

City of Seattle Interdepartmental Meeting

Technical Assistance Service Update July 8, 2020



Talking Points

Who is the Northwest Mountain MSDC ? What is City of Seattle Technical Assistance Services(TAS)? TAS Support and Development Continuous Improvement Questions & Answers Contact



NWMMSDC & TAS



Who is the Northwest Mountain MSDC?

- 501(c)(3) Nonprofit Organization
- Regional Subject Mater Experts in Supplier diversity

- Nexus among Public , Private and MBEs
- Core Pillars: Certify, Develop, Connect, Advocate

Mission:

"Foster an Environment That Creates Equitable Opportunities and Builds Economic Value"



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What influenced the City of Seattle Technical Assistance Service Program?

Legislative Requirement That the City of Seattle Provide TAS

- SMC: 20.42.30
- SMC: 20.42.50
- SMC: 20.42.60

Support City Of Seattle Rate Payers

- Population 744,955
- Non-ethnic Minorities: 68%
- Ethnic Minorities: 32%



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- The Technical Assistance Services (TAS) program provides assistance to firms seeking to learn and understand the process of doing business with the city of Seattle.
- Enroll 52 firms and provide 1040 hours of support in 2020.
- Provide support in the form of consultation, group sessions, one on one sessions and curriculum-based learning.



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Partners



Craft 3

• Access to Capitol

• Lending Panel



FO

Northwest

Mountain

BUSI

Trio Group

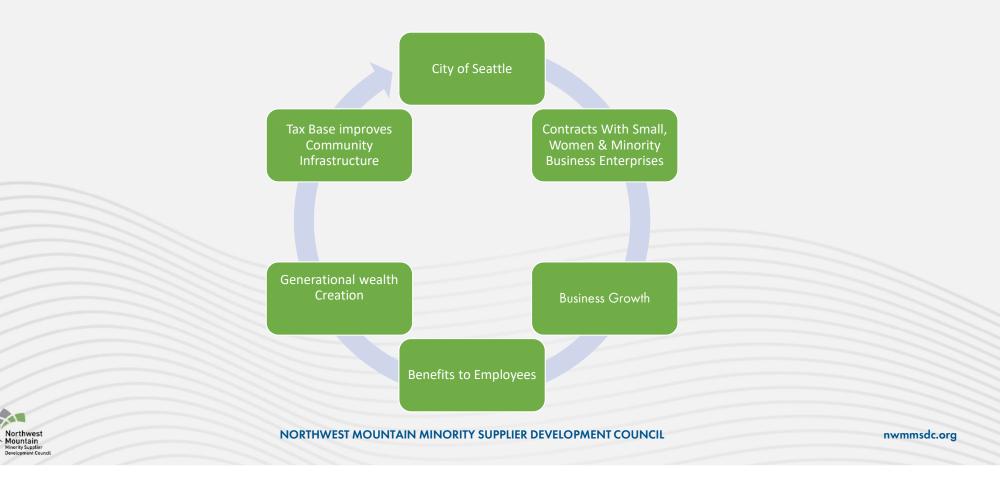
- Capabilities Statement Development
- Strategic Marketing

Foster School of Business

- Construction and Clean Energy Program
- Minority Business Executive program

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Why TAS is Important?



Services Provided

Online Business Directory Registration

Marketing Strategy for the City

Responding to RFX's

Capabilities Statement Development

Business Basics

Finding City Solicitations

Understanding terms and Conditions in City Solicitations

Making go/no-go Decisions when exploring city work

Leadership

Financing Your Business for Growth

Credit Education

Northwest Mountain Minority Supplier Development Cour

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TAS Workshops

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TAS 1 How to register to do business with the city of Seattle	TAS 2 How to resear the City of Sea opportunities contracts	attle respond to City	y of and develop	responsibilitie	have the
March 31, 2020	April 7, 2020	April 14, 2020	April 21, 2020	April 28, 2020	May 5, 2020
August 3, 2020	August 10, 2020	August 17, 2020	August 24, 2020	August 31, 2020	September 7, 2020
Register with the city's online business directory	Search and find city solicitation	Types of Purchasing Vehicles.	Marketing and sales differences	Back office responsibilities	Types of financing
Building and impressive capabilities statement	Go/no go opportunities	Read and respond to RFX.	Marketing must-haves	Invoicing checklist	Pros and cons of financing
Trio Group to present and advise		City purchasing panel	Elements of an effective marketing Strategy	B2G Now	Financing for growth panel discussion.
			Marketing during COVID-19.		
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TAS Accelerated Business Program (TAB)

