

## Master Proposal Template

ESD's Division of Small Business & Technology Development (the "Division") has released 4 RFPs totaling **over \$5.5 Million** in loan/grant funds. Completing this template will allow your organization to be considered for one of the programs up to all four. Check off opportunities for which your organization would like to be considered and follow the instructions below for the program(s) for which your organization is submitting a proposal:

- **CDFI Assistance Program**
- **Minority Revolving Loan Fund**
- **Loan Packaging Assistance Program**
- **Regional Revolving Loan Trust Fund**

### Submission Requirements

#### A. SUBMISSION PROCEDURES

- a. Submit four unbound copies of the proposal AND one electronic copy (CD or Flash Drive)
- b. All proposals must be sent to the Procurement Unit:  
Empire State Development  
633 Third Avenue, 35<sup>th</sup> Floor  
New York, New York 10017-8167  
Attention: Ralph Volcy  
RE: Request for Proposals, **[Name(s) of RFP(s) to which your organization is responding]**
- c. All proposals must be received by 3:00PM on September 27, 2018. Late submissions may not be considered.

#### B. PROCUREMENT FORMS AND REQUIREMENTS

- a. Please see the relevant section of the RFP(s) to which your organization is responding. Requirements and language may vary.

**Master Application – The template has been organized as follows. Please organize your organization's proposal submission accordingly.**

- Every Applicant is required to answer Sections 1-3.
- **CDFI Assistance Program** applicants should also complete Section 4
- **Minority Revolving Loan Fund** applicants should also complete Section 5
- **Loan Packaging Assistance Program** applicants should also complete Section 6
- **Regional Revolving Loan Trust Fund** applicants should also complete Section 7
- Every Applicant is required to provide the Additional Submissions, listed on Page 7 of this document, at the end of the proposal submission.

### Partnerships

CDFI Assistance Program

If organizations are applying in partnership to the CDFI Assistance Program, both organizations should answer all questions in Sections 1-4 below. The Primary organization should submit the proposal on behalf of the partnership. The Secondary organization, if responding to other opportunities, should include a discussion of the CDFI Assistance Program project in question 1 of Section 1 but should not submit a response to Section 4.

#### Loan Packaging Assistance Program

If organizations are applying in partnership to the Loan Packaging Assistance Program, both organizations should answer all questions in Sections 1-3 and 6 below. The lending organization should submit the proposal on behalf of the partnership.

### **SECTION 1 - Organizational Information and Capacity**

1. Complete **Attachment 1: Organizational Information and Capacity**. Be sure to pay attention to the instructions at the top of pages 1 and 2 of Attachment 1 and make sure that all applicable fields are completed.

### **SECTION 2 – Executive Summary**

1. Describe the organization's mission and history, including the number of years of providing technical and/or financial assistance to M/WBEs and/or small businesses, as well as efforts to serve start-up firms.
2. Describe the geographic service area and/or targeted populations served by the organization, including any emphasis on startups, credit risks, and other businesses that lack access to credit, and whether other community development organizations serve this geographic area and/or target population.
3. Describe the types of financial and technical assistance products and services offered and how many clients received these services in 2015, 2016, and 2017.
4. Describe the credit analysis and due diligence procedures employed in your organization's loan/line of credit program.
5. Describe the loan/line of credit approval and portfolio monitoring/collections procedures employed by your organization.
6. Describe the organization's marketing strategy and coordination with other community-based organizations. Please be specific about how the organization works with other community-based organizations to reach M/WBEs and/or small businesses
7. Describe the management capacity/professional experience of key staff (refer to attached resumes as appropriate).

### **SECTION 3 - Project Activities, Results, and Implementation**

1. Explain the need for this funding and the ways in which the benefits of this funding will be passed along to M/WBEs and small businesses borrowers;

2. Describe the ways, if any, that your organization's participation in the program(s) will leverage other revenue sources.
3. Discuss the need and level of demand for these activities in the target community.
4. Identify the reasons that your organization requires grant assistance in order to undertake these activities.

