

Work Program

A1. Delegate Agency: **NON-EXCEL SAMPLE FOR RFP USE ONLY**
 A2. Program Name: **Neighborhood Business Development Centers (NBDC)**

B1. Department: **Business Affairs and Consumer Protection (BACP)**
 B2. Program: **Cultural Specialist**

C. Work Program Year: **2022**

C1. Program or Subprogram Activities	C2. Deliverables	C3. Planned Output by Quarter & Year Total					C4. Performance Measures	
		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total		
BUSINESS CONSULTATIONS Provide business support services to your target population, as identified in your RFP response, who often face cultural and language barriers to accessing mainstream business services and support; <ul style="list-style-type: none"> • Provide hyper-local business development assistance, which include but not limited to applying for business license(s) and public way use permit(s), helping navigate City government, developing a business plan, marketing assistance, contract assistance, product/service/workforce 	Report business consultation data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	#	#	#	#	0	100% Quality business consultations; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
		Unduplicated					0	
NEW BUSINESS OUTREACH & ATTRACTION Provide welcome letter / kit / email, and ongoing support, to all newly licensed businesses of your target population within the service area as identified from the City Data Portal (i.e. pull report once a month and contact all in the report by end of month); Engage with prospective entrepreneurs, and instruct business owners without business license(s) and / or public way use permit(s), to come into compliance; Provide economic development activities (i.e. business attraction and retention, promotion of commercial corridors, etc.)	Generate "Newly Licensed Business" Data Portal Report once a month (3 per quarter; 12 per year) to perform outreach; Report business outreach and attraction data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Submit proof of outreach (i.e. Copy of welcome letter / kit / email) in ECM as well; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	3	3	3	3	12	100% Contact with newly licensed businesses per month; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
		Unduplicated					0	
REFERRALS Provide your target population clients / members, with a business consultation assistance request that is not supported by your organization's standard suite of business services, a referral to a BACP Chicago Business Center, NBDC Specialist, and/or qualified non-NBDC BSO	Report business referral data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	#	#	#	#	0	100% Quality business referrals; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
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referral partners; Follow up and document results of referrals.		Unduplicated					0	
COLLABORATION Think of new ways to engage fellow NBDCs in a sustained manner; Form a coalition with at least 2-3 NBDC partners to develop a regional strategy or initiative that supports your target population, the small business ecosystem and the communities your organizations serve; If unable to partner with a fellow NBDC, you may coordinate with other QUALIFIED nonprofit business service organizations in Chicago that are not in the NBDC program; Maintain data on results of collaboration activities.	Report collaboration data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	#	#	#	#	0	100% Quality collaborations; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
		Unduplicated					0	
AGENCY EVENTS Develop business support events for your target population, within your service area, conducted on your own (i.e. not a collaboration) that would foster engagement and communication for your clients / members; Agency Events may include, but not limited to, Networking, Business Education, Business Roundtable, Business-to-Business, Safety Seminars, Working Groups/Task Force; Develop consumer events, to promote local spending, which may include: Producing Festivals, Marketing Events, Buy Local Events, and/or events designed to drive customer	Report agency events data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Submit proof of event (i.e. photo) in ECM as well. Monthly reporting recommended; Quarterly at minimum.	Clients / Units	#	#	#	#	0	100% Quality events; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
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COMMERCIAL LISTING Either provide / maintain an active and viable list of commercial real estate vacancies in the NBDC service area by gathering listing information from property owners and/or real estate brokers, or be able to refer clients / members to real estate brokers, other NBDCs with listings in the appropriate area, or subscribe to a listing service; Develop and maintain a community profile for your target population to be used as a business attraction strategy; Maintain relationships with local property owners and brokers, and play an active role in	Report evidence of a commercial listing through ECM directly by uploading a copy in the appropriate Supplemental Documents tab; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	1	1	1	1	4	Maintain quality of commercial listing and community profile.
		Unduplicated					0	
SUCCESS STORIES Provide stories / photos about helping your target population clients / members to start and/or grow; Profile successful implementation of an engagement project, and document any media coverage received.	Report success stories into ECM directly or by uploading the Success Stories Word template in the appropriate Supplemental Documents tab; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	3	3	3	3	12	100% Quality success stories; At least one story per month with clear demonstration of agency relationship/impact with businesses and/or community served; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.
		Unduplicated					0	
MARKETING Implement marketing campaigns that promote your NBDC Cultural Specialist Program and your organization; Must have a functional website denoting your participation in the NBDC Program, and with content relevant to your target population clients / members as it	Report marketing data through ECM directly, or by utilizing an approved Cultural Specialist ECM upload Excel template; Monthly reporting recommended; Quarterly at minimum.	Clients / Units	1	2	1	2	6	100% Quality marketing campaigns; Planned output is cumulative (i.e. Total output should be met or exceeded by the end of the fourth quarter), however, not meeting quarterly goals will need an explanation.

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relates to your NBDC Program, contact email, phone and social media outlets; website must include, at minimum, City and local resources for businesses; link to the City of Chicago Small Business Center web page; link(s) to NBDC		Unduplicated					0	
BACP EVENTS Attend all mandatory NBDC Quarterly Meetings; At least one NBDC staff member is required to attend the duration of said meeting; Participate in one (1) Small Business Center on the Road Expo; Participate in BACP led trainings and/or BACP meetings.	Event attendance will be automatically recorded upon attendance of qualified BACP Event.	Clients / Units	1	1	1	1	4	100% Attendance, and participation, of mandatory BACP events.
		Unduplicated					0	