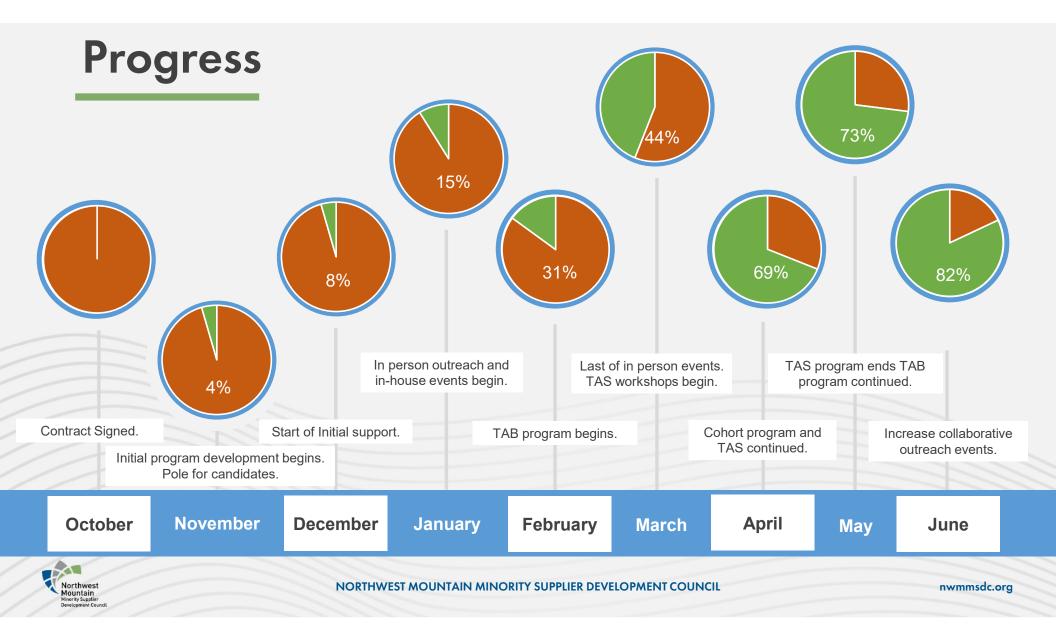
TAB 1 Intro to Strategic Decision Making	TAB 2 Negotiating De	TAB 3 eals Strategic Plan	TAB 4 Financial Performance Developmen	1 11	
February 21, 2020	March 6, 2020	March 20, 2020	April 10, 2020	March 27, 2020	May 1, 2020 PS April 24, 2020 C
TAB 7 Promoting Your Firm	TAB 8 Market Tren	TAB 9 ds Partnership f Growth	TAB 10 or Access to Ca	TAB 11 pitol Pitch and Delivery	TAB 12 Sustaining Business Growth
May 8, 2020 May 15, 2020	March 22, 2020 March 29, 2020	June 5, 2020	June 12, 2020	June 19, 2020	June 26, 2020



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Collaborative Events





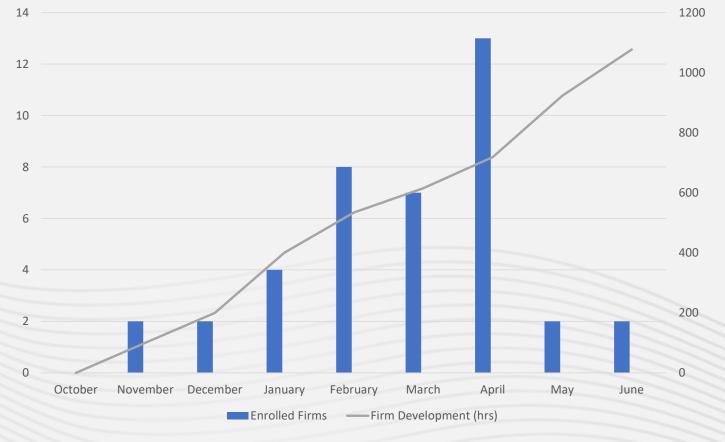
Progress Continued

Technical Assistance Services has completed 1077 hours toward developing 40 Small businesses:

- Resulted in the receipt of 11 Consulting & Business Development Center certifications.
- Created 4 capabilities statements.
- Developed 1 strategic communications plan.