#### **SECTION 4 –Complete if applying for the CDFI Assistance Program**

1. Provide the following:
  - a. Completed Exhibit A1: Cover Sheet
  - b. Completed Exhibit A2: Cover Sheet – Secondary or Co-Partner Application (if applicable)
  - c. Complete Exhibit B: Project Budget
  - d. Complete Exhibit C: Project Description: Tasks & Timeline
  - e. Proof of current Federal CDFI Certification and/or recertification.
  - f. If the applicant has previously received ESD funding through the CDFI Assistance Program, attach:
    - i. A copy of the final report (**GDA Exhibit B**, page 1 of 3 ONLY without attachments) submitted for the last two completed projects,
    - ii. An interim **GDA Exhibit G-2** Technical Assistance and Lending Report, and Institutional Capacity Report (if applicable), without attachments, from any grant disbursement agreement still in effect (primarily round 19 of the CDFI Assistance Program), with a description of the organization's cumulative progress toward meeting goals. If your organization has not yet met 50% of its CDFI Round 19 goals, please include a brief narrative explaining why.
2. Describe the specific activities that will be undertaken and funded through the project.

If a joint application, for each item below, identify the roles and responsibilities of each co-applicant.

  - a. If requesting funds for technical assistance, describe in detail the nature of the technical assistance to be provided, describe the systems in place to deliver these services, and the ways that such technical assistance will support your organization's lending activities. Describe the overall technical assistance program as well as the specific ways in which ESD grant funds will be used. If the provision of one-on-one technical assistance to businesses is identified as a measurable goal in section 2(b) below, such assistance must be substantive and generally should involve face-to-face meetings. Assistance should be provided on business development topics and may include financial analysis, marketing, and the assistance with the preparation of business plans, financial statements and applications for financial assistance. Please indicate the number of businesses to which your organization will provide TA, and the percentage of clients that will receive pre-loan and post loan TA. If proposing activities open to the public such as workshops and seminars, describe those specific actions that will be taken to ensure the participation of minorities and women and efforts that will be taken to continue to engage participants once the event ends.

- b. If requesting loan capital, line of credit or loan loss reserve funds, refer to the Scope of Work set forth in Section IV.B of the CDFI Assistance Program RFP and provide the information specified in that Section.
    - c. If requesting funds for institutional capacity, refer to the guidelines set forth in Section IV.C of the CDFI Assistance Program RFP and provide the information specified in that Section.
    - d. If requesting funds for loan capital, explain the need for this type of funding in terms of the applicant's overall supply and demand for loan capital or lines of credit, including a discussion of other sources of loan or credit line capital that are available to the applicant, as well as the rationale for requesting this form of funding as opposed to funding for loan loss reserve that could leverage other sources of capital; and the ways in which the benefits of this funding will be passed along to M/WBE and small businesses borrowers.
3. List the specific goals that the organization will achieve as a direct result of the requested grant funding, and provide a timeline for the project (see attached example Exhibit D).
  - a. Include the measurable outcomes (number and type of beneficiaries, number of loans made, etc.) and the economic impact to be achieved as a direct result of ESD grant funding. These goals should be realistic and achievable based on the applicant's experience in operation as a CDFI. The proposed goals should reflect only the funding being requested. For example, if funds will be used to pay for only part of the salary of a technical assistance provider, describe the goals to be achieved only during that portion of the individual's time that will be funded with ESD grant funds. Applicants may also describe goals for the organization as a whole and the ways that ESD's grant funds would contribute to the attainment of these broader goals.
  - b. Describe how these goals compare to the organization's achievements in the past three years (i.e. do these goals represent increased activity, decreased activity, no change, etc.)
4. Identify any other entities involved in the project (other community development organizations; units of local, state or federal government, etc.), and describe the nature of their involvement.
5. Provide a detailed budget for the project.
  - a. Include funding sources, personnel service costs (with job title and description), consultant fees (identify consultant if known), and a breakdown of all other technical assistance costs.
  - b. Describe the ways, if any, that ESD's grant funds would leverage other revenue sources.

