

## Request for Presentation

### 2023 Top Five for Small Business Series

#### Scope

The Greater Des Moines Partnership (The Partnership) has a Membership of more than 6,500, of which a large majority have 100 or fewer employees. Through The Partnership's Business Resources and Community Development Work Plan, we continue to seek out and deliver opportunities for this sector of our Membership. It is our desire to provide a variety of affordable and effective value-added programs that assist small businesses in achieving critical business goals such as increased sales, net profitability, talent attraction/retention and customer satisfaction.

**The Partnership is seeking proposals** from qualified Members to facilitate educational workshops for its Memberships in **general business practices**.

We are seeking to develop a series that assists our Members in better positioning themselves. The most requested topics have included, but are not limited to:

- Marketing/social media (web, social media, identifying new customers, ecommerce, etc.)
- Sales
- Accounting (taxes, accounting systems, cashflow, payroll, etc.)
- Financial (obtaining lines of credit, how to help cashflow, positioning to scale, etc.)
- Human resources (hiring, retaining, workplace culture, remote workforce, policies)
- Legal (intellectual property, tax and employees)
- Growing your business
- Selling your business (Or buying a business)
- Leadership (leading others, strategy & planning, business negotiation)
- Anything to help deal with or be stronger coming out of pandemic

We request that your proposal address specific **topics** within these areas of learning that are **timely** and pertinent to small and mid-sized businesses. These presentations are taught via Zoom and are recorded. They live on our website as a future resource for our small businesses.

The intent is to offer a series of condensed educational opportunities on the above stated tools/resources without a fee. The submitted proposal should address all issues requested in the following page. Any additional information that the provider believes would be relevant may also be submitted. Please feel free to submit proposals for each topic for which you would like to be considered. Qualified providers **must** be a Member of The Partnership through an Affiliate Chamber of Commerce or as a Partnership Investor.

The Partnership encourages proposals from a diverse group of experts and presenters. Minorities, women, veterans, persons with disabilities, members of the LGBTQ community and experts from a diverse group of suppliers are strongly encouraged to apply.

#### Summary of proposal process

- All **questions** regarding your proposal should be directed to Emily McLain [emclain@DSMpartnership.com](mailto:emclain@DSMpartnership.com).
- **Please submit your proposal via email to Emily McLain [emclain@DSMpartnership.com](mailto:emclain@DSMpartnership.com).**

- Proposals will be reviewed by the Business Resources and Community Development Board and/or Co-Chairs for Small Business Programming.  
Awarded participants will receive notice in mid-November.

### **Presentation specifics**

The following details must be included in your submission or it will be considered incomplete:

- **Provider Information**
  - Name (Company or Individual)
  - Type of Business
  - Years in Business
  - Location of Business
  - Telephone
  - Website Address
  - Principal Contact — Name and Title
  - Email Address for Principal Contact
- **Program Description**
  - Please provide brief description and brief outline of your proposed educational offering.
  - Is product/program proprietary to your company?
- **Program Development/Support — Please explain how your company would provide the following services.**
  - Is this offering something you have presented before? If yes, when and to whom?
- **Provider Qualifications**
  - Member of a Greater Des Moines Partnership Affiliate Chamber or Investor of The Partnership. If a Member, which Chamber?
  - Please provide any additional information supporting why The Partnership should select you as the provider.
- **Cost of Service**
  - There will be no fee paid to providers for presentations