

REQUEST FOR QUALIFIED CONTRACTORS FOR SMALL BUSINESS TECHNICAL ASSISTANCE PROVIDERS

PREPARED BY:

**THE ATLANTA DEVELOPMENT AUTHORITY
D/B/A INVEST ATLANTA**

August 19, 2025

**RESPONSES DUE: September 12, 2025
REVISED DUE DATE: September 16, 2025**



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REQUEST FOR QUALIFIED CONTRACTORS (“RFQC”)

TECHNICAL ASSISTANCE PROVIDERS

INTRODUCTION

The Atlanta Development Authority d/b/a Invest Atlanta (“Invest Atlanta”) is soliciting responses to this Request for Qualifications (“RFQC”) from interested and qualified service providers (each, a “Respondent”) to offer small business technical assistance services. Service providers will work with small business one-on-one to provide various services including but not limited to the following areas of expertise:

1. Financial Management
2. Business Planning
3. Marketing
4. Website Design.

Invest Atlanta is seeking up to 5 firms to provide one-on-one technical assistance to a minimum of 10 eligible small businesses. The intent of this RFQC is to establish contracts with a pool of Technical Assistance providers that will support Atlanta’s small businesses.

Proposals submitted in response to this RFQC will be evaluated by Invest Atlanta team members. Invest Atlanta reserves the right, where it may serve its best interest, to request additional information or clarification from Respondents, or to allow for corrections, errors, or omissions. All proposals submitted in response to this RFQC, and all other information submitted in response to a request for additional information, become and remain the property of Invest Atlanta. Submission of a proposal indicates acceptance by the Respondent of the conditions contained in this RFQC.

Invest Atlanta will not, for any reason, reimburse a Respondent for costs and expenses in connection with responding to this RFQC.

BACKGROUND

Invest Atlanta was created and is existing under and by virtue of the Development Authorities Law, activated by a resolution of the City Council of the City of Atlanta, Georgia (the "City"). It currently operates as a public body corporate and politic of the State of Georgia specifically being established to promote the revitalization and growth of the City. Invest Atlanta serves as the City’s redevelopment agent pursuant to the Redevelopment Powers Law. Its purpose is to implement redevelopment initiatives within the City’s ten tax allocation districts (“TADs”) as well as to perform all business creation, attraction, and retention functions on behalf of the City. Invest Atlanta also provides a host of community and economic financing functions on behalf of the City,

including small business lending, business recruitment and retention, tax allocation redevelopment districts, affordable housing financing, new markets tax credit allocation, tax-exempt bonding and home ownership assistance.

Invest Atlanta represents a consolidation of the City's economic and community development efforts in real estate, finance, marketing and employment, for the purpose of providing a focal point for improving the City's neighborhoods and the quality of life for all of its citizens. Invest Atlanta is the cornerstone of an overall effort to provide economic and development services in a more effective and efficient manner.

SUBMITTAL DEADLINE

All responses to this RFQC (each, a "Response") must be submitted in electronic Portable Document Format (PDF) copy via email to the issuing officer at lrussell@investatlanta.com by no later than 5:00 p.m., Tuesday, September 16, 2025. Responses should include all identified components (Responses to Sections I-V as outlined below). Responses received after this time and date will not be considered.

By submitting a response to the RFQCC, the Respondent is acknowledging that the Respondent:

1. Has read the information and instructions,
2. Agrees to comply with the information and instructions contained herein.

INQUIRIES

All inquiries regarding this RFQC must be received in writing via email to: lrussell@investatlanta.com.

Only inquiries received in writing will receive a response. Do not contact any Invest Atlanta staff by telephone with any questions or comments pertaining to this RFQC. All such written inquiries must be delivered by 5:00 p.m., August 29, 2025. **Inquiries received after such date and time will not receive a response.** Invest Atlanta will publish all timely received written inquiries and Invest Atlanta's responses to those inquiries as an Addendum to this RFQC on Invest Atlanta's website (www.investatlanta.com) on or before the close of business on September 8, 2025.