Northwest

Mountain



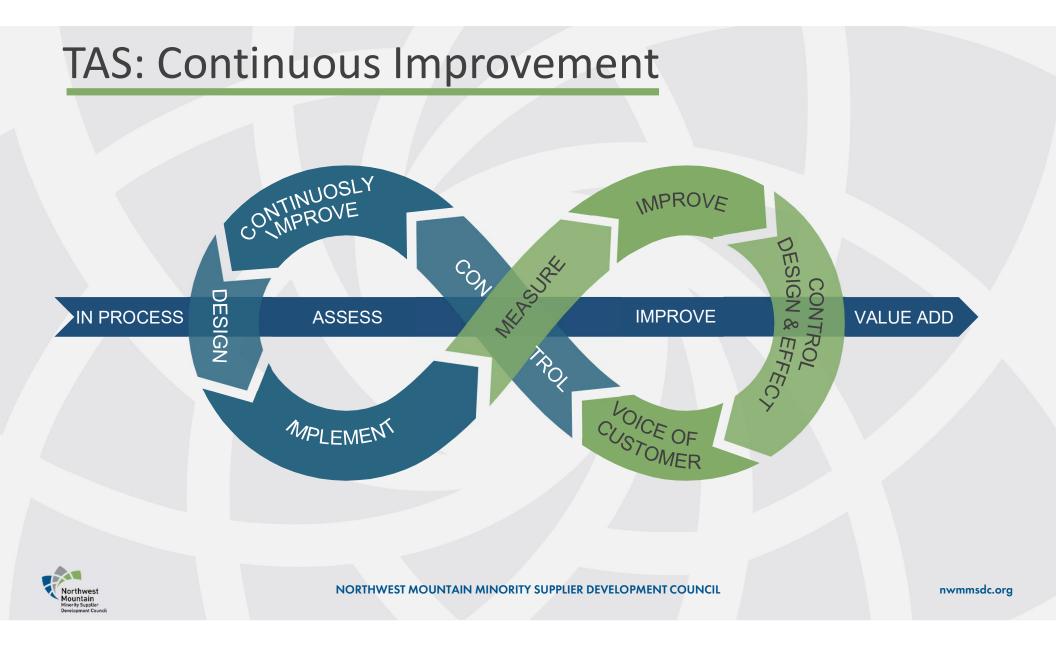
TAS Firms & Development

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Continuous Improvement





TAS: Continuous Innovation

Innovation: Process of Improving What is Already Designed and Built



Digital Intake Form

Feedback

- Businesses appreciate having access to enrollment form from TAS site.
- Businesses found downloading, uploading, printing and scanning a hindrance to enrolling.
- Self submitted forms missing data.

Response

- Developed digital intake form allowing access through Technical Assistance Services portal.
- Allows businesses to complete form without, printing, scanning or downloading.
- Captures cleaner information in required fields.

TAS Seattle Intake Form

We appreciate your interest in participating in the City of Seattle Technical Assistance program.

The information you are providing in this form is voluntary and important for the development of a tailored Technical Assistance approach specific to your company. This information also insures the City of Seattle is continuously improving how they serve our business community. Please note that all documents generated as part of this contract are subject to public disclosure as required by state law.

This form has 5 sections. A copy of your responses will be sent to the client email that you provide in the Participant Information section.

* Indicates a required field.

CONTACT INFORMATION * NWMMSDC Counselor * Date: mm/dd/yyyy * Engagement Type: One Time Consultation / Info Request Program Intake / Enrollment * Type of Contact: In Person Telephone Online * How did you hear of Technical Assistance Services? Presentation / Event ■ NWMMSDC Staff TABOR Radio City Staff Website ■ NAMC Word of Mouth Other

Northwest Mountain Development Cou

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Bi-weekly Opportunity Search

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TAS 1 How to register to do business with the city of Seattle	TAS 2 How to rese the City of S opportunitie contracts	Seattle respond to C	it of lest for TAS 2 was created to help small businesses find city opportunities and
March 31, 2020	April 7, 2020	April 14, 2020	understand their business impact. April 21, 2020 April 28, 2020 May 5, 2020 Searching for current city opportunities
August 3, 2020	August 10, 2020	August 17, 2020	has been requested by the majority of businesses served
Register with the city's online business directory	Search and find city solicitation	Types of Purchasing Vehicles.	TAS will host Biweekly Opportunity
Building and impressive capabilities statement	Go/no go opportunities	Read and resport to RFX.	search sessions, where businesses can meet regularly to review search methods and find current opportunities live.
Trio Group to present and advise		City purchasing panel	Elements of an effective marketing B2G Now Financing for growth mel discussion.
			Marketing during COVID-19.
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TAS Marketing E-Learning

With the help of our partners at TRIO Group We are able to provide a full and comprehensive marketing course, helping businesses crate consistent messaging that tells a story which communicate value.

TAS enrollees can complete self paced modules while also receiving live weekly support from a marketing specialist.



Business Basics

Marketing

- People
- Product
- Marketing
- Pricing
- Delivery

- Mindset
- Story
- Marketing Channels



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Questions & Answers





Contact Zavere Weeks <u>zweeks@nwmmsdc.org</u> <u>www.nwmmsdc.org/tas-seattle</u> (253) 243-6964





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