

# TECHNICAL ASSISTANCE PROGRAM GUIDELINES



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## OVERVIEW

Congratulations on being selected as a Motor City Match Business Owner Awardee! **Please review and save this document to learn more about the Technical Assistance (TA) allowance and process.** We have built a roster of qualified and experienced TA service providers that help start and build new businesses:

<http://www.motorcitymatch.com/technical-assistance-providers/>

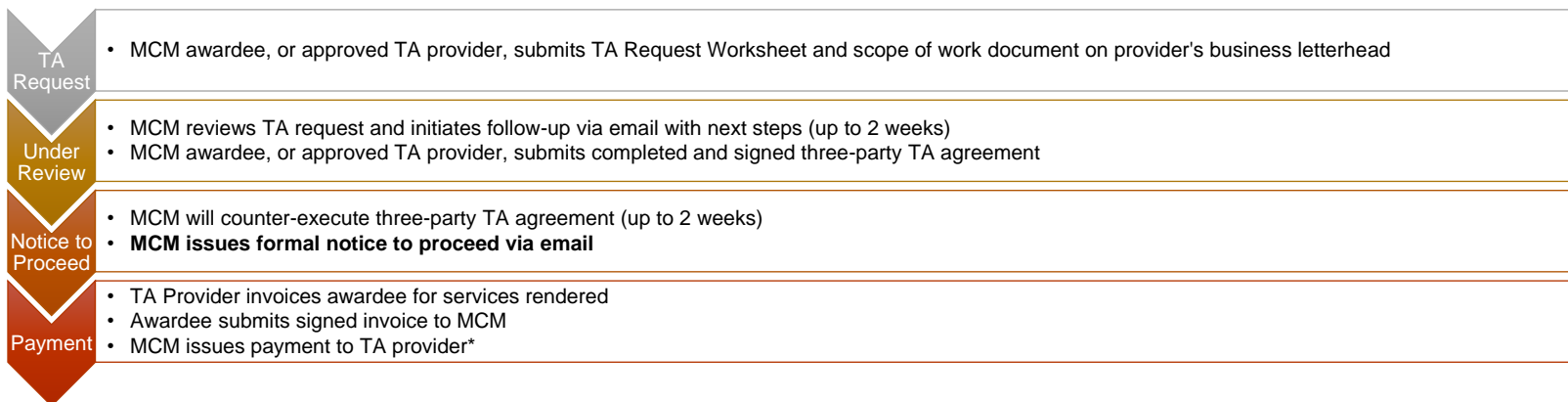
Awardees receive an "allowance" to use on technical assistance services, based upon award track:

- **\$1,000 - BUSINESS PLAN**
  - Awardees must graduate from their awarded business plan class prior to accessing TA funds.
- **\$4,000 - SPACE**
  - Awardees must reserve at least \$750 for legal services to help negotiate a lease or letter of intent.
  - Begin your search for the perfect location by utilizing the MCM Real Estate Map: <http://www.motorcitymatch.com/map-search/>
- **\$5,000 - DESIGN**

## TECHNICAL ASSISTANCE REQUEST PROCESS

To utilize your technical assistance (TA) allowance, follow the process to request a professional service:

1. Contact approved TA service providers to discuss your needs. Approved MCM TA Providers are listed here: <http://www.motorcitymatch.com/technical-assistance-providers/>
2. Submit a completed TA Request Worksheet, along with a document on the TA provider's letterhead outlining the scope of work, terms, and quote for services to [mpledi@degc.org](mailto:mpledi@degc.org). MCM will review and follow up via email.
3. Next steps are to enter into a three-party agreement (Technical Assistance Service Provider Agreement) between your business, the service provider, and the Economic Development Corporation of the City of Detroit (EDC).
4. MCM will execute the contract on behalf of the EDC and email a copy for your records – the executed contract will serve as the formal notice to proceed with services.
5. Upon service completion, the TA service provider will jointly bill your business and the EDC.
6. MCM awardee authorizes payment by forwarding signed invoice to MCM [mpledi@degc.org](mailto:mpledi@degc.org). The EDC will issue payment directly to the TA service provider.



