

Defense Industry Assistance Partnership Business Retention and Expansion Program - Request for Proposals

Section I - Statement of Purpose

The Defense Industry Assistance Partnership (DIAP) was first launched in 2014 following receipt of a federal grant award from the U.S. Department of Defense (DoD), Office of Economic Adjustment (OEA) and was expanded in 2015 and 2017 when supplemental grant funds were received. The DIAP supports a portfolio of strategic components carried out by a robust network of state, regional, and local partners. The mission of the DIAP is two-fold:

- To strengthen and diversify the regional industrial sector and increase the global competitiveness of defense impacted businesses in Pennsylvania by educating and assisting impacted defense suppliers and workers, so that they will be in the best position possible to not only weather current and future market changes, but to capitalize on them; and
- To reinforce DoD's core mission, by building intellectual capacity within the defense supply chain, capitalizing on competitive strengths, spurring innovation, and promoting resiliency of the defense supply chain, all of which are critical elements to bolstering national security.

As a new component of DIAP, the Pennsylvania Department of Community and Economic Development (DCED) is seeking to establish a business retention and expansion (BRE) program aimed at assisting companies that have been impacted by a decline in defense-related contract revenues and helping them to diversify into non-DoD markets. The objective of the BRE program is to assist in growing new and existing businesses by enhancing the level of technical services and support provided to them. Applicants to this program will be expected to identify, prioritize, call upon, and survey targeted companies in the Department of Defense (DoD) supply chain. This proactive outreach will assist in the identification and response to defense suppliers in the targeted regions.

Pennsylvania's BRE program is designed to regularly and proactively interact with targeted companies. BRE is built on one-on-one, in-person contact with business leaders to assess their needs and provide appropriate assistance. Business outreach must be conducted by experienced individuals. For the best results, BRE visits and surveys of company needs should be accomplished by those individuals capable of developing business relationships with corporate-level business leaders. While one-on-one visits with companies are the mainstay of BRE, applicants are encouraged to include additional forms of outreach to corporate-level individuals including surveys, CEO forums, focus groups, convenings, trainings, and/or workshops to accomplish the overall BRE program goals.

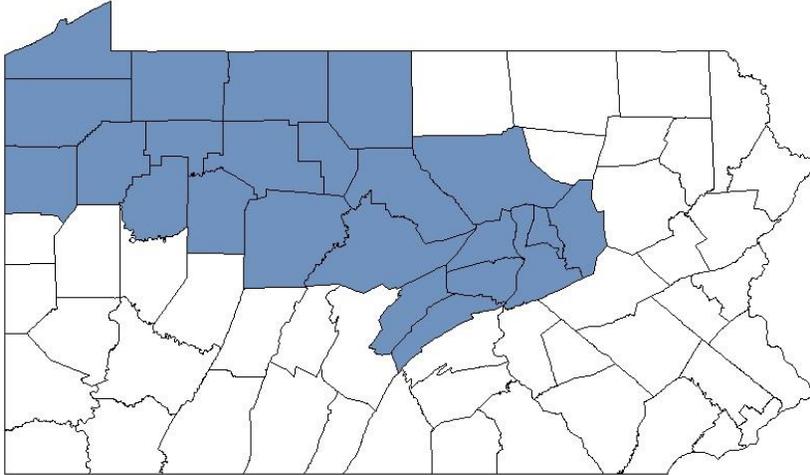
The BRE program has a total budget of \$250,000 for business outreach. The purpose of this funding is to achieve the following desired outcomes:

1. Identify PA companies in the DoD supply chain¹
2. Engage the companies in the DoD supply chain
3. Assess the needs of companies in the DoD supply chain

¹ An online database, the PA Defense Contract Analysis Tool (PA-DCAT), is available to assist in the identification and prioritization of companies. Applicants may gain access to this database, by visiting www.pa-dcat.com and entering "St@keholder" as the authorization code.

4. Assist DoD supply chain companies through referrals and direct technical assistance
5. Target companies that qualify for advanced planning and implementation.²

This program will primarily serve 23 counties in Pennsylvania. The targeted counties are: Cameron, Centre, Clarion, Clearfield, Clinton, Columbia, Crawford, Elk, Erie, Forest, Jefferson, Juniata, Lycoming, McKean, Mercer, Mifflin, Montour, Northumberland, Potter, Snyder, Union, Venango and Warren.



Applicants are encouraged to collaborate with local, regional and state business service providers, for example the Partnerships for Regional Economic Performance (PREP) network, in implementing the BRE activities.

Applicants may propose to serve all 23 counties or a smaller subset.

Outcomes are expected to be measured and reported quarterly based on the reporting schedule which will be provided. Program delivery is for a 12-month performance period, May 1, 2017 through April 30, 2018.

