

BUSINESS LEADERSHIP FOR LATINOS

REQUEST FOR PROPOSALS

IMPORTANT DATES

RFP Release Date: Monday, March 25, 2024

RFP Due Date: Friday, April 19, 2024

Virtual Information Session: Tuesday, April 9, 2024 at 12:00 PM

CLICK HERE TO JOIN THE MEETING

Meeting ID: 266 865 774 944 | Passcode: yicEtC

Proposal Due Date: Friday, April 19, 2024

Proposals clearly marked "BUSINESS LEADERSHIP DEVELOPMENT TRAINING FOR LATINOS" must be submitted to the Prince George's County Economic Development Corporation (PGCEDC) at GrowPGRFP@co.pg.md.us on a rolling basis. Any proposals received will be reviewed and evaluated as they are submitted. Mailed, faxed, hand-delivered proposal, or proposals submitted outside of the submission process listed above will not be accepted. PGCEDC does not discriminate against faith-based organizations or against any Bidders or Proposer(s) because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

BACKGROUND

The Prince George's County Economic Development Corporation (PGCEDC) is dedicated to fostering economic growth and innovation in the region. As part of our commitment, we are launching a program to provide a Business Leadership Development Program specifically tailored for the Latino community. This program aims to empower Latino-owned businesses with the skills and knowledge needed to cultivate effective leaders, drive organizational growth, and excel in today's dynamic business landscape.

The ultimate goal of the Business Leadership Development Program for Latinos is to create a thriving business ecosystem in Prince George's County, where Latino-owned businesses can excel through strong leadership. By providing accessible and tailored leadership training and mentorship, we seek to:

- Empower Latino-Owned Small and Medium-Sized Businesses: Provide Latino-owned businesses with the expertise and tools needed to cultivate strong leaders and foster a culture of growth and innovation.
- Drive Business Development within the Latino Community: Encourage Latino-owned businesses to invest in leadership development, leading to improved performance, productivity, and long-term success
- Enhance Business Competitiveness: Equip Latino-owned businesses with effective leadership strategies that can lead to a competitive edge in their respective industries.
- Foster Economic Growth within the Latino Community: Facilitate the growth and expansion of Latino-owned businesses through effective leadership, contributing to job creation, increased productivity, and overall economic prosperity in Prince George's County

REQUESTED SERVICES

PGCEDC invites proposals from qualified organizations or individuals to provide the following Business Leadership Development Program services specifically tailored for the Latino community:

- Leadership Training: Deliver comprehensive training on various aspects of leadership, including communication, team-building, strategic planning, and decision-making skills, with a focus on addressing the unique needs of Latino-owned businesses.
- Leadership Mentorship: Offer one-on-one mentoring sessions to Latino business leaders, providing personalized guidance and support in implementing effective leadership strategies within a Latino cultural context.
- Organizational Growth Strategies: Provide insights and methodologies to help Latino-owned businesses identify growth opportunities and develop actionable

plans for expansion while considering the specific challenges and opportunities within the Latino market.

- Talent Development: Assist Latino-owned businesses in creating talent development programs that nurture the potential of their employees and future leaders, with a focus on cultural competency.
- Program Evaluation and Reporting: Provide regular progress reports and data analysis to assess the program's outcomes within the Latino community and identify areas for improvement. Talent Development: Assist businesses in creating talent development programs that nurture the potential of their employees and future leaders.

If there are any supplemental materials or products that you would include in this program, please include a description of the materials in the proposal. Please specify the number of Latino-owned small and medium-sized businesses that you intend to target with your program. Additionally, describe the structure you will provide for coaching and mentoring to support Latino-owned businesses during this training if applicable. If you are targeting a certain demographic or industry sector within the Latino community, please identify this in your proposal.

EVALUATION CRITERIA

Proposals will be evaluated based on the proposing organization's demonstrated experience in providing Business Leadership Development Program services specifically tailored for the Latino community, along with the qualifications and expertise of their team members. The clarity and effectiveness of the proposed approach and methodology for delivering the training services, as well as the comprehensiveness and relevance of the content within the context of Latino-owned businesses, will be considered. Additionally, the availability and effectiveness of mentorship and ongoing support, the proposed framework for evaluating the impact of the services, including the number of Latino-owned businesses targeted, and the reasonableness and cost-effectiveness of the budget will be assessed. Engagement with the Latino-owned business community in Prince George's County will also be considered.

SUBMISSION DATES AND INSTRUCTIONS

Before preparing proposals, potential offerors should note that:

- The Prince George's County Economic Development Corporation (PGCEDC) will not be liable for any costs associated with the preparation of proposals or negotiation of the contract incurred by any offeror..
- All proposals, in their entirety, will become the property of PGCEDC upon submission.

Interested parties are invited to submit a detailed proposal outlining their qualifications, approach to delivering the requested services tailored for the Latino community, proposed timelines, and a comprehensive budget. Include information on relevant experience and any success stories or case studies demonstrating the impact of similar programs within the Latino community.

Proposals clearly marked "BUSINESS LEADERSHIP DEVELOPMENT TRAINING FOR LATINOS" must be submitted to the EDC at GrowPGRFP@co.pg.md.us by Friday, April 19, 2024. Any proposals received will be reviewed and evaluated as they are submitted. PGCEDC reserves the right to accept or reject any proposal received and to negotiate changes to the scope of work, timelines, and budget with the selected proposer.

Please direct all questions to Cesar Cucufate, Small Business Program Assistant, at (240)-309-1208 or cecucufate@co.pg.md.us.