*\*NO money will be exchanged between MCM and awardees – service providers will be reimbursed directly by the Economic Development Corporation of the City of Detroit (EDC), who administers the Motor City Match Program.*

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## SPENDING TA: SPECIAL CIRCUMSTANCES

- **Bidding Services > \$3,500**
  - For reference, TA services are federally funded by the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant ("CDBG") Program. This section applies to:
    - Space awardees who receive a \$4,000 TA allowance
    - Design awardees who receive a \$5,000 TA allowance
    - MCM "pipeline" awardees – businesses combining TA allowances from multiple award tracks
  - **If the quote for any one professional service exceeds the CDBG micro-purchase threshold (\$3,000), awardees must obtain 2 additional quotes from approved TA providers for the exact same service.**
    - For example, a Design awardee wants to spend their entire \$5,000 TA allowance on website development with *ABC Media Co.* The awardee must obtain quotes from 2 other approved TA providers on the MCM list for the exact same professional service – website development.
  - After submission of 3 acceptable quotes to MCM, awardee selects preferred TA provider. Should an awardee not choose the lowest bidder, MCM will need a written statement outlining reasons for the chosen provider. This is a formality and the statement will be added to the awardee's file for procurement and compliance on MCM's end.
- **Businesses Under Construction**
  - Should a past MCM awardee (Business Plan, Space, Design) be selected for a Cash award, the awardee must expend all TA funds before receiving a Cash award track grant disbursement.
  - Due to program sources of federal and private funding, **awardees are unable to use any TA funds once construction begins.** Because these are government funds, it would have serious regulatory implications for awardee projects, including being subject to Davis-Bacon wage requirements (increasing overall project cost) and additional reporting, etc. Contact Anthony ([aaskew@degc.org](mailto:aaskew@degc.org)) or Kyla ([kcarlsen@degc.org](mailto:kcarlsen@degc.org)) with questions.
  - Awardees may be able to use remaining TA funds once construction is fully complete. These decisions are made on a case-by-case basis and must be approved by our CDBG consultant.

## NEW TA PROVIDERS: PROCESS + ELIGIBILITY

- MCM seeks professional service providers along major categories of service:
  - Legal
  - Accounting and Financial Planning
  - Business Consulting
  - Marketing and Branding
  - Interior Design and Merchandising Consulting
  - Architectural and Engineering
- Professionals interested in becoming approved TA providers with MCM must respond to the Small Business Technical Assistance Services RFQ here: <https://apply.motorcitymatch.com/submit/49444/small-business-professional-services-rfq-submission-form>
- Review eligibility requirements listed in the formal RFQ: [http://www.motorcitymatch.com/wp-content/uploads/2016/04/Small-Business-Technical-Assistance-RFQ\\_rev-April-2016.pdf](http://www.motorcitymatch.com/wp-content/uploads/2016/04/Small-Business-Technical-Assistance-RFQ_rev-April-2016.pdf)
- The RFQ is competitive. **New TA provider review and approval can take up to two months.** Applicants will receive updates via email.
- In general, a business cannot be a Motor City Match qualified service provider AND a Motor City Match awardee.
  - If a past Motor City Match awardee is interested in becoming an approved TA service provider, these cases can be reviewed on a case-by-case basis, based on CDBG and EDC conflict of interest provision. In general, the MCM awardee must "complete" their award track and expend any awarded TA or grant funds. Following this, there is a 30 day wait period before the past awardee is eligible to *apply* to become a TA provider.

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- If a current approved TA provider is interested in applying for a Motor City Match award, these cases can be reviewed on a case-by-case basis, based on CDBG and EDC conflict of interest provision. In general, the TA provider must request removal from the TA list in writing and wait 30 days to become eligible to *apply* for a MCM award. Removal from the TA list cancels all current contracts with MCM awardees.