PROFESSIONAL FEE

All respondents will be asked to provide a course curriculum aligned with the Technical Assistance Program's designated pricing tiers. Invest Atlanta has designated two (2) pricing tiers or levels for small businesses to request. Service packages or curriculums of \$5,000 and/or \$10,000 will be

offered as a part of IA's Small Business Technical Assistance program. All packages should be all-inclusive of expenses and fees.

The curriculum must support the Scope of Services contained in the RFP and fully encompass all activities in the Respondent's Proposal for the particular area of expertise.

This RFQC is to acquire Technical Assistance Providers to support eligible businesses and is a component of the one-time funding. Currently, there are no funds available outside of the initial award, hence it is the responsibility of each respondent to monitor the number of businesses offered service.

SCOPE OF SERVICES

The technical assistance to be provided can cover a range of topics that are relevant to small businesses including, but not limited to: marketing, website development, financial, business planning, and more.

Invest Atlanta will award contracts to each selected organization. Those funds will then enable the firms to serve eligible small businesses located within the City of Atlanta. Small businesses will indicate their preferred service and will be referred to the selected organizations by Invest Atlanta staff.

Goals

The success of the Technical Assistance program will be measured by the number of small businesses served by the contracted firms and the quality of advice/assistance provided. This may include things like a survey of the small businesses served regarding their assessment of the helpfulness of the assistance provided, measurement of the growth for the business, new employment, and overall growth of the business. Invest Atlanta anticipates that TA providers will assist a minimum of 10 small businesses as a part of this program.

Technical Assistance Provider Responsibilities:

- Provide Technical Assistance that addresses the adverse impact experienced by eligible small businesses.
- Work with Invest Atlanta to set up the protocols and, as needed, the technical infrastructure (phone, website, chat functionality, web-based platform, etc.) necessary to accept, screen/prioritize, and respond to small business requests for technical assistance.
- Track and compile data to integrate with Microsoft CRM.
- Deliver technical assistance in their field of expertise to small businesses requesting services.
- Provide insights to Invest Atlanta staff overseeing the agency's small business support initiatives regarding the types of inquiries being received and the guidance/assistance they are providing.
- Track requests for assistance, referrals, and client outcomes and satisfaction.

- Support small businesses with their overall business acumen.

The selected organizations will work with a dedicated Invest Atlanta staff member who is overseeing the agency's small business support initiatives.

Deliverables

The key deliverables for the program are:

- A “digital brochure” in a format to be established by Invest Atlanta that outlines the technical assistance services provided by the organization as well as biographical and credentialing profiles of the individual(s) who will be providing the services. The brochure should also include contact information.
- Timely, courteous, helpful and tangible responses to requests for assistance from small businesses, based on their needs and the services the organization has been contracted to provide; service delivery is expected to take place both remotely (phone, tele-conference, email, etc.) and in-person.
- Regular documentation on the number of referrals/requests received, the number and types of businesses served, the type and amount of technical assistance provided to them, and to the extent possible, the resulting actions taken by the small business

The selected organizations will provide technical services to businesses throughout the entirety of the Technical Assistance program or according to the availability of funds for the program. Currently, the program has approximately \$500,000 in funds available through June 30, 2026.

TERM OF CONTRACT

Upon completion of the RFQC evaluation process, Invest Atlanta and the selected service providers will negotiate a detailed scope of work, comprehensive of all potential services. The term of the contract is anticipated to be for a period of 6 months. The contract will be subject to future amendments by Invest Atlanta depending on the changing needs of the services. Invest Atlanta anticipates the selected providers will begin offering services no later than November 1, 2025.

