can serve as the teaching guide for NTM staff. The curriculum outline should be guided by the objectives and programming constraints outlined above.
2. A PowerPoint presentation for every class in a format that parallels our Developer's Academy materials. The PowerPoint slides will incorporate relevant digital images, charts, and graphs and indicate sources as necessary.
3. A home study guide for every class in a format that parallels our Developer's Academy materials



4. Exercise worksheets, glossary, appendices, etc. as appropriate to supplement the developed curriculum

*See attached appendices to this RFP that show an initial draft outline of the program curriculum and a home study guide, Power Point, and exercises worksheets from Class 1 of NTM's Developer's Academy to serve as a guide for the development of the primary work products*

**The collaborative curriculum development process** will generally adhere to the following timeline:

1. Week 1 – Meet with NTM staff (in-person or virtually)
2. Weeks 2 and 3 – Review NTM Developer's Academy materials, loan program documents, and other relevant materials; conduct necessary research; develop a complete curriculum outline for the Entrepreneur's Academy training program to submit to NTM staff for review
3. Week 4 – NTM staff will review and provide feedback to the consultant
4. Weeks 5, 6, and 7 – Consultant will develop all primary work products and submit digitally to NTM staff
5. Week 8 – Meet with NTM staff for a final review (in-person or virtually)
6. Week 9 – Make any final edits or submissions and submit final products digitally to NTM staff

### **RFP Submission Requirements**

Please respond to the RFP using the following outline:

1. Institution/Company Information:
  - Name of Institution or Business
  - Address
  - Point of Contact for RFP Response
  - Point of Contact Email Address
  - Point of Contact Phone Number
2. Complete response to ALL questions in 'Questions for Response' section below
3. Resumes for all professionals on the consulting team
4. Examples of previous work relevant to this RFP
5. Any other pertinent information for consideration

**Questions for Response** required to be answered as part of the RFP submission process are the following:

1. Provide a brief description of your institution or business.
2. Provide a brief overview of the qualifications of your consulting team as relevant to this RFP.
3. Present an outline of the process you would use to complete the project and a general timeline you would adhere to for presenting the **Primary Work Products** to NTM.
4. Present a complete fee proposal broken down by specific **Primary Work Products** as relates to the outline of the process and timeline you would adhere to as explained in Question 3. Line item each proposed fee and direct expense you propose to charge NTM.
5. Briefly describe how you feel you would work with NTM's objectives and parameters for developing a proprietary entrepreneurial training program.
6. Describe any experience the institution or consulting team has that is relevant to this RFP, including contact information for relevant references.

### **RFP Submission Directions**

All candidates should submit digital files in PDF format for each of items listed under the 'RFP Submission Requirements' section above. All digital files must be emailed to [bethany@newtownmacon.com](mailto:bethany@newtownmacon.com) by 5:00 PM on Monday, April 16<sup>th</sup>.



**Contract Agreement**

NTM's selection of a consulting team will be based on relevant experience, a willingness to work with the parameters of this RFP, the bid price, and the project timeframe as committed in your RFP. Upon NTM's selection of a consulting team, NTM and the consulting team will agree to terms and execute a written contract detailing the terms of this business arrangement. The contract will specify that any and all work products produced as part of this business arrangement will be the sole, complete, perpetual, and absolute intellectual property of NTM.