

PITTSFIELD ECONOMIC REVITALIZATION CORPORATION

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PERCloans.com

J. Jay Anderson, President
Mark McKenna, Vice President

Ann W. Dobrowolski, Clerk
Barry J. Clairmont, Treasurer

REQUEST FOR PROPOSALS

DATE: February 26, 2016

FOR: Strategic Planning Process for Pittsfield Economic Revitalization Corporation

Please quote to the Pittsfield Economic Revitalization Corporation (PERC), on this sheet, for the items listed below. **PLEASE MARK THE OUTSIDE OF YOUR ENVELOPE "SEALED PROPOSAL INSIDE. SEALED PROPOSAL FOR PERC STRATEGIC PLAN CONSULTING."**

Sealed proposals will be received in the PERC Office, Department of Community Development, Room 205, City Hall until **2:00 P.M., March 31, 2016** and will be considered final unless otherwise rejected.

This proposal is being solicited by PERC for the purpose of strategic planning for PERC's future direction in meeting its mission to further the economic development and social welfare of the City of Pittsfield and Berkshire County and promote and assist the growth and development of business concerns, including small business concerns in Pittsfield and Berkshire County. The primary objective of PERC is to benefit the community by fostering increased employment opportunities and expansion of business and industry for the citizens of the area.

PERC reserves the right to accept or reject any or all proposals received or parts thereof. For any items or services offered as "equal" to those specified by PERC, PERC shall be the sole judge of "equivalence."

PERC is exempt from sales tax. Do not include this tax in your proposal.

BY: J. JAY ANDERSON
PRESIDENT

ANN W. DOBROWOLSKI
CLERK

Request for Proposals

The Pittsfield Economic Revitalization Corporation (PERC) is requesting proposals from consultants that can guide PERC through a strategic planning process and produce a strategic plan document.

Qualified consultants must demonstrate their expertise in strategic planning processes and professional guidance to non-profit organizations. Experience consulting to economic development organizations is preferred, but not required. Proposers shall include a list of the people that will be assigned to work on the project and shall provide details of their background and expertise.

Background: PERC was formed in 1982 as a non-profit corporation under chapter 180 of the Massachusetts General Laws. In 1990, changes were approved to allow the corporation to be a “quasi-public” non-profit community development corporation pursuant to chapter 40F of the Massachusetts General Laws. In 2016, PERC was certified as a community development corporation by the Massachusetts Department of Housing and Community Development.

The primary purpose of PERC is to further the economic development and social welfare of the City of Pittsfield and Berkshire County by promoting and assisting growth and development of small businesses. It is empowered to enter into contracts of every description, borrow or raise money for any purpose of the corporation, hold liens or mortgages as security for loans issued, lend any person or corporation its funds, transfer memberships, own or dispose of real property, and acquire, construct, convert or expand industrial or commercial property for lease or sale. Additional information about PERC can be located at www.PERCloans.com.

PERC contracts with the City of Pittsfield, as a grant subrecipient, to administer a Community Development Block Grant (CDBG) Economic Development Program, including the CDBG Small Business Loan Fund, Technical Assistance Grants, leasing and management of Westwood Business Center, and participation in various loan programs. The CDBG Small Business Loan Fund is generally funded at an annual level of approximately \$250,000 and the Technical Assistance Program at approximately \$55,000.

PERC also is awarded state grants for the Technical Assistance Grant Program or other business assistance program. PERC received \$33,570 in FY15 and \$45,000 in FY16 for Technical Assistance.

Proposers are required to submit a proposal and price quotation for the Scope of Services described below and based upon a one-time contract:

- A. Review PERC's past activities, bylaws and articles of incorporation.
- B. Meet with and/or survey PERC's Board of Directors, Technical Assistance Committee, Finance (Loan) Committee, Pittsfield Department of Community Development support staff, past borrowers and grantees, and other technical assistance providers and partners, such as the Massachusetts Small Business Development Center, Berkshire Enterprises, SCORE, Franklin County Community Development Corporation.
- C. Conduct a SWOT analysis (strengths, weaknesses, opportunities and threats).
- D. Assess resources available to carry out PERC's mission.
- E. Draft a mission statement.
- F. Participate in a Board retreat (up to a half day).
- G. Draft goals and objectives, in conjunction with the PERC Board of Directors or Executive Committee.
- H. Draft a financial plan for PERC's future direction and activities.