EVALUATION METRICS – EACH RFP RESPONSE WILL BE EVALUATED IN ACCORDANCE WITH THE FOLLOWING:

Responses should include a cover letter introducing the firm or team and the areas of expertise of the firm. The letter should also state the full name, address, phone and fax numbers of the organization and the branch office or other subordinate entity that will perform or assist in performing the services described therein. If responding as a team, the lead firm should be designated with a project manager identified as the single point of contact. Indicate the type of firm ownership (individual, partnership, or corporation) and explain any proposed joint venture

relationships. Include the state(s) in which the firm is incorporated and/or licensed to operate and provide a valid insurance certification.

Firms will be evaluated based on overall experience and depth of resources. It is imperative that responses contain all information requested. Firms will be graded on a points system with a maximum of one hundred (100) points awarded based on the application, outlined below.

Invest Atlanta will convene an Evaluation Committee to evaluate each response properly submitted by a Respondent. At the discretion of Invest Atlanta, follow up interviews may be conducted with the highest-ranking Respondents as recommended by the Evaluation Committee prior to the Invest Atlanta making a final selection.

To be deemed responsive for evaluation under this RFQC, submissions are limited to 30 pages, inclusive of all submission requirements, narratives, and addenda.

RESPONSE COMPONENTS:

Responses submitted to this RFQC should include the following information outlined below in the following order:

Section I- Cover Letter

- The cover letter must include the Respondent's name, address, telephone number and fax number, and be signed by a person authorized to act on behalf of the Respondent.
- The letter should also include the name, title, address, e-mail address, telephone number and fax number of the person signing the letter and the name, title, address, e-mail address, telephone number and fax number of one contact person to whom all future correspondence and/or communications may be directed by Invest Atlanta concerning this procurement, if that person is different from the person executing the letter.
- The letter must designate the type of business (or businesses) entity that proposes to enter into a contract with Invest Atlanta and the identity of any other business entities that will comprise the Respondent. The letter must also provide the domicile where each entity comprising it is organized including complete legal entity name, brief history of the entity, contact name, address, phone number, and fax number as well as the legal structure of the entity and a listing of major satellite offices. If applicable, include the state in which Respondent is incorporated or organized. If not Georgia, provide evidence of license to do business in Georgia.
- The letter must include a declarative statement as to whether the Respondent or any member of the Respondent team has an open dispute with the city or is involved in any

litigation associated with work in progress or completed in both the private and public sector during the past five years.

Section II – Executive Summary

- Provide a brief overview of the proponent’s qualifications and proposed approach to accomplish the project detailed in the scope of work.

Section III –Qualifications (60 points)

- This section describes available resources to complete the scope of work in the time specified, including relevant prior experience and resumes for key individuals.
- Identify and provide resumes for ALL of the individuals that the Team will use to fill the following proposed positions: Partners; Directors; Managers; and Specialists.
- List of Relevant projects, including Client Name; project description; role of the individual; and project actual or expected completion date.
- Client List/Reference Contact (required submittal. A minimum of three (3) references are required.
- Also list in this section the most significant government and/or nonprofit organization engagements conducted by the firm (minimum of 3) that are similar to the engagement described in this request for proposal. The engagements should be ranked based on total staff hours. Indicate the scope of work, deliverables, size of organization, engagement partners, total hours, and the name and telephone number of the principal client.
- Please describe the firm’s diversity, equity & inclusion policy

Section IV Methodology/Approach (40 points)

- This section describes the proponent’s organizational structure and tools used to perform the services required in the scope of work and to manage the service to ensure efficient flow of information, to establish and maintain the necessary cooperative relationships, to ensure proper communication among project team members, and to coordinate project activities to accomplish the project within time and budget constraints.
- The proposal should set forth a strategy to provide technical assistance targeted to small businesses. Please provide a description of each service being offered and an estimate of the number of businesses the Respondent can serve within the budget requirements/parameters expressed in this RFQC.
- The proposal should clearly identify the \$5,000 and/or \$10,000 curriculum packages that will be offered to participating small businesses. The proposal shall outline the particular area of expertise, the course curriculum per package and timeframe for completion.
- Please include the location where services will be offered (virtual and in person)