**SECTION 5 – Complete if applying for the Minority Revolving Loan Fund**

1. Indicate the dollar amount of the MRLF loan for which your organization is interested in securing (\$250,000 is the maximum). Briefly describe the Program activity your organization projects it will do during the term of the loan, including the number of times you project the funds to revolve. Please include information about the number (#) of loans, the range in size (minimum \$ to maximum \$) and the geographic target of the activity (if in New York City, indicate specific boroughs to be served).
2. If the activity described above represents a departure from the activity captured in Section 2, please explain. For instance, if you project a larger amount of loans to minority-owned businesses than your organization has done in 2015, 2016, and 2017, explain the strategies that will be used to build a pipeline of minority-owned businesses.
3. Identify any other entities involved in the project (other community development organizations; units of local, state or federal government, etc.), and describe the nature of their involvement.
4. Indicate the source and amount available for the matching funds required by this program.
5. Explain fees charged to borrower and indicate expected interest rate for borrowers of MRLF.

**SECTION 6 – Complete if applying for the Loan Packaging Assistance Program**

1. Describe the new financial packaging activities that will be made possible by this grant support and the projected number of loans that will be dispersed to recipients of this assistance. Please incorporate and complete the table below.

<b>Number of Loans (Projected)</b>	<b>Loan Size</b>	<b>Fee</b>
	Less than \$4,999	\$150
	\$5,000 to \$9,999	\$200
	\$10,000 to \$24,999	\$250
	\$25,000 to \$49,999	1%
	\$50,000 to \$100,000	The lesser of 1% or \$500

2. Describe in detail how support from the Program will enable the organization(s) to provide loan packaging assistance and how this new activity will result in increased loan activity in your region. Include the roles and responsibilities of key staff and activities that will be undertaken to outreach/market to potential borrowers, including minority and woman-owned businesses
3. Discuss the need and level of demand for these activities in the target area(s).

4. If applying jointly with another organization, please address:
  - a. The roles and responsibilities of the each organization;
  - b. If and how the two organizations have worked together in the past (please note if the organizations have not worked together previously);
  - c. How the partnership will result in increased loans (either overall loan volume, within a specific geography (for instance an area of your catchment area on which the grantee will focus greater attention, or a specific commercial strip), a specific sector of the population (for instance refugees, newly arrived immigrants, etc.) or business sector (such as retail, home-based businesses, etc.)
  
5. If applying in partnership with another organization, please include an executed Memorandum of Understanding. The MOU should include the following:
  - a. An overview of the partnership that defines roles and responsibilities of each entity; and
  - b. A checklist of documents that the lender requires for each loan product it offers to ensure the loan packager understands what a complete loan package entails;

#### **SECTION 7 – Complete if applying for the Regional Revolving Loan Trust Fund**

1. Please describe the management capacity/professional experience of the applicant’s proposed RRLTF Loan Committee. Include professional resumes of proposed RRLTF Loan Committee members.

#### **ADDITIONAL SUBMISSIONS (ALL APPLICANTS)**

1. Please be sure to include the following supplemental documentation for your organization at the end of your submission:
  - a. Small Business Loan Policy Manual
  - b. Audited Financial Statements from 2015, 2016, and 2017, including a draft of the applicant’s internal statements or the most recent interim statements, if annual statements are more than 12 months old.
  - c. Loan Portfolio Accounts Receivable Aging Report (Refer to **Attachment 2**) indicating principal outstanding in the following categories: 31-60 days past due, 61-90 days past due, and 91+ days past due.
  - d. Professional Resumes of Key Staff
  - e. Certificate of Incorporation
  - f. Bylaws
  - g. Most recent annual report (if available)