Section II - Eligibility

A. Eligible Applicants

The Department of Community and Economic Development (DCED) will accept grant proposals from the following:

- (1) Nonprofit organizations incorporated under the laws of the Commonwealth.
- (2) Local governments, including, but not limited to, counties, cities, boroughs, townships, and home rule municipalities.

² Applicants should describe the company implementation plan process and should include the number of company implementation plans as part of the proposal. As part of this program, successful applicants may have access to additional DIAP funding for implementation planning services for client companies. Implementation assistance may be offered by the applicant or the applicant may partner with current DIAP providers (contact DCED for current list) to provide the implementation assistance to client companies. Each client company receiving implementation assistance will be required to contribute a small percentage of funds as a cost share. DCED will add a pro-rated amount for implementation plans upon successful notification of award. Please see the attached DIAP definitions for more information.

- (3) Municipal and redevelopment authorities and agencies.
- (4) Industrial development authorities and agencies.
- (5) Community organizations engaged in activities consistent with the program guidelines as determined by the Department.

For-profit entities are not eligible to apply to this program.

B. Eligible Uses of Funds

BRE funds may be used to support the following:

1. Salary and other personnel expenses for those individuals who are directly responsible for the programmatic activities defined in the proposal. Any employee charging time to this grant as salary and other personnel expenses must maintain weekly time records documenting such activities. The timesheet must display the entire time period and breakdown, not just the hours charged to the grant activity.
2. General office expenditures chargeable to the BRE program include but are not limited to the following:
 - a. Office rent
 - b. Program outreach and communications
 - c. General postage
 - d. Telephone
 - e. General copying
 - f. Purchase or rental of office equipment

All expenditures must be supported with documentation.

3. Contracted professional services directly related to the implementation of the activities set forth in the proposal. This includes utilizing a contracted individual to conduct the BRE visits. (NOTE: Selection of subcontractors must be done in an open and competitive manner in accordance with federal guidance.)
4. Preparation and publishing costs for educational and outreach materials, including expenses associated with the dissemination of such materials.
5. Other expenses deemed eligible by the Department.

C. Ineligible Uses of Funds

BRE funds may not be used to support indirect costs, alcohol, entertainment and other unallowable expenses as listed in the Code of Federal Regulations PART 200—UNIFORM ADMINISTRATIVE REQUIREMENTS, COST PRINCIPLES, AND AUDIT REQUIREMENTS FOR FEDERAL AWARDS.

Section III – Evaluation Criteria

DCED will evaluate and grant funds to those applicants that best demonstrate the need for BRE funds and the ability to achieve the following outcomes from BRE funding:

- Does the applicant adequately identify and describe who will perform BRE outreach and that the individual(s) has the necessary capacity and experience?
- Does the applicant adequately understand and describe the process to engage companies? A client engagement is a direct contact via personal interaction (email, phone, face-to-face, workshop) designed to introduce them to DoD BRE services.
- Does the applicant adequately understand and describe the process to assess and assist client companies interested in utilizing technical assistance?
- Does the applicant understand and describe the process to identify the client companies for detailed implementation plan assistance?
- Does the applicant forecast metrics to adequately measure the results of this program? At a minimum, the applicant shall forecast, record and report the following impact measures:
 1. Number of companies in the proposed coverage area that are part of the DoD supply chain and will be engaged.
 2. Number of DoD supply chain companies targeted for assessment/assistance.
 3. Number of DoD supply chain companies receiving detailed diversification planning and implementation.
- Does the project budget clearly and accurately align with BRE program implementation and are the costs allowable, reasonable, and eligible?

Applicants must use the DCED supported and approved Customer Relationship Management program, ExecutivePulse, to record and track all face to face visits, action items, follow-up and results metrics. A DoD BRE survey will be provided within ExecutivePulse to be used as part of this program. Access to ExecutivePulse will be provided at no cost to successful applicants and training will be provided if necessary.

Matching funds are not required as part of the application, however, as part of the budget submission for the proposal, applicants should indicate any federal, state, local government, academic or private funds that will be used to accomplish the activities proposed.

Section IV – Application Procedures

Applications will be accepted until May 15, 2017 at 5:00 p.m. EST.

Eligible applicants will be required to present their proposals in person to a review team before a selection is made. Applicants not meeting minimum eligibility requirements may not be invited for an interview. DCED reserves the right to ask applicants to revise applications prior to being asked to submit a DCED Electronic Single Application.

Applicants shall submit one (1) copy of their proposal electronically as outlined below.

The application shall describe a scope of work that does not exceed a twelve-month project period.