## AWARDEE FREQUENTLY ASKED QUESTIONS

### How do I use my TA allowance?

- If your business is in need of a professional service, please contact approved TA providers to discuss your needs (for a list of APPROVED providers, visit: <http://www.motorcitymatch.com/technical-assistance-providers/>).
- SEE TA REQUEST PROCESS OUTLINED ABOVE and reference attachments from TA program welcome email.
- **If you have questions or need to talk through the status of your business, reach out to your MCM award track program contact – Business Plan (Michael - [mmarshall@degc.org](mailto:mmarshall@degc.org)), Space (Drew - [alucco@degc.org](mailto:alucco@degc.org)), Design (Helen - [hbroughton@degc.org](mailto:hbroughton@degc.org)).**
- **Submit complete requested paperwork to [mpled1@degc.org](mailto:mpled1@degc.org).**

### What can I spend my TA allowance on?

- Professional services along major categories of service such as Legal, Accounting and Financial Planning, Business Consulting, Marketing and Branding, Interior Design and Merchandising Consulting, Architectural and Engineering.
- Awardees cannot use TA funds on Construction, unless the contractor is providing an approved professional service.
- All awardees and approved TA service providers must follow the process to request a TA service through Motor City Match. Services should not begin until MCM issues the formal notice to proceed with services.

### I have an existing relationship with someone and they're not an approved MCM TA provider.

1. Can I use my TA funds on that person?  
*Yes. There is a separate approval process that is lengthier and requires additional paperwork.*
2. How do they apply?  
*Respond to the Small Business Technical Assistance RFQ on the MCM TA webpage (<https://apply.motorcitymatch.com/submit/49444/small-business-professional-services-rfq-submission-form>).*
3. How long will this take?  
*Up to 60 days to become an approved provider. The process is competitive.*
4. I'm already working with a provider that is not approved. Can they get reimbursed?  
*No.*
5. What if I have issues with my service provider?  
*We want to know about it. Email us at [info@motorcitymatch.com](mailto:info@motorcitymatch.com) and we'll talk through options.*

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Award Track	Important Questions to Ask Yourself	Professional TA Services to Help Answer These Questions
<p><b>BUSINESS PLAN</b></p> <p><b>\$1,000 Allowance</b></p> <p><i>Must complete awarded business plan class to utilize TA allowance</i></p>	<ul style="list-style-type: none"> <li>▪ How much money do I need to make to cover my expenses?</li> <li>▪ Do I have a real understanding of my revenue and monthly expenses over the next few years?</li> <li>▪ Do I have reasonable financial projections?</li> <li>▪ Do I have an understanding of the expenses I'll incur before I open?</li> <li>▪ Do I have an understanding of the amount of rent I can afford?</li> <li>▪ Is my filing up-to-date with the State of Michigan (e.g. annual reports)?</li> <li>▪ Do I have an EIN and DUNS?</li> <li>▪ Who is my target market?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Legal</li> <li>▪ Accounting &amp; Financial Planning</li> <li>▪ Business Consulting</li> </ul>
<p><b>SPACE</b></p> <p><b>\$4,000 Allowance</b></p> <p><i>Check out MCM Real Estate Map for Top and Eligible properties online</i></p> <p><i>Use TA allowance on Legal services to negotiate a lease or LOI</i></p> <p><i>Declare property "match" by submitting a copy of your Lease or LOI to MCM</i></p>	<ul style="list-style-type: none"> <li>▪ What do I need to negotiate a lease?</li> <li>▪ How much rent can I afford?</li> <li>▪ How many customers do I need to be able to support my expenses?</li> <li>▪ How much square footage do I need to be able to sell enough products to turn a profit?</li> <li>▪ What location is best for my business to be most successful?</li> <li>▪ Where is the greatest demand for my product or service?</li> <li>▪ Have I re-assessed my financial projections (rent, utilities, parking) based on the space I've chosen?</li> <li>▪ Is the building I want to move into zoned for the activity my business provides?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Legal</li> <li>▪ Accounting &amp; Financial Planning</li> <li>▪ Business Consulting</li> </ul>
<p><b>DESIGN</b></p> <p><b>\$5,000 Allowance</b></p>	<ul style="list-style-type: none"> <li>▪ Am I loan ready?</li> <li>▪ Do I know how much I have to spend on building out my space?</li> <li>▪ Does my space need an environmental assessment?</li> <li>▪ What zoning do I need?</li> </ul>	<ul style="list-style-type: none"> <li>▪ Financial Planning</li> <li>▪ Interior Design</li> <li>▪ Architectural</li> <li>▪ Construction (providing a professional service)</li> </ul>