

## REQUEST FOR PROPOSALS

### *Marketing, Matching and Engagement Program*

#### Questions and Answers

Question: Can funds received by an RTDC from NYSTAR for existing programs (e.g., base RTDC grants, RISP grants) be used as match?

**Answer: Yes; however, funds received from NYSTAR for existing programs can be used as match provided the funds support activity commensurate with the Marketing Matching and Engagement program; subject to NYSTAR approval; and, have not been committed/used as match against any other program.**

Question: Is the \$2million contract intended for one awardee or multiple awardees; Are programs awarded intended to be state-wide?

**Answer: Yes; only one awardee will be selected to administer/operate a statewide service**

Question: Can applicant apply for a program that operates in a single county or region;

**Answer: No; applicants cannot apply to support a single county or region; albeit the awardee will operate from within one of the ten regions and does/will not need to have an individual office/locale in each of the ten regions.**

Question: Are applicants expected to apply for the full \$2 million, even if operating on a region- or county-level

**Answer: Yes; applicants are expected to apply for the full \$2 million.**

Question: Is the \$2million available intended to be spread over the course of the 3 year contract period or is it \$2million per year

**Answer: Yes; funding denoted in the Request for Proposals supports a three year effort and is fixed at \$2 million over that period of performance.**

Question: Should an applicant complete the budget forms for the entire 3 year contract period or for a single year

**Answer: Yes; budget forms submitted for consideration must detail projected expenditures over the entire period of performance.**

Question: Do all cash matching funds need to be available by the contract start date?

**Answer: No; matching funds do not need to be committed/available at the time the proposal is submitted.**

Question: Under the M/WBE Utilization Goal Requirements for NYSDDED Contracts, "Paragraph Number III. Contract Goals" Section A, states "For purposes of this procurement, the Department hereby establishes a goal of 20% for Minority and Women-Owned Business Enterprises ("MWBE") participation. Is the stated goal of 20% relative to that portion of the program that is subcontracted or relative to the total program value?

**Answer: No; the M/WBE Utilization Goal Requirements for this Request for Proposals is zero percent (0%); not 20% as stated.**

Question: From Section 1A; what was the mission of the tCAR grant; what is a "Solutions Forum"; what is the "online platform"; what is a Regional Innovation Specialist?

**Answer: The mission of the New York State tCAR proposal was/is to match companies with resources necessary to address prototyping, technology and other needs that are obstacles to growth.**

**Answer: A Solutions Forum is considered a means to achieving the mission of the New York State tCAR proposal; specifically, connecting resources with manufacturing companies.**

**Answer: The "online platform" cited in the Request for Proposals refers to a web-based adjunct to the Solutions Forum for connecting resources with manufacturing companies.**

**Answer: A Regional Innovation Specialist is an individual facilitating in entrepreneurship, technology acceleration and other activities to assist start-up and existing small and medium sized manufacturers with commercializing technology or incorporating technology into their systems.**

Question: From Section D 1.b--can money received by a CAT from NYSTAR be used as match?

**Answer: Yes; however, funds received by a Center for Advanced Technology (CAT) from NYSTAR can be used as match provided the funds support activity commensurate with the Marketing Matching and Engagement program; subject to NYSTAR approval; and, have not been committed/used as match against any other program.**

Question: From Section E 1-B--can "engagements" be handled by sub-contractors or does the applicant need staff?

**Answer: Yes.**

Question: From Section F 1a--are reporting forms and guidelines available?

**Answer: No.**

Question: From Section F-2--how does an applicant get access to the NIST MEP survey process?

**Answer: Training and access will be granted to the awardee.**

Question: I am part of a manufacturing consortium with non-profit status that seems to be a perfect fit for this RFP. However, before we engage all of our resources on this proposal, I'd like to confirm whether this is strictly a competition for the NYS RTDC/MEP centers or whether it is intended for other non-profits as well. Additionally, is the intent to cover all NYS or one of the regions with the funding?

**Answer: No; Section I.B of the Request for Proposals states any not-for-profit involved with economic development is eligible. This RFP is not limited to any program participates or designated centers. Secondly;**

**Yes; Section I.A of the Request for Proposals does expressly denote this will cover all NYS; i.e., a statewide effort.**

Question: In order to continue and expand the mission of the tCAR grant, the knowledge and understanding of the activities, learning and tools developed under the tCAR grant is required to build upon to eliminate duplicity of previous efforts (and associated resources and funds). Where and how can interested applicants review in detail these items, which to my knowledge include resource and client databases, procedures and processes, prototype web transaction and tracking portal, etc.?

**Answer: No; Proposal form/content requirements prescribed in Section III.E; likewise Proposal review criteria denoted in Section IV.A, do not expressly require such in-depth knowledge of tCAR resources, processes or procedures.**

Question: Will the tools, procedures, etc., described above be available to the winning applicant to build upon?

**Answer: Yes.**

Question: Will all or any of the staff responsible for the work under the tCAR grant be available to work with or for the winning applicant?

**Answer: The State will not preclude anyone previously involved with the tCAR from working with/for the winning applicant.**