

SOLICITATION FOR:
**FINANCIAL SPONSORS FOR BSCHOOL: CAMBRIDGE &
SOMERVILLE SMALL BUSINESS SCHOOL**



CITY OF SOMERVILLE, MASSACHUSETTS

RELEASED:
November 14, 2018

DUE BY:
December 10, 2018

DELIVER TO:

City of Somerville
Office of Strategic Planning & Community Development
Attn: Lauren Drago
Urban Revitalization Specialist
LDrago@SomervilleMA.gov
93 Highland Avenue
Somerville, MA 02143

FINANCIAL SPONSORS FOR BSCHOOL: CAMBRIDGE & SOMERVILLE SMALL BUSINESS SCHOOL

Context

The City of Somerville, acting through the Purchasing Department, seeks financial sponsors to support the creation of a new executive education program for established small business owners. This executive education program, bSchool, will be hosted in partnership between the City of Cambridge and the City of Somerville. The program will be powered by Interise's award-winning StreetWise 'MBA'TM curriculum.

The StreetWise 'MBA'TM has provided over 6,000 small business owners in 81 communities with the knowledge, know-how, and network they need to create and activate strategic growth plans. Participants attend fourteen biweekly sessions, focusing on topics such as financial analysis, accessing capital, marketing, human resources, sales, and contracting. Each small business owner is situated in circles of mentoring, starting with a small peer-mentoring group, expanding to the total class of participants, the instructor, and subject matter experts; the business owner moves from isolation to integration into a business network focused on growth and continuous learning.

At the conclusion of the program, entrepreneurs produce a three-year strategic growth action plan with benchmarks and performance targets that will help them access the necessary support and resources to move forward. On average, graduates increase revenue by an average of 20-30% per year, and create jobs at 6.3 times the rate of the private sector.

Community Need

The City of Somerville provides a variety of technical assistance to businesses within the city. However, these typically take the form of one-off events, one-on-one assistance, or engagements that focus on just on aspect of the business (like marketing or commercial storefront improvement). Missing from this portfolio of offerings is a more in-depth, long-term program that can build a variety of business skills and the professional networks necessary to set existing businesses up for long-term growth.

The cities of Cambridge and Somerville are pleased to have the opportunity to implement this model of learning through the bSchool program. Existing Somerville businesses will be encouraged to apply; eligible businesses are those who have survived the start-up stage and demonstrate potential to achieve second stage growth. The goal is that 8 Somerville businesses (out of the total 16 businesses) would graduate from bSchool in the first year.

Financial Goal

The cities of Cambridge and Somerville are splitting the cost of this program. The City of Somerville is seeking \$25,250 from financial sponsors to cover its share of providing this program. This sponsorship could take the form of multiple companies providing a share of the cost, or one company providing the full cost.

Scope of Sponsorship

Selected sponsors will work with City staff to establish a sponsorship agreement. Sponsors can choose to receive the following benefits:

- All Somerville-based promotion of the bSchool will identify the sponsor’s logo or name as an entity that made the program possible.
- The sponsor may also promote their financial support of the Somerville businesses attending bSchool in their own marketing efforts.
- Sponsors are invited to participate in the accessing capital module of the curriculum. This will be an opportunity to meet and mentor businesses that may require additional financial support in the future.

Instructions to Applicants

If you have any questions, please email them to Lauren Drago at LDrago@SomervilleMA.gov.

Applicants shall submit a letter on official stationery describing the amount of money the entity is willing to contribute via email or hard copy. In addition, it is recommended that applicants include information about their interest in supporting the program and their involvement with the businesses of Somerville and/or Cambridge.

Applications will be received until the end of the day on December 10, 2018.

By Email (preferred):

LDrago@SomervilleMA.gov

By Mail:

Lauren Drago
 Somerville City Hall, Third Floor
 93 Highland Avenue
 Somerville, Massachusetts 02143

Selection Process

In the event that multiple applicants respond to this request for sponsorship, an in-house selection committee (“the Committee”) whose members will be designated by the Purchasing Agent will rank candidates based on the following criteria:

- **Whether an applicant meets the City’s Sponsor Policy (Exhibit A).** The policy states that any parties involved in any state of negotiations for city employment or contract (other than an agreement relative to sponsorship), is in violation with the City’s Advertising Policy, or is somehow is or may be perceived to be incompatible with the City’s goals, values, mission, or public interest, is ineligible.
- **Amount of financial support offered.** The ideal outcome would be to find one or two sponsors to cover the entire cost, so the Committee will provide preference to those who cover the whole or half of the cost.
- **Whether the applicant is based in Somerville.** A preference will be given to entities that have a geographical connection of some kind to Somerville.
- **Whether the applicant has been active in supporting the businesses of Somerville.** A preference will be given to entities that have a history of supporting businesses in the city.