TIMELINE AND DELIVERABLES

Invest Atlanta will review responses in accordance with the evaluation metrics outlined above. Invest Atlanta reserves the right to request additional information from some or all applicants. The following is an approximate timeline, subject to modification:

Due Date	Action Required
8/19/25	Release of RFQC
8/26/25	Information Session
8/29/25	Inquiries to Invest Atlanta due
9/8/25	Responses to inquiries posted on Invest Atlanta's website
9/16/25	Responses due to Invest Atlanta
9/15/25-9/30/25	Response review process
10/6/25-10/10/25	Interviews with applicants (if needed)
10/13/25	Notification of selected applicants

EQUAL BUSINESS OPPORTUNITY

a) Invest Atlanta strongly encourages that all Respondents provide opportunities for diverse businesses, including Minority Business Enterprises (“MBEs”), Female Business Enterprises (“FBEs”), known collectively as “MFBES”, and Small Business Enterprises (“SBEs”) as defined by the City of Atlanta Code of Ordinances to participate as joint venture partners, contractors, sub-contractors or mento-protégé relations. It is a top priority throughout this RFP process to promote full and equal business opportunities for all persons and business entities conducting business with Invest Atlanta.

b) Each RFP response shall consider the City's Equal Business Opportunity (“EBO”) Program and offer a plan to use good faith efforts to propose teams comprised of diverse team members performing commercially useful functions. Respondents who establish a joint venture or partnership relationship with certified MFBES/SBEs should describe the nature and scope of that relationship, including the proposed allocation of commercially useful duties and responsibilities, as well as the proposed economic arrangement between the firms.

c) All MFBES and SBEs qualified to meet the goals and objectives of the RFQC in its entirety are encouraged to submit a response. **MFBES or SBEs must be certified and registered with the City's Office of Contract Compliance MFBE Register prior to the submittal of the Response to the RFQC.** An SBE must be registered with the City.

Firms interested in obtaining applications for certification should contact:

City of Atlanta – Office of Contract Compliance (MBE/FBE): Bruce T. Bell, Interim Director, 55 Trinity Avenue, Atlanta, Georgia 30303, Tel: 404.330.6010, Fax: 404.658.7359, email: bbell@atlantaga.gov

EVALUATION & ACCEPTANCE OF STATEMENT OF QUALIFICATIONS

Invest Atlanta reserves the right to reject any and all responses, to amend this RFP and the process itself, or to discontinue the process at any time.

E-VERIFY AFFIDAVIT

Provide notarized proof of compliance with Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. (**Appendix A**) E-Verify. Respondents must comply with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. All services physically performed within the State of Georgia must be accompanied by proof of your registration with the E-Verify Program, as well as verification of your continuing and future participation in the E-Verify program established by the United States Department of Homeland Security. A completed E-Verify Contractor Affidavit must be submitted to Invest Atlanta (Appendix A-1). To the extent there are subcontractors working on this contract, you are responsible for obtaining a fully signed and notarized subcontractor affidavit from those firms with whom you have entered into subcontracts (Appendix A-2). In turn, should there be second tier subcontractors on this project, you must require the subcontractors to obtain E-Verify Affidavits from those second-tier subcontractors.

SAVE AFFIDAVIT

Invest Atlanta is required by the SAVE (Systematic Alien Verification for Entitlements) Program to verify the status of anyone who applies for a public benefit from Invest Atlanta. Benefits are defined by state statute, O.C.G.A. §50-36-1, by federal statute, 8 U.S.C. §1611 and 8 U.S.C. §1621, and by the Office of the Attorney General of Georgia. Contracts with Invest Atlanta are considered “public benefits.” Beginning on January 1, 2012, any person obtaining a public benefit must show a secure and verifiable document and complete the attached SAVE Affidavit. Acceptable documents have been identified by the Office of the Attorney General. Those lists may be found at: <http://law.ga.gov>.

