

OVERVIEW: Launch Loudoun, a program of Loudoun Economic Development (DED), provides experiences and services for Loudoun entrepreneurs through the entire lifecycle of their small business. Find value in Day 1 and Day 1,001 via large-scale events, targeted programs, partner counseling, and personalized 1-on-1 services with industry specialists. We create an environment of success for businesses of all sizes and circumstances, targeting the core focus areas of entrepreneurial business growth: finance, legal, human resources/workforce, sales/marketing, and ownership/leadership. Loudoun Economic Development is excited to utilize this program to launch the next #LoudounPossible success story.

To support the Launch Loudoun program, DED was provided American Rescue Plan Act (ARPA)¹ dollars to allow programming and events to be produced and available throughout the County, materials provided in multiple languages, technical assistance offered to both groups and individual businesses, bring in trainers and speakers in the key areas, and support specific tools for business stability and growth. Through Launch Loudoun, DED hopes to increase participation by and support specifically to rural, woman and minority-owned business across the County. ARPA funds must be encumbered by December 31, 2024, but the following RFP will be for calendar year 2026.

REQUEST FOR PROPOSALS: DED is looking for administrative support services to help execute Launch Loudoun’s event strategy throughout 2026. The chosen vendor will work with DED staff to understand the events’ vision and goals and then execute that strategy by facilitating necessary vendor arrangements, manage payment of invoices, paperwork, and event logistics, and coordinate and communicate back to DED staff on all arrangements made. DED will review and approve all vendors and purchases prior to execution.

Events already scheduled and specific tasks to execute include, but are not limited to:

1. Small Business Summit: Held during National Small Business Week, the Summit provides a half to a full day of educational opportunities for small businesses and entrepreneurs. The chosen vendor will work with DED on securing payment and execution for the following items:
 - a. Secure facility rental and any necessary paperwork

¹ The chosen vendor will be receiving payment from the County of Loudoun of revenues from the Coronavirus State and Local Fiscal Recovery Funds Program (SLFRF) established under the American Rescue Plan Act of 2021 (ARPA) pursuant to sections 602 and 603 of the Social Security Act, as added by Section 9901, Public Law 117-2, codified at 42 U.S.C. 802 et. Seq. (March 11, 2021).

The third parties use of funds received as direct payment from the County pursuant to sections 602(c)(1) and 603(c)(1) of the Social Security Act will be used only to cover those costs that:

- Respond to its negative economic impacts, and;
- Have been approved by County Staff.

Funds received as a direct payment from the County pursuant to this agreement must adhere to official federal guidance issued or to be issued regarding what constitutes a necessary expenditure.

As a condition of receiving the SLFRF funds pursuant to this contract/certification, the chosen vendor shall retain documentation of all uses of the funds, including but not limited to payroll records, invoices, and/or sales receipts and must report on all uses of funds, and must maintain proper accounting records.

- b. Secure food vendors to provide breakfast, lunch, and all-day beverage service.
 - c. Secure audio/visual services to include videography, photography, and a/v support for the event.
 - d. Coordinate and execute contracts with keynote speaker(s) including payment of fees²
 - e. Purchase branded materials or other items for event execution³
2. Monthly Lunch and Learn Educational Seminars
 - a. Use provided registration list to secure food and beverage for participants.
 - b. Purchase branded materials or other items for event execution.

Other events could be scheduled throughout the term of the agreement, or alterations made to the list of services needed for outlined events, but inclusion in this agreement would be at the joint agreement of DED and the chosen vendor. The chosen vendor is not expected nor is the time and effort included in this agreement to be present at events or provide strategic direction beyond what is noted here. Responses that include any additional support services will be reviewed. Loudoun County provides payment under approved Purchase Orders with net 30 terms. As such, all responses should include any additional payment terms including but not limited to a percentage required at signing necessary for fulfillment of the required components.

BUDGET: This project is made possible by American Rescue Plan Act (ARPA) funds and must be in compliance with all rules therein as well as all procurement rules of Loudoun County. The budget for this agreement includes assumed administrative fees to allow the vendor to execute payments, the estimated costs of all the items noted above and is considered all inclusive. Responses should include information on the individual or organization's experience with executing administrative tasks for outside organizations, a list of past client or projects, the hourly rate for such services and an estimate of total hours needed to execute the listed events, names and backgrounds of the person/people who will be assigned to this account if not the primary respondent, and any information deemed relevant to execution of the agreement. Prior experience working with the Launch Loudoun program or similar projects is desirable and should be noted in all responses.

The total budget allocated for this project is \$100,000 all inclusive.

TIMELINE:

1. RFP Released: November 8, 2024
2. Questions should be submitted to loudounbiz@loudoun.gov by November 20, 2024
3. Responses due no later than November 29, 2024, and should be emailed to loudounbiz@loudoun.gov
4. Services to begin late 2025 through 2026 based on date of approved agreement and in compliance with all ARPA spending deadlines.

OTHER:

² Please note that all contracts, terms, and conditions outside of the agreement under this proposal must be executed by the chosen vendor alone.

³ DED will provide all logos and branded materials to the chosen vendor.

- Please include in all responses any terms, conditions or standard contracts/agreements that are required for your services.