



## Recommendation for Action

**File #:** 21-3806, **Agenda Item #:** 27.

1/27/2022

### **Posting Language**

Authorize negotiation and execution of a contract with Distance Learning Media, LLC to provide small business training, for a term of three years for a total contract amount not to exceed \$360,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

### **Lead Department**

Financial Services Department.

### **Client Department(s)**

Economic Development Department.

### **Fiscal Note**

Funding in the amount of \$53,703 is available in the Fiscal Year 2021-2022 Operating Budget of the Economic Development Department. Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

The Financial Services Department issued a Request for Proposals (RFP) 5500 ALD3029 for these services. The solicitation was issued on August 16, 2021 and it closed on September 9, 2021. Of the five offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=135543)  
<[https://financeonline.austintexas.gov/afo/account\\_services/solicitation/solicitation\\_details.cfm?sid=135543](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=135543)>.

### **For More Information:**

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Al Drayton, at 512-974-2298 or [Alfonso.Drayton@austintexas.gov](mailto:Alfonso.Drayton@austintexas.gov)  
<<mailto:Alfonso.Drayton@austintexas.gov>>.

### **Additional Backup Information:**

The contract will provide training on fundamental concepts and skills to small business owners and entrepreneurs that will help them start a business, be successful, and grow. To help Austin's small business owners gain this knowledge the Economic Development Department's Small Business Division offers training on a variety of business topics. The contractor will provide training on 15 basic business topics, with 11 topics taught in classroom training sessions and four topics taught in hands-on workshops. The 15 topics fall into four topic areas: Organizational Development, Money Matters, Marketing Strategy and Human Resources. In addition, the contractor can adapt applicable topics to address business development needs specific to the

creative industries and the non-profit sector.

This contract will replace the existing contract that expired on December 31, 2021. The contractor will be required to deliver up to 180 sessions over 38 months, while achieving an aggregate participant satisfaction rating of at least 90%. The recommended contractor is not the current provider for these services.

An evaluation team with expertise in this area evaluated the offers and scored Distance Learning Media, LLC as the best to provide these services based on organization's demonstrated expertise in delivering business training and coaching to small businesses, organization's demonstrated experience in managing comparable programs, personnel qualifications, cost proposal, management structure, local business presence, and service-disabled veteran business enterprise.

**Strategic Outcome(s):**

Economic Opportunity and Affordability.