



NEW YORK
STATE OF
OPPORTUNITY.™

Entrepreneurship Assistance Centers

EAC 2024 RFA Information Session

May 6, 2024

EAC RFA FY24-25 LIVE INFO SESSION:

FAQs

- Mission of the Entrepreneurship Assistance Centers Program
- RFA Contract Period
- Review & Selection Process
- Goal Definitions
- MWBE designated person or contractor



The mission of Empire State Development (“ESD”) is to promote a vigorous and growing state economy, encourage business investment and job creation, and support diverse, prosperous local economies across New York State through the efficient use of loans, grants, tax credits, real estate development, marketing, and other forms of assistance.

- **Primary mission is to increase the number of new businesses**
- **And to provide technical assistance through one-on-one counseling sessions**

Reviewing terms of the contract period

Multi Three Year Contract

Year 1 of 3:

14-month contract

- Starting July 1, 2024
- Ending August 31, 2025

Year 2 of 3:

12-month contract

- Starting September 1, 2025
- Ending August 31, 2026

Year 3 of 3:

12-month contract

- Starting September 1, 2026
- Ending August 31, 2027

Designation Period, Contract Amount, and Anticipated Funding

All proposals should reflect ESD funding in the amount up to \$173,000 per year. Up to twenty-six (26) awards may be made in this competition. The institutions awarded an EAC designation under this competition shall be designated for a period of up to three years, provided the EAC's performance is deemed satisfactory by ESD, in ESD's sole discretion, at each annual evaluation.

The contract is anticipated to commence on July 1, 2024. The EAC will be eligible to receive up to \$173,000 annually, subject to the availability of State funds. Proposals submitted for greater than \$173,000 in annual ESD support will be rejected without review. If funding availability increases or decreases during the designation period, ESD will work with designees to adjust budgets accordingly.

ESD shall provide up to \$173,000 yearly in funding for reimbursable expenses (or a pro-rata of the individual EAC allocation if funding levels change), provided the EAC's performance is deemed satisfactory by ESD, in ESD's sole discretion, and subject to the availability of State funds.

The amount of ESD funds reimbursed to the award recipient will be based on the amount of eligible matching funds expended. ESD reserves the right to adjust the amount of an award recipient's funding based upon the availability of State funds, EAC's economic impact performance including assistance to small New York State businesses, and the EAC's ability to meet the matching funds requirements.

Review and Selection Process

Reference page 3 of RFA, Section II A:

ADDENDUM for Entrepreneurship Assistance Centers Program RFA

Clarification for Section II A: Scoring process

Reference Section II A of the Entrepreneurship Assistance Center Program RFA: “ESD will balance individual application scores with priorities for geographic distribution across New York State.”

It is ESD’s intention, subject to receiving an appropriate number of acceptable applications in each region, to select an equitable number of the highest scoring applications from upstate and the surrounding NYC metro area to ensure an appropriate geographic distribution of resources across New York State.

Reference page 13 of RFA:

IV. Review Criteria and Process

ESD will balance individual application scores.

For the review of eligible applications, ESD has established the following criteria to be applied in accordance with the review process set forth in Section IV. B. In addition to addressing the review criteria stated below, refer to the application instructions in Section III of this RFA for specific items that must also be addressed.

A. Review Criteria

1. Organization, experience, historical track record, and qualifications (20 points)
2. Staff experience and qualifications (30 points)
3. Project plan, approach, methodology, readiness for implementation (30 points)
4. Cost proposal and budget/ use of funds (10 points)
5. Diversity Practices Scoring (10 points)
 - a. ESD's Office of Contractor and Supplier Diversity will score each application for Diversity Practices. Up to 10 points will be awarded based upon the contents of the Diversity Practices Questionnaire Appendix D, submitted by each Respondent to the RFA.

ENTREPRENEURSHIP ASSISTANCE (EAC) PROGRAM GOALS

The EAC Program is administered through a performance-based granting system that is designed to generate measurable concrete results in business creation, sales increases, increased access to financing, and job creation. EACs are expected to meet or exceed these requirements within the grant year.

