Talking Points
Who is the Northwest Mountain MSDC?
What is City of Seattle Technical Assistance Services (TAS)?
TAS Support and Development
Continuous Improvement
Questions & Answers
Contact
Who is the Northwest Mountain MSDC?

- 501(c)(3) Nonprofit Organization
- Regional Subject Matter Experts in Supplier diversity
- Nexus among Public, Private and MBEs
- Core Pillars: Certify, Develop, Connect, Advocate

Mission:

“Foster an Environment That Creates Equitable Opportunities and Builds Economic Value”
What influenced the City of Seattle Technical Assistance Service Program?

Legislative Requirement That the City of Seattle Provide TAS

- SMC: 20.42.30
- SMC: 20.42.50
- SMC: 20.42.60

Support City Of Seattle Rate Payers

- Population 744,955
- Non-ethnic Minorities: 68%
- Ethnic Minorities: 32%
Scope

• The Technical Assistance Services (TAS) program provides assistance to firms seeking to learn and understand the process of doing business with the city of Seattle.

• Enroll 52 firms and provide 1040 hours of support in 2020.

• Provide support in the form of consultation, group sessions, one on one sessions and curriculum-based learning.
Partners

Craft 3
- Access to Capitol
- Lending Panel

Trio Group
- Capabilities Statement Development
- Strategic Marketing

Foster School of Business
- Construction and Clean Energy Program
- Minority Business Executive program
Why TAS is Important?

- City of Seattle
- Contracts With Small, Women & Minority Business Enterprises
- Business Growth
- Benefits to Employees
- Generational wealth Creation
- Tax Base improves Community Infrastructure
### Services Provided

<table>
<thead>
<tr>
<th>Online Business Directory Registration</th>
<th>Understanding terms and Conditions in City Solicitations</th>
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<tbody>
<tr>
<td>Marketing Strategy for the City</td>
<td>Making go/no-go Decisions when exploring city work</td>
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<tr>
<td>Responding to RFX’s</td>
<td>Leadership</td>
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<td>Capabilities Statement Development</td>
<td>Financing Your Business for Growth</td>
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<td>Business Basics</td>
<td>Credit Education</td>
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<td>Finding City Solicitations</td>
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## TAS Workshops

<table>
<thead>
<tr>
<th>TAS 1</th>
<th>TAS 2</th>
<th>TAS 3</th>
<th>TAS 4</th>
<th>TAS 5</th>
<th>TAS 6</th>
</tr>
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<tbody>
<tr>
<td>How to register to do business with the city of Seattle</td>
<td>How to research the City of Seattle opportunities and contracts</td>
<td>How to read and respond to City of Seattle Request for Proposal</td>
<td>How to design and develop your marketing collateral</td>
<td>What are the back-office responsibilities you are accountable for</td>
<td>Now that you have the business how do you finance for growth</td>
</tr>
<tr>
<td>March 31, 2020</td>
<td>April 7, 2020</td>
<td>April 14, 2020</td>
<td>April 21, 2020</td>
<td>April 28, 2020</td>
<td>May 5, 2020</td>
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<tr>
<td>Register with the city’s online business directory</td>
<td>Search and find city solicitation</td>
<td>Types of Purchasing Vehicles.</td>
<td>Marketing and sales differences</td>
<td>Back office responsibilities</td>
<td>Types of financing</td>
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<td>Building and impressive capabilities statement</td>
<td>Go/no go opportunities</td>
<td>Read and respond to RFX.</td>
<td>Marketing must-haves</td>
<td>Invoicing checklist</td>
<td>Pros and cons of financing</td>
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Collaborative Events

First Friday
Web Series
First Thursday
SMART Webinar
Certification Workshop
Progress

- **Contract Signed.**
- **Start of Initial support.**
- **Initial program development begins. Pole for candidates.**
- **In person outreach and in-house events begin.**
- **TAB program begins.**
- **Last of in person events. TAS workshops begin.**
- **Cohort program and TAS continued.**
- **TAS program ends TAB program continued.**
- **Increase collaborative outreach events.**

**Timeline:**
- **October:**
  - 4%
- **November:**
  - 8%
- **December:**
  - 15%
- **January:**
  - 31%
- **February:**
  - 44%
- **March:**
  - 69%
- **April:**
  - 73%
- **May:**
  - 82%

**Progress:**
- **8%**
- **4%**
- **15%**
- **31%**
- **44%**
- **69%**
- **73%**
- **82%**
Progress Continued

Technical Assistance Services has completed 1077 hours toward developing 40 Small businesses:

- Resulted in the receipt of 11 Consulting & Business Development Center certifications.
- Created 4 capabilities statements.
- Developed 1 strategic communications plan.
Continuous Improvement
TAS: Continuous Improvement
TAS: Continuous Innovation

**Innovation:** Process of Improving What is Already Designed and Built

**Value Add:** City of Seattle Identifies New Suppliers

- **Innovate:**
  - Augment Training & Development

- **Deploy:**
  - Bi-weekly RFP Reviews
  - Online Training & Programming

- **Assess:**
  - Continuous Improvement

- **Value Add**

**Value Add:** TAS Voice Heard & Adjusted Too

Northwest Mountain MSDC Values of Forward Thinking and Passion Drive Exploration
Digital Intake Form

Feedback
- Businesses appreciate having access to enrollment form from TAS site.
- Businesses found downloading, uploading, printing and scanning a hindrance to enrolling.
- Self submitted forms missing data.

Response
- Developed digital intake form allowing access through Technical Assistance Services portal.
- Allows businesses to complete form without, printing, scanning or downloading.
- Captures cleaner information in required fields.
# Bi-weekly Opportunity Search

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<td>Elements of an effective marketing strategy</td>
<td>B2G Now</td>
<td>Financing for growth panel discussion.</td>
</tr>
<tr>
<td>Trio Group to present and advise</td>
<td>City purchasing panel</td>
<td>Marketing during COVID-19</td>
<td>Now that you have the business how do you finance for growth</td>
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**TAS 2** was created to help small businesses find city opportunities and understand their business impact.

Searching for current city opportunities has been requested by the majority of businesses served.

**TAS will host Biweekly Opportunity search sessions, where businesses can meet regularly to review search methods and find current opportunities live.**
TAS Marketing E-Learning

With the help of our partners at TRIO Group, we are able to provide a full and comprehensive marketing course, helping businesses create consistent messaging that tells a story which communicates value.

TAS enrollees can complete self-paced modules while also receiving live weekly support from a marketing specialist.

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<td>People</td>
<td>Mindset</td>
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<tr>
<td>Product</td>
<td>Story</td>
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<tr>
<td>Marketing</td>
<td>Marketing Channels</td>
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<tr>
<td>Pricing</td>
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<tr>
<td>Delivery</td>
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Contact
Zavere Weeks
zweeks@nwmmsdc.org
www.nwmmsdc.org/tas-seattle
(253) 243-6964