TERMS AND CONDITIONS

All proposals and supporting materials as well as correspondence relating to this RFP become property of Invest Atlanta when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

- A. All applicable State of Georgia and Federal laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondent and the development of the Property throughout and are incorporated herein. If the respondent is located within the City of Atlanta, the respondent must have a current City of Atlanta business license. The contract with the Prospective Purchaser, and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the contract, shall be interpreted in all respects in accordance with the laws of the State of Georgia.
 - B. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
 - C. Sub-Contractors as part of the Project team must be clearly identified in the Response, including roles, resumes of key personnel and project references.
 - D. No Response shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by Invest Atlanta. If requested, the Respondent shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
 - E. From the date Invest Atlanta receives a Respondent's proposal through the date a contract is awarded to a Respondent, no Respondent may make substitutions, deletions, additions, or other changes in the configuration of Respondent's proposal or members of Respondent's team.
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APPENDIX A-1

CONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(1)

By executing this affidavit, the undersigned Contractor verifies its compliance with O.C.G.A. §13-10-91, et seq. (the “Act”) and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the “Rules”), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned contractor further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with Invest Atlanta of which this affidavit is a part, the undersigned contractor will secure from such subcontractor(s) similar verification of compliance with the Act and the Rules through the subcontractor’s execution of the subcontractor affidavit provided below.

The undersigned contractor further agrees to provide a copy of each such affidavit to Invest Atlanta at the time the subcontractor(s) is retained to perform such services and to maintain copies of all such affidavits for no less than five (5) years from the date provided to Invest Atlanta and otherwise maintain records of compliance with the Act and the Rules as required.

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me
This ____ day of _____, 20__

Notary Public

My commission expires: _____

APPENDIX A-2

SUBCONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91 (the “Act”) and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the “Rules”), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services under a contract with _____ (name of contractor) on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned subcontractor further agrees that it will contract for the physical performance of services in satisfaction of the Contract only with sub-subcontractors who present an E-Verify Affidavit to the undersigned subcontractor with the information required by the Act and the Rules. The undersigned subcontractor will forward notice of the receipt of an E-Verify Affidavit from a sub-subcontractor to the Contractor within five (5) business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an E-Verify Affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the Contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This ____ day of _____, 20__

Notary Public

My commission expires: _____

APPENDIX B – INSURANCE REQUIREMENTS

- General Liability:
 - Limits:
 - \$1M per occurrence
 - \$2M aggregate
 - Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal & advertising injury, and liability assumed under an insured contract. This insurance shall apply separately to each insured against whom claim is made or suit is brought subject to the respective limit of liability;
 - No exclusion for abuse and molestation
 - No exclusion for Assault and Battery
 - The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA as Additional Insured regarding ongoing and completed operations
 - Primary and Noncontributory language in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to Invest Atlanta
- Automobile Liability:
 - Limits:
 - \$1M combined single limit regarding any auto (or hired and non-owned auto liability if the contractor does not own any autos)
 - Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA as Additional Insured
 - Primary and Noncontributory language in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to Invest Atlanta
- Workers Compensation and Employers Liability:
 - Limits:
 - Workers Compensation: Statutory
 - Employers Liability: \$1M/\$1M/\$1M
 - Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.

- Waiver of Subrogation in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to Invest Atlanta
- Professional Liability:
 - Limits:
 - \$1M per occurrence
 - \$2M aggregate
 - Including:
 - Coverage for claims brought by third parties or losses due to any breach of duty; neglect; error; misstatement; misleading statement; omission; or other acts relating to services performed
 - Additional Insured and Primary/Noncontributory language in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA, if available from carrier
 - Waiver of Subrogation in favor of The Atlanta Development Authority dba Invest Atlanta, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to Invest Atlanta