OURTREACH PERFORMANCE & ECONOMIC GOALS	TOTAL GOALS
New Enrollments	56
New Enrollment - Veterans	4
New Businesses Registered	20
New Businesses Started (Registered & Generating \$1 in sales)	10
Businesses Saved	15
FINANCIAL ASSISTANCE GOALS	
# of Loans Developed	14
# of Loans Secured	10
\$ Amount of Loans Secured	\$300,000
TECHNICAL ASSISTANCE GOALS	
# of Clients Trained (at least 2 business plan cohorts) & Counseled	100
Business Plans Completed	25
MWBE Certification Applications Submitted	8
New Mentees Enrolled	40
# Active Mentors	4
# of Mentor/Mentee Matches	20
ECONOMIC GROWTH GOALS	
Sales - # of Firms with Increased Sales	20
Sales- \$ Amount of Increased Sales	\$580,000
Jobs Created - # Firms increasing new hires	12
Jobs Created - # of New Hires	16
Retained Employment - # Firms Retaining Employees	15
Retained Employment - # of Retained Employees	20

OUTREACH PERFORMANCE & ECONOMIC GOALS

New Clients Enrolled	Individuals who enroll in the program for the first time, during the current fiscal year (EAC contract year) who requires technical assistance and/or business skills training via 60-hour course.
Start-up = EAC Definition	<p>A business will be counted as an EAC official Start-Up for the 12-month period that begins as soon as two conditions are satisfied: (1) the business has been formally registered, or a sole proprietorship is filing business activity through their personal IRS taxes; AND (2) the business has generated at least one dollar (\$1) in gross sales.</p> <ul style="list-style-type: none"> • At intake, indicate 'Date Registered' and if appropriate 'Date first dollar is generated' – system will automatically count 12 months as soon as both conditions are satisfied for a Start-up. After 12 months this business will be counted as an 'Existing Business'.
Number of Businesses Registered	Tracking the number of new businesses formally registered AFTER enrollment with EAC but not necessarily generating income yet.
Business Started	Legally formalized company and made at least \$1.00 or more in sales. This includes all Sole Proprietors doing business under own name or as a d/b/a – IF THEY ARE GENERATING REVENUE that is being reported via IRS Schedule C.
Business Retained = Saved	<u>As a result of EAC assistance a business avoided failure.</u> This would mean <u>meaningful, in-depth assistance</u> on the part of the EA Center, at a minimum the client received at least 10 hours of staff technical assistance.

FINANCIAL ASSISTANCE GOALS

Number of Financial Packages Developed	Packages developed with the assistance of the EAC staff and submitted to a micro-loan fund or a financial institution in the reporting quarter or contract year. Indicate loan origination.
Number of Financial Packages Secured	Total number of packages (loans/grants) approved by a micro-lender or financial institution in the fiscal year.
Dollar Amount of Financial Packages Secured	Dollar amount of financing secured in the reporting quarter or contract year. <i>It is assumed that the only time an amount is known is when a package has been secured.</i>

TECHNICAL ASSISTANCE GOALS

# Clients Trained (min. 2 cohorts) And # of one-on-one TA	Total combined number of clients trained under 60-hour business plan course, using the BMC curriculum plus the number of clients who received technical assistance through one-on-one counseling sessions.
Business Plans Completed	A business plan is a written description of a client's business. A copy of the client's 'Business Model Canvas' summarizing the plan, must be submitted in the quarter report at the completion of each cohort.
MWBE Certification Applications submitted	The number of clients assisted with completing and submitting an MWBE certification application
New Mentees Enrolled	The number of new mentees enrolled during the fiscal year. It is assumed that all trained clients and new TA clients are potential mentees.
New Mentors Enrolled	The number of new mentors enrolled for the fiscal year.
# of Mentor/Mentee Matches	The number of mentee/mentor matches that occur during the fiscal year.

ECONOMIC GROWTH GOALS

Businesses w/Increased Sales	The <i>number</i> of companies that increased sales in the contract year.
Dollar Amount of Increased Sales	Dollar amount of increased sales reported by the businesses for the contract year.
Businesses w/Increased Employment	The <i>number</i> of businesses that hired new employees in the reporting quarter/year.
# of Increased Employees	The number of employees hired by existing and start-up businesses in the reporting quarter/year. Two part-time employees equate to one full time employee. Enter each part time employees as 1 PT (the calculation is done by the system.)
Number of Firms with Retained Employees	Firms that without EAC center assistance would not have been able to retain current employees.
Number of Retained Employees	Employees that were retained due to assistance from EA Center.
Annual Goal	The numeric outcomes established for the contract year and made part of the grant disbursement agreement. Reported data is measured against the goals established to determine results to date. The statistical data is not the exclusive benchmark used in determining a center's performance.