Proposals must demonstrate a clear understanding of, and commitment to, Business Retention and Expansion and must convince the review team of the ability to successfully deliver. This effort is also

designed to jump start the Commonwealth's comprehensive BRE initiatives. Innovative processes and models are strongly encouraged.

Proposal Format

The proposal is limited to ten (10) pages, double spaced, Times New Roman, 12 point. Cover Page and Appendices are not included in the 10 page limit. All proposals are to be in either Microsoft Word format, or PDF format.

- Cover Page
- Date submitted
- Applicant Tax ID#
- Key organizational contact(s)
- Full mailing address, telephone number
- Email address of responsible contact(s) (more than one preferred)
- Name of applicant that will serve as the lead agency for the BRE program (letters of support may be included from county, or other organizations as an appendix)
- Amount of request (total) for the period May 1, 2017 through April 30, 2018
- Signatures (authorized organization official)
- Identify individual(s) who will conduct BRE visits. If the individual is unknown, provide a detailed job description and the preferred method for filling the position(s), i.e. contracting or direct hire.
- Past BRE Initiative and Results (if applicable). If the proposed region currently has BRE efforts, please describe the partner agencies or organizations, the use and achieved results.
- Market Analysis and Needs - Define the proposed region the BRE program will cover.
- Define current business support resources that are available in your area.
- Describe defense supplier activity and impacts within the targeted region.
- Outline performance metrics and milestones for the project.

Scope of Work and Qualified Milestones/Work Plan

Discuss how BRE funding will assist in accomplishing your goals. Be specific. Explain how services will be delivered to businesses. Explain your proposed outreach; explain how the outreach will take place and who will be performing the outreach. If you currently provide BRE services, what will you be doing differently than you are doing now? Include a timeline for delivery of services. Include number of companies in the proposed coverage area that are part of the DoD supply chain and will be engaged, number of DoD supply chain companies targeted for assessment/assistance and number of DoD supply chain companies receiving detailed diversification planning and implementation. What are your funding requirements to meet your initiatives?

Quarterly Performance Metrics and Milestones

Define your quarterly performance metrics, measurements, and desired outcomes. Applicants should include any major milestones including, if necessary, staff to be hired and any sub-contracts to be executed to support the goals of the project. Sample format included below.

Deliverable/Milestone	Metric

Appendices

Appendix A. Budget and Budget Narrative. The budget narrative must describe and discuss each budget line item over the entire project period reflecting all BRE requested funds along with any leveraged funds allocated to the project. Budget line-items should include salary/personnel, fringe benefits, consultant/professional services, travel, meeting materials, equipment, communications, and any other costs deemed necessary to the success of the project. Sample budget template included below.

Category	Federal	Match	TOTAL
Salaries	\$ -	\$ -	\$ -
Fringe	\$ -	\$ -	\$ -
Contractual	\$ -	\$ -	\$ -
Travel ³	\$ -	\$ -	\$ -
Supplies	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -
TOTAL	\$ -	\$ -	\$ -

Appendix B. Project Support Letters. Letters pledging support to the proposed project (one page each). Letters of approval and support may be from local government, county government, economic development organizations, etc., where applicable. This may also include letters of commitment from the BRE team and the articulation of the role of each team member. Letters shall only be included in the Appendix, not mailed separately.

³ Projected travel costs should include anticipated attendance at a convening hosted by DCED in Harrisburg, PA, as well as a convening hosted by DoD in Washington, DC.

Contract Activity Period

The Contract Activity Period will be from May 1, 2017 through April 30, 2018. Depending upon future funding, the contract activity period may be extended.

Section V – Electronic Submission of Grant Proposal and Procedures for Accessing Funds

When approved, a commitment letter will be issued to the applicant with instructions on how to submit an electronic on-line Single Application for Assistance. This will include details on the additional funds to be made available for implementation plans.

Following the execution of a grant agreement, funds will be disbursed to grantees based on the approved budget.

Invoices must be submitted and funds will be paid on a reimbursement basis. Documentation supporting all costs must be maintained and submitted when requested. A sample invoice template will be provided.

Section VI – Project Close-Out and Reports

Each grantee will maintain complete and accurate records that demonstrate and document the services and activities detailed in the proposal.

Reports shall be submitted via email on a quarterly basis no later than 15 calendar days after the end of each quarter (e.g. August 15 for period May-July; November 15 for period August-October; February 15 for period November-January; May 15 for period February-April;) unless otherwise approved in writing by DCED.

Reports must be prepared using the reporting template provided by DCED and accompanied by additional information and supporting documentation as instructed.

Section VII – Program Inquiries

All program inquiries and proposals should be submitted electronically to:

Ms. Britte D. Earp
PA Department of Community and Economic Development
Center for Strategic Partnerships
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

Telephone: 717-720-7329

Email: brearp@pa.gov