



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 Matter 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”

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%

Scope

- 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.

Partners



Craft 3

- Access to Capitol
- Lending Panel



Trio Group

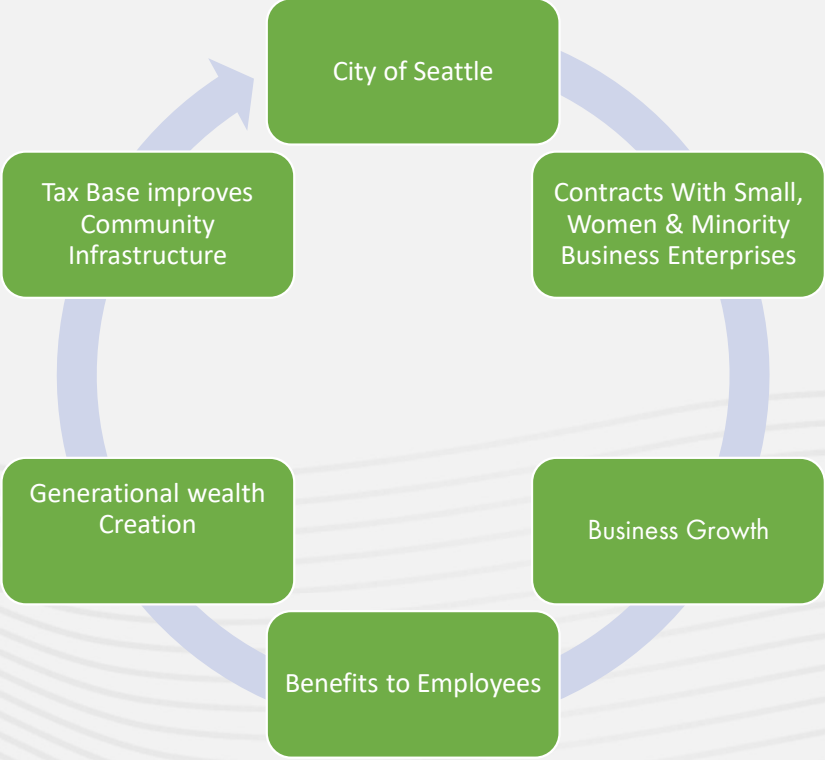
- Capabilities Statement Development
- Strategic Marketing



Foster School of Business

- Construction and Clean Energy Program
- Minority Business Executive program

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

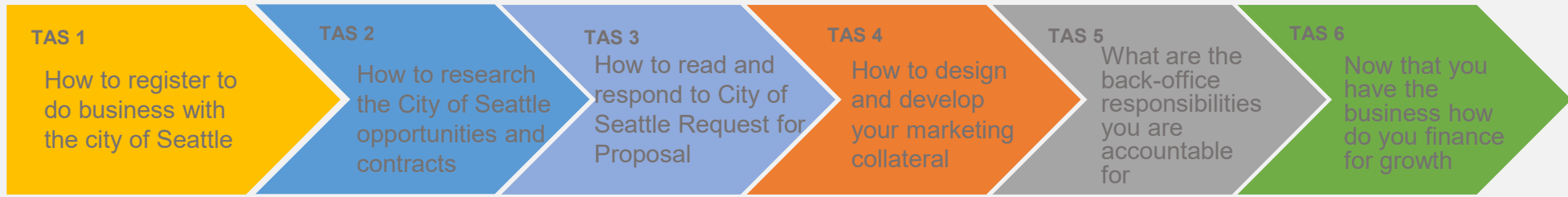
Making go/no-go Decisions when exploring city work

Leadership

Financing Your Business for Growth

Credit Education

TAS Workshops



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 .		

