

## 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: **Industry 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		
<b>BUSINESS CONSULTATIONS  </b> Offer sector-specific programming for businesses looking for expert guidance on how to start or scale their business and overcome hurdles unique to their industry/ies noted in your RFP response Identify barriers and utilize the organization's networks and relationships to introduce clients to new markets; Supports vary depending on priority industry; Assist in navigating applicable COVID-related supports, as well as reopening guidelines; Connect clients to relevant supports, such as	Report business consultation data through ECM directly, or by utilizing an approved Industry 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	
<b>NEW BUSINESS OUTREACH &amp; ATTRACTION  </b> Provide welcome letter / kit / email, and ongoing support, to participants of your program; Engage with prospective entrepreneurs, existing business owners, and with newly licensed businesses within the service area as identified from the City Data Portal to make them aware of your services and invite them to participate in your program; Provide economic development activities (i.e. business attraction and retention, promotion of commercial corridors, etc.) in communities served.	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 Industry 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	
<b>REFERRALS  </b> Provide 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, NBDCs, and/or qualified non-NBDC BSO referral partners: Follow	Report business referral data through ECM directly, or by utilizing an approved Industry 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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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 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 Industry 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, 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 Event, and/or events designed to drive customer traffic; Maintain data	Report agency events data through ECM directly, or by utilizing an approved Industry 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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<b>TRAINING PLAN &amp; CURRICULUM</b>   Provide a training plan, schedule and curriculum. If training is cohort-based, then provide one (1) per program; If training is customized per client/member, then provide one (per) participant.	Report training plan & curriculum material through ECM directly, or by utilizing an approved Industry Specialist ECM upload Excel template; Submit proof of event (i.e. photo) in ECM as well. Monthly reporting recommended; Quarterly at minimum.	Clients / Units	1	1	1	1	4	100% Quality training plan & curriculum schedule; 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	
<b>SUCCESS STORIES</b>   Provide stories / photos about helping your 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	
<b>MARKETING</b>   Implement marketing campaigns that promote your NBDC Generalist Program and your organization; Must have a functional website denoting your participation in the NBDC Program, and with content relevant to clients / members as it relates to your NBDC Program. contact email.	Report marketing data through ECM directly, or by utilizing an approved Industry Specialist ECM upload Excel template; Two of the required output numbers (1 in Q2 and 1 in Q4) is a BACP audit of the NBDC website; 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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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 service area Alderman/men website(s), calendar of events, sign up page for clients and		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	