Exhibit A
City of Somerville's
Executive Policy on Sponsorships

CITY OF SOMERVILLE
EXECUTIVE POLICY ON SPONSORSHIPS

Policy No. ____
Adopted: _____, 2013
Distribution: All Departments

I. Purpose

The purpose of this policy (Policy) is for the City of Somerville (CITY) to provide guidelines for developing and managing sponsorships where appropriate while ensuring that sponsorships support the City of Somerville's goals of service to the community and remain responsive to the public's needs and values.

This policy applies to private individual or entity sponsorships of City programs and services, and naming rights for City buildings, equipment, and facilities.

This policy does not govern advertising which is addressed by a separate policy.

This policy does not govern gifts, grants, or donations. This policy does not govern grants or other support provided by the CITY to a third party.

II. Application

The CITY, acting by and through its Mayor, reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of this Policy as it deems necessary to comply with legal requirements or to fulfill the goals and objectives referred to herein. All the provisions of this Policy shall be deemed severable.

III. Definitions

A **sponsorship** is the contribution of monetary or in-kind support by a third-party, person or entity, for a City program, project, event, site, or service, in exchange for which the City may permit certain tangible or intangible benefits such as:

- (a) acknowledge the sponsor and the sponsor's contribution;
- (b) grant to the sponsor the right to certain marketing opportunities;
- (c) permit the sponsor to promote its investment with the CITY and association with a City program, project or event; and/or
- (d) grants the authority to name City equipment, building, or facility.

IV. Criteria for Approval of Sponsorships

Since a sponsorship affiliation may affect the reputation of the City among its citizens and its ability to govern effectively, the City retains sole and final decision-making authority for determining the appropriateness of a sponsorship association and reserves the right to refuse any offer of sponsorship.

- (a) **Restrictions on Eligibility.** Any proposal for sponsorship in which the involvement of an outside party would, or may be perceived to be, incompatible with the CITY's goals, values, or mission or the public interest. Without limiting the foregoing, the following industries and/or products are not eligible for sponsorship agreements with the CITY:
- a. Parties involved in any state of negotiations for city employment or contract, other than an agreement relative to sponsorship; and
 - b. Any agreement where a person, entity, or product relating to a proposed sponsorship would conflict with, or be prohibited by, the CITY's Advertising Policy.

(b) **Criteria.** In considering whether to accept or authorize a proposed sponsorship, the City shall consider the following non-exclusive criteria:

- a. Relationship and value of the sponsorship to the CITY's mission, goals, and initiatives;
- b. Third-Party and its products compliance with local, state, or federal law or with City policies;
- c. Benefit to the CITY and members of the public;
- d. Whether and the extent to which the sponsorship will create financial or administrative burdens on the City, or require additional personnel;
- e. Whether the sponsorship creates, or may give the appearance of, a conflict of interest for the CITY and its officers, board, departments, or employees; and
- f. The aesthetic characteristics, quality or safety, or impact on enjoyment or use by the public, of communications to the public regarding the sponsorship.

(c) Process

The general procedure for developing sponsorships will be as follows:

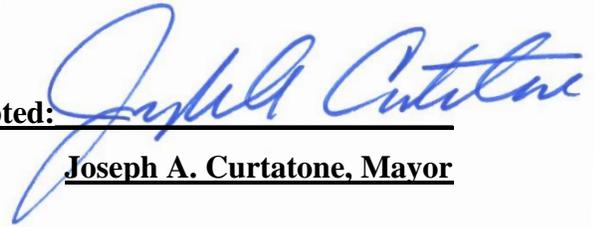
- a. Define scope of any sponsorship opportunity for a program or project, including a description of the community need, financial goals and general marketing strategy.
- b. Advertise a request for sponsorship, when required by law, for interested partners. The CITY shall at all times comply with state and local procurement laws and procedures and may, in accordance with those procedures, advertise a sponsorship opportunity to potential sponsors to the extent required by law.
- c. Review and analyze all responsive proposals received through the RFS process.
- d. Develop an agreement with a sponsor(s) which is consistent with all applicable City policies and ordinances,
- e. All agreements will include contractual language consistent with all applicable City policies and ordinances and good business practices. In general, agreements should include: Nature of Contractual Relationship, Term, Renewal, Consideration (Marketing Rights Fee, Commissions, In-kind Goods, In-kind Services), Description

of Programs, Projects and Activities, Marketing Rights and Benefits, Termination Provisions, Disclaimer Notices.

(d) Disclaimer

At the discretion of the City, all advertisements or marketing materials on CITY property, or as authorized under any CITY contract, shall include the following language: “The views expressed in this advertisement do not necessarily reflect the views of the City of Somerville. This advertisement does not constitute an endorsement by the City of Somerville.”

Adopted:



Joseph A. Curtatone, Mayor

Date: February 5, 2013