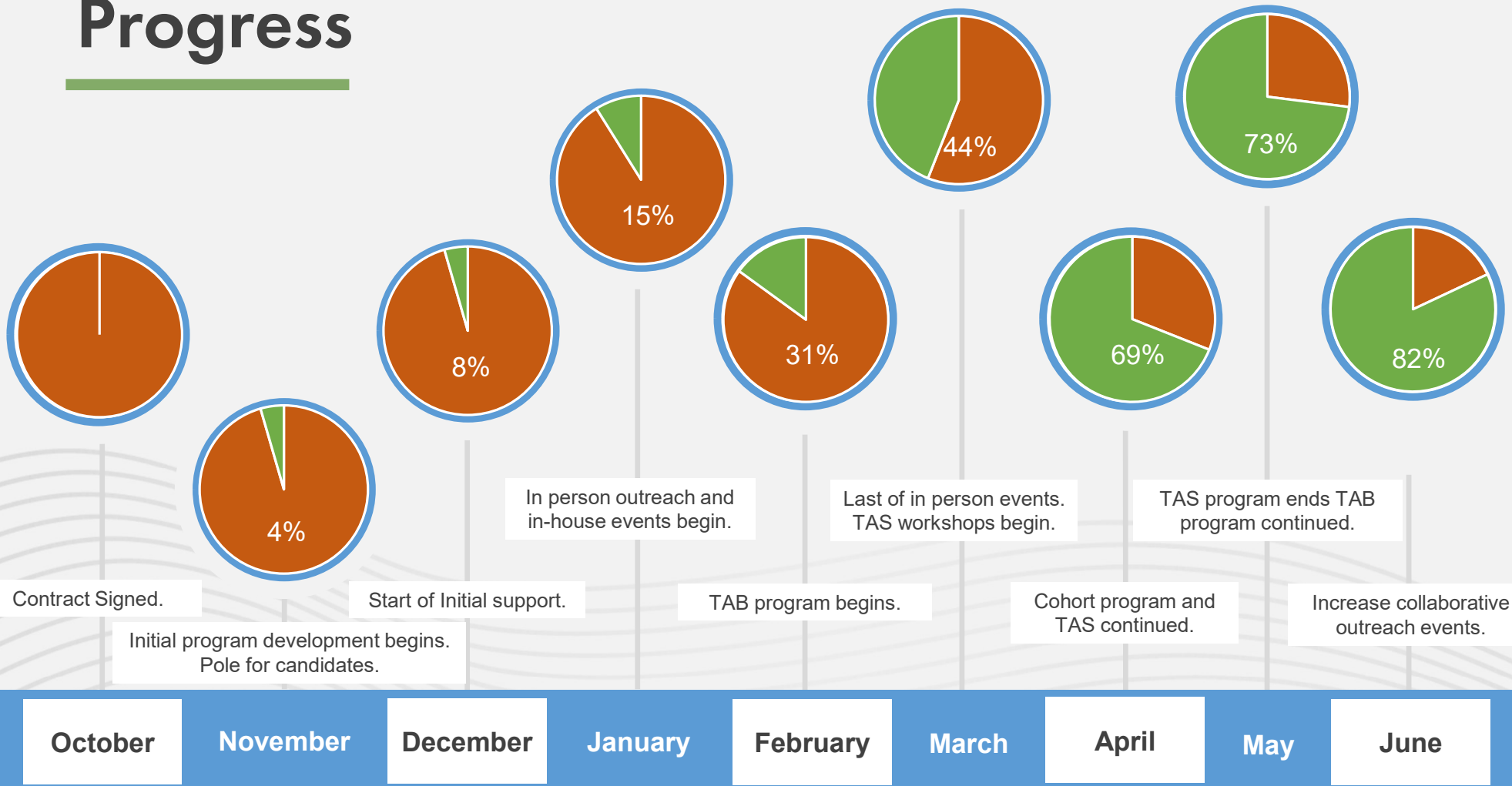
TAS Accelerated Business Program (TAB)