Reference Page 19 of RFA:

APPENDIX C: Administrative Proposal (Contractual Procurement Forms and Requirements - separate file)

1. Conflict of Interest Form

<https://esd.ny.gov/sites/default/files/Conflict-of-Interest-Attestation-June-2019.pdf>

2. 139 J&K

https://cdn.esd.ny.gov/CorporateInformation/Data/RFPs/RequiredForms/SF_Law139_JK.pdf

3. Vendor Responsibility Questionnaire –

<https://www.osc.state.ny.us/state-vendors/vendrep/vendor-responsibility-forms>

4. Non Discrimination and Contractor and Supplier Diversity Forms -

<https://esd.ny.gov/sites/default/files/OCSD-1-Policy-Statement.pdf>

5. W9 Form -

<https://www.irs.gov/pub/irs-pdf/fw9.pdf>

6. Certificate of Insurance

7. Most current audited financials

8. Most recent two years of financial statements


9. List of Board of Directors

10. Resumes of proposed EAC Program staff

OCSD-1 Document

Prospective grantees must acknowledge adherence to ESD's Non-Discrimination and Equal Employment Opportunity Policy by signing page 2 of the OSCD-1.

Acknowledgment of this policy means that you and your organization will make **good faith efforts** to hire certified MWBE firms. Opportunities to include these firms are made when a grantee subcontracts with certified MWBE trainers or consultants for workshops or classes.

 **Empire State Development** **OFFICE OF CONTRACTOR AND SUPPLIER DIVERSITY**

OCSD-1 M/WBE AND SDOVB PARTICIPATION / EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT

I, _____ (CONTRACTOR OR GRANT REPRESENTATIVE),
the _____ (GRANTEE/COMPANY NAME)
agree to adopt the following policies with respect to the project being developed or services rendered at
_____.

NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY POLICY

(a) This organization will not discriminate against any employee or applicant for employment because of race, creed, color, national origin, sex, age, disability or marital status, will undertake or continue existing programs of affirmative action to ensure that minority group members are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force on state contracts.

Agreed on this _____ day of _____ 20____.

By: _____
(SIGNATURE)

Print Name: _____

Title: _____

Page - 2 - of 3



OCSD-1 M/WBE AND SDVOB PARTICIPATION / EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT

Minority & Women-owned Business Enterprise-Equal Employment Opportunity Liaison

[Redacted] (name of designated contractor/grantee liaison) is designated as the Minority and Women-owned Business Enterprise Liaison responsible for administering the Minority and Women-owned Business Enterprises-Equal Employment Opportunity (M/WBE-EEO) program.

M/WBE Contract Goals

[Redacted] % Minority Business Enterprise Participation

[Redacted] % Women's Business Enterprise Participation

[Redacted] % TOTAL/OVERALL M/WBE Participation Goal

EEO Contract Goals

NOT APPLICABLE % Minority Labor Force Participation

NOT APPLICABLE % Female Labor Force Participation

SDVOB Contract Goals

[Redacted] % Service Disabled Veteran Business Participation

[Redacted signature line]

(Signature of Contractor's Authorized Representative)

*Name: [Redacted]

*Company: [Redacted]

*Title: [Redacted]

*Phone: [Redacted]

*Fax: [Redacted]

*Address: [Redacted]

This is page 3 of the OSCD-1 document

Please indicate who, if any, the person or contractor designated your organization's MWBE liaison responsible for administering MWBE program.

If your organization has an MWBE program, please indicate your MWBE contract goals. If not, then leave blank.

Include language in ads for services for "MWBE preferred" or consideration firm applying for MWBE certification

GFE GOOD FAITH EFFORT?



Checking the NYS MWBE Directory filter search for subject matter and / or geographical area if location is an issue

Promote the benefits of MWBE certification to your existing roster of trainers and consultants who identify as a minority owned business.

Offer assistance with the NYS MWBE certification application for those businesses who self-identify as Minority Owned firms