

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

**AGENDA TITLE:** Motion to Authorize the City Manager to Execute a Contract with the Shoreline Community College for the Small Business Assistance Program  
**DEPARTMENT:** Economic Development  
**PRESENTED BY:** Dan Eernisse, Economic Development Manager  
**ACTION:** ☐ Ordinance ☐ Resolution ☒ Motion ☐ Discussion

**PROBLEM/ISSUE STATEMENT:**

Providing small business services to Shoreline businesses to expand the number and success of businesses within the City addresses City Council Goal #3, "Improve economic development opportunities in Shoreline." For many years the City has provided the Small Business Assistance Program through contracts with local service providers. Staff believes that it would be appropriate to enter into a three year contract to provide this service in order to provide consistency and to provide long-term support to businesses. The City's purchasing policies require that a service contract in excess of \$50,000, be awarded through a Request for Proposal (RFP) process unless waived by the City Manager. Given that the annual anticipated cost to provide such a program is estimated to be \$50,000, a three year program would total \$150,000 requiring the use of a RFP process to award the contract. A RFP for the Small Business Assistance Program was issued and a single proposal was received from the Shoreline Community College (SCC).

**RESOURCE/FINANCIAL IMPACT:**

The City's 2011 budget includes \$50,000 for this program. Each one-year contract term with SCC will cost \$50,000, with a total three-year cost of up to \$150,000.

**RECOMMENDATION**

Staff recommends that the City Council authorize the City Manager to enter into a contract with Shoreline Community College to provide small business services for up to three one-year contract terms with a total contract amount not to exceed \$150,000.

Approved By:

City Manager



City Attorney



## **INTRODUCTION**

In order to provide economic development opportunities in Shoreline, Staff recommends that the City Council authorize the City Manager to enter into a contract with Shoreline Community College to provide small business services.

## **BACKGROUND**

For nearly a decade the City has contracted with vendors to provide and market business support services to Shoreline businesses. This includes innovative programming, educational workshops, hands-on experiences, and business development counseling. In the past year, Shoreline Community College (SCC) has provided high quality services in this area to the City.

Under the direction of Mark McVeety, SCC has provided the following services to the City and Shoreline businesses:

- Facilitated over 40 lunch-time workshops at City Hall with over 1,000 participants;
- Represented the City at promotional events such as grand openings, Chamber of Commerce meetings, the *Cruise the Ave* event, and Solarfest;
- Offered business counseling with entrepreneurs and small business operators;
- Contacted hundreds of businesses.

SCC's contract for services ended June 30, 2011, and a new contract is needed to continue providing small business services.

## **REQUEST FOR PROPOSALS**

The City's purchasing policies require that service contracts in excess of \$50,000 be obtained through a Request for Proposal (RFP) process, unless waived by the City Manager. The City issued a RFP on May 23, 2011 for small business services (RFP #6370). The scope of work called for services to Shoreline small businesses that are widely appreciated and that provide real economic gains for both the businesses served and for the City.

Proposals for the RFP were evaluated using the following criteria:

- Related experience, including experience in performing business services
- Method and approach of providing the requested services
- Experience and expertise of key personnel assigned to this contract
- References
- Cost

In response to this RFP, staff received one proposal, and it came from its current small business services provider, Shoreline Community College (SCC). City staff is more than satisfied with the past services provided by SCC, and is confident in SCC's ability to execute the terms of the contract going forward. Therefore, staff is recommending that SCC be awarded a contract to provide small business services for a one year term with the option of renewing for a maximum of three years.

### **COUNCIL GOAL ADDRESSED**

Contracting with SCC helps accomplish two City Council goals. By serving small businesses in Shoreline, Goal 3, "Improving the economic development opportunities in Shoreline," is addressed. Also, by collaborating with the local community college a component of Goal 5, "Enhance communication and partnerships with citizens, local public agencies, and businesses" is addressed.

### **RESOURCE/FINANCIAL IMPACT**

The City's 2011 budget includes \$50,000 for this program. Each one-year contract term with SCC will cost \$50,000, with a total three-year cost of up to \$150,000. The \$50,000 annual cost is unchanged from 2010-2011.

### **RECOMMENDATION**

Staff recommends that the City Council authorize the City Manager to enter into a contract with Shoreline Community College to provide small business services for up to three one-year contract terms with a total contract amount not to exceed \$150,000.

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