Collaborative Events



Progress

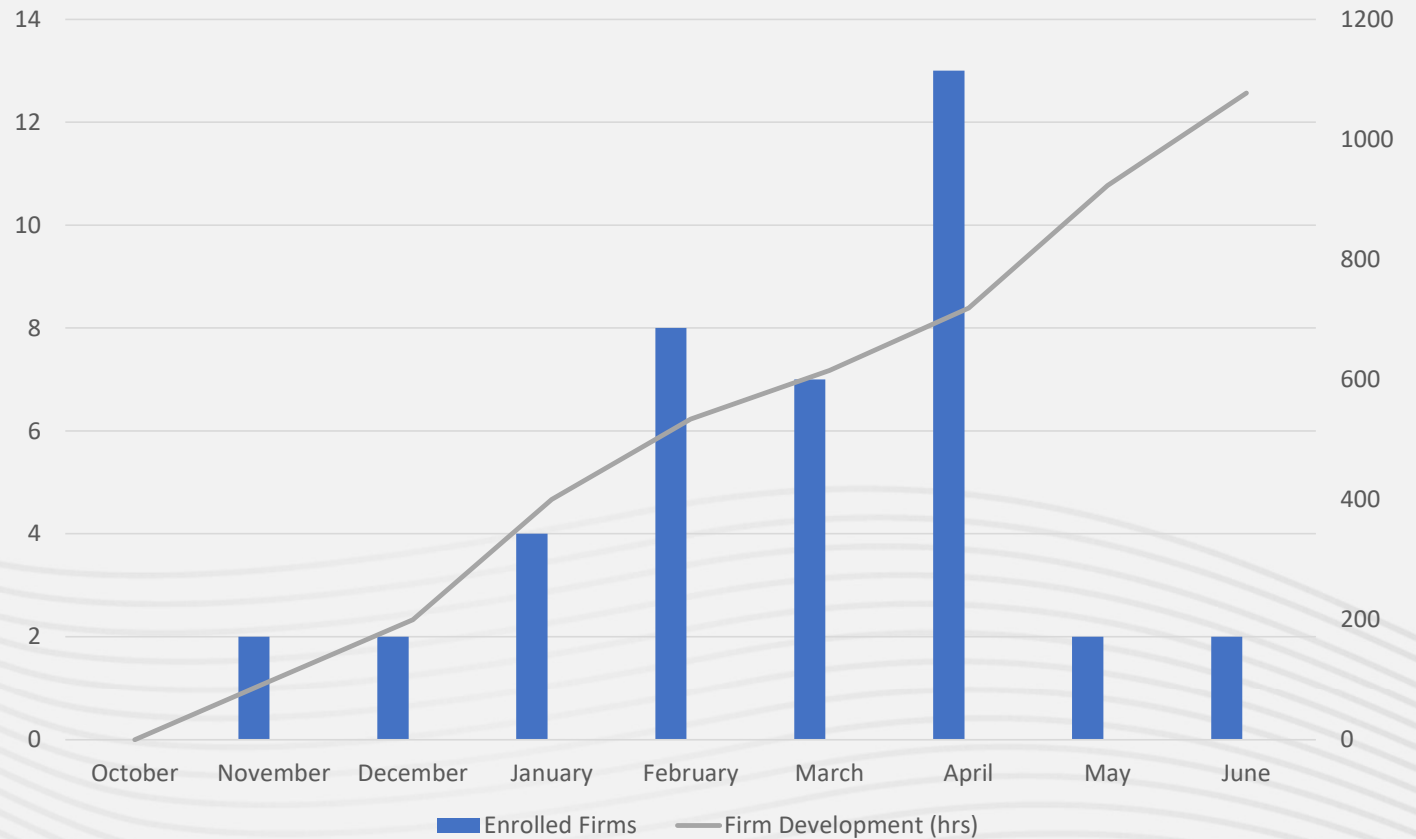


Progress Continued

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.

