



# City of Austin

## Recommendation for Action

File #: 25-0021, Agenda Item #: 9.

2/13/2025

### Posting Language

Authorize a contract for small business training for the Economic Development Department with Distance Learning Media, LLC, for an initial term of one year with up to four one-year extension options for a total contract amount not to exceed \$600,000. Funding: \$120,000 is available in the Economic Development Department's Operating Budget. Funding for the remaining contract term is contingent upon available funding in future budgets.

### Lead Department

Financial Services Department.

### Client Department(s)

Economic Development Department.

### Fiscal Note

Funding in the amount of \$120,000 is available in the Fiscal Year 2024-2025 Operating Budget of Economic Development Department.

Funding for the remaining contract term is contingent upon available funding in future budgets.

### Purchasing Language:

The Financial Services Department issued a Request for Proposals solicitation RFP 5500 RJC3000 for these services. The solicitation was issued on September 2, 2024, and closed on October 1, 2024. Of the 29 offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's website. This information can currently be found at

[https://financeonline.austintexas.gov/afo/account\\_services/solicitation/solicitation\\_details.cfm?sid=141405](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=141405).

### MBE/WBE:

This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (Minority-Owned and Women-Owned Business Enterprise Procurement Program). For the services required for this solicitation, there were insufficient subcontracting opportunities; therefore, no subcontracting goals were established.

### For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at [FSDCentralProcurementRCAs@austintexas.gov](mailto:FSDCentralProcurementRCAs@austintexas.gov) or 512-974-2500. Respondents to the solicitation and their Agents should direct all questions to the Authorized Contact Person identified in the solicitation.

### Additional Backup Information:

This contract will provide training on fundamental concepts and skills to small business owners, creatives, and non-profit organizations with tools to help them start a business, be successful, and grow. The Economic

Development Department's Small Business Division offers training on a variety of business topics, and the contractor will provide training on 15 basic business topics, with 11 topics taught in classroom training sessions and four topics taught in hands-on workshops. The 15 topics fall into four topic areas: Organizational Development, Financial Management, Marketing Strategy and Human Resources.

This contract will replace a contract that expired on January 31, 2025. The contractor will be required to deliver up to 180 sessions over 38 months, while achieving an aggregate participant satisfaction rating of at least 90% collected from at least 75% of the participants. The recommended contractor is the current provider for these services.

An evaluation team with expertise in this area evaluated the offers and scored Distance Learning Media, LLC as the best to provide these services based on project concept and strategy, offeror experience, personnel, project management structure, price, local business preference, and small business preference.

If a contract is not approved, the City would not be able to provide training focused on small business development.