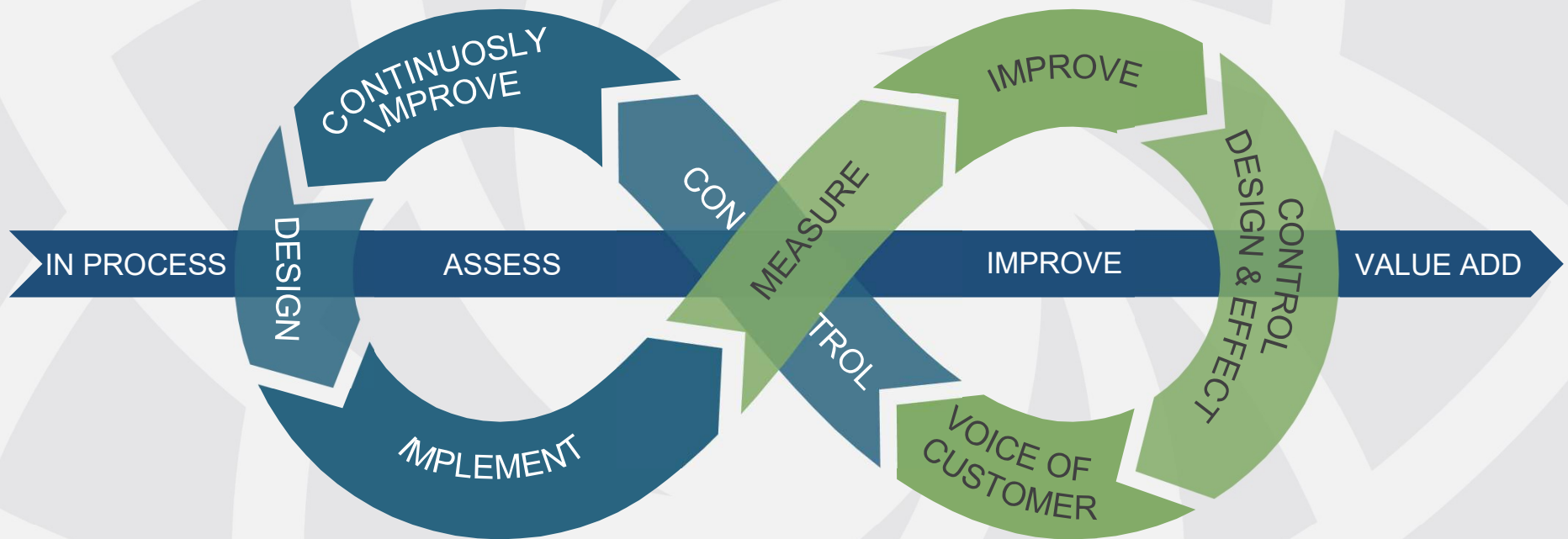
TAS Firms & Development





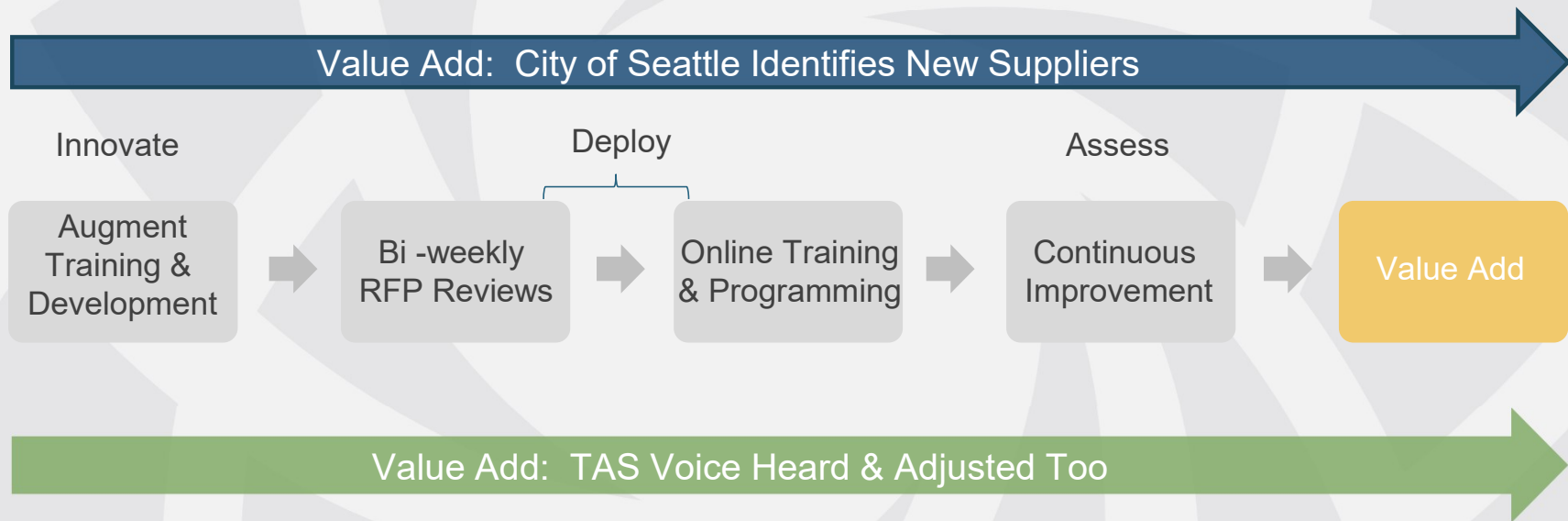
Continuous Improvement

TAS: Continuous Improvement



TAS: Continuous Innovation

Innovation: Process of Improving What is Already Designed and Built



Northwest Mountain MSDC Values of Forward Thinking and Passion Drive Exploration

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:

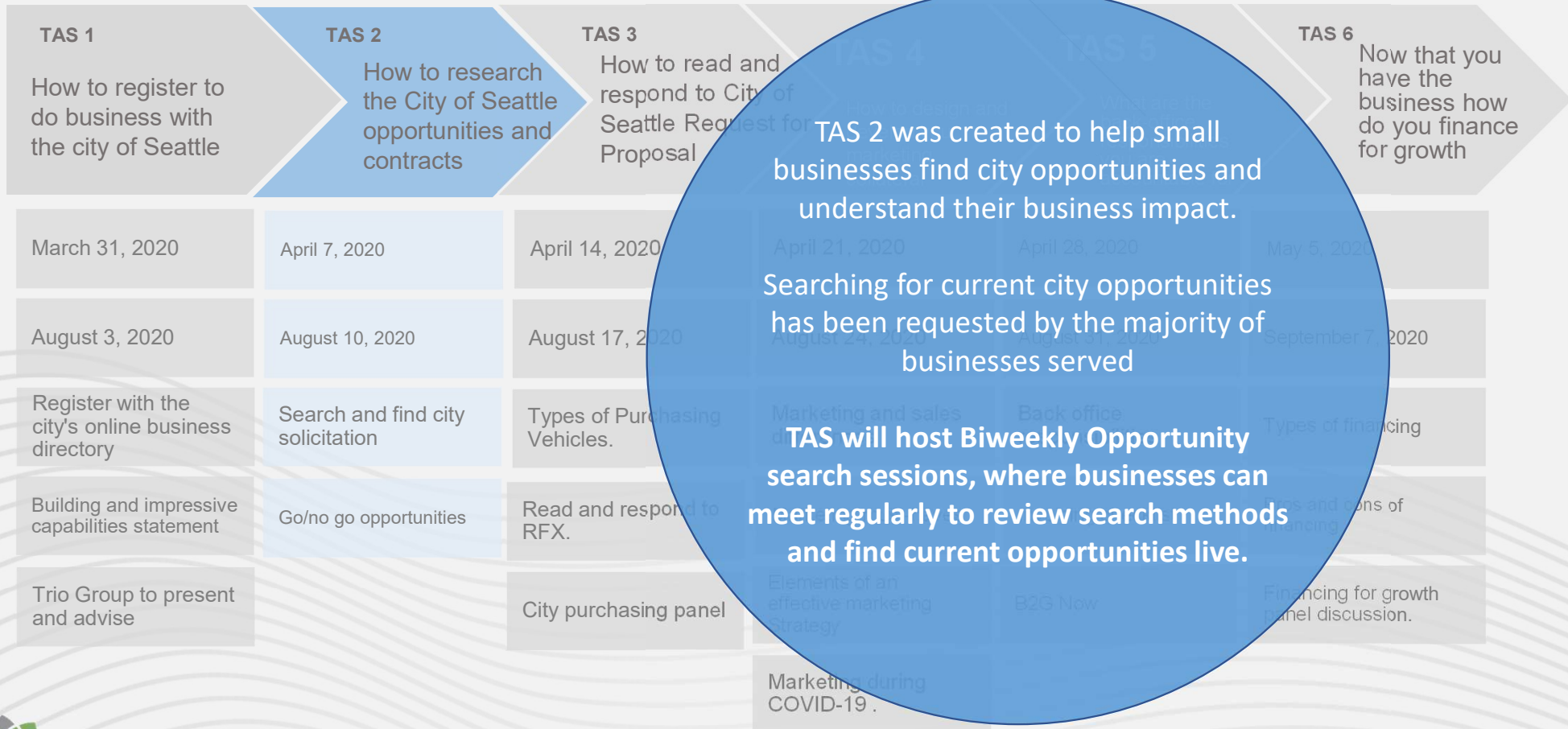
* Date:

* 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

Bi-weekly Opportunity Search



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 create consistent messaging that tells a story which communicates value.

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



Business Basics

- People
- Product
- Marketing
- Pricing
- Delivery

Marketing

- Mindset
- Story
- Marketing Channels



Questions & Answers

Contact

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