

Request for Proposal

Employer Engagement and Workforce Development Services

Important Dates

<i>RFP Release Date</i>	Monday, August 3, 2026
<i>Questions Deadline</i>	Monday, August 10, 2026, by 5:00 PM ET
<i>Proposals Due</i>	Monday, August 24, 2026, by 5:00 PM ET
<i>Award Notifications</i>	Monday, September 21, 2026
<i>Contract Start Date</i>	Thursday, October 1, 2026

Submission Details

The proposal and any questions about this RFP should be submitted electronically, via email, to procurement@philaworks.org, with the subject line "(Name of Organization): Employer Engagement and Workforce Development Services."

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Section I: Introduction

A. About Philadelphia Works, Inc.

Philadelphia Works, Inc. (PhilaWorks) is Philadelphia's Local Workforce Development Board (LWDB) and a 501(c)(3) non-profit organization that invests in solutions and services to grow Philadelphia's economy by connecting employers to workforce talent and career seekers to jobs. PhilaWorks' mission is to develop and manage smart workforce solutions that respond to business needs and increase economic opportunities for all Philadelphia residents.

As a non-profit and a LWDB, PhilaWorks is uniquely situated as a system leader and investor of public and private funds to drive economic opportunities throughout southeastern Pennsylvania. PhilaWorks influences the public policies that support economic growth and optimize funding and resources to invest in regional solutions to build a skilled and thriving workforce. For more information about PhilaWorks, please visit www.philaworks.org.

B. Purpose of this RFP

PhilaWorks has issued this Request for Proposal (RFP) to identify a qualified non-profit or for-profit organization to serve as a strategic employer engagement and workforce development partner. The selected partner will play a strategic role in advancing the shared goal of increasing employer engagement with the public workforce system, ultimately leading to more high-quality job placements for Philadelphians. Organizations identified via this RFP will work collaboratively with PhilaWorks to strengthen the relationship between employers and the public workforce system and will be expected to meet defined performance targets as described in this document.

Section II: RFP Requirements

A. Who is Eligible to Apply

Applicants must be in good financial standing and may not have been declared ineligible by the City, state, or federal governments for funding. Non-profit applicants must be tax exempt under Section 501(c)(3) of the Internal Revenue Code and must submit a copy of their most recent IRS Determination Letter. Each applicant must be registered in SAM.gov and have an active Unique Entity Identifier (UEI). Applicants are required to supply evidence of appropriate licenses, insurance, relevant internal procedures, data security, and financial controls to PhilaWorks prior to contract execution.

PhilaWorks, in soliciting requests for proposals, shall not discriminate against any person or organization submitting a response pursuant to this Request for Proposal because of race, color, creed, religion, sex, sexual orientation, age, disability, ethnic group, national origin, or other basis prohibited by law.

B. Budget, Payment Structure and Funding Sources

The contracted funds are available on a reimbursement basis and would be accessed through invoicing PhilaWorks for allowable expenses per the terms of subrecipient contracts. Descriptions of each funding source are below.

The Employer Engagement and Workforce Development Services RFP is funded by the Temporary Assistance for Needy Families (TANF), administered by the Department of Health and Human Services,

and the Workforce Innovation and Opportunity Act (WIOA), administered by the Department of Labor and Industry. One hundred percent (100%) of the total costs of this project, totaling \$170,000, is financed with federal funds. Zero percent (0%) of the total costs of this project (\$0) are financed by non-governmental sources.

Upon receiving the award, providers will be expected to develop a line-item budget. PhilaWorks reserves the right to negotiate the contract period and costs of all services upon award selection. The final awards will depend upon proposal quality, target population, program activities, and other evaluated criteria as outlined in this RFP.

C. General Disclaimer

This RFP does not commit PhilaWorks to enter into an agreement with any organization. PhilaWorks reserves the right to accept or reject any or all proposals, to waive technical or legal deficiencies, and to accept the proposal that it determines is in the best interest of the organization.

D. Contract Period

Unless otherwise negotiated, selected providers must be ready to begin start-up operations no later than October 1, 2026. Agreements resulting from this RFP may include one contract period from October 1, 2026, through June 30, 2027, with the second and third contract periods renewable at the discretion of PhilaWorks, based on performance of the successful applicant and available funding. The agreement is not renewable after the third contract period.

Selected providers are responsible for adhering to all requirements imposed by PhilaWorks and its governing funding streams. The start-up requirements listed in this RFP are not all inclusive and may be modified by PhilaWorks or its representatives. All requirements listed will be negotiated once the decision to award funding has been made.

Start-up requirements include:

- **Contract Negotiations:** Providers will be expected to negotiate, in good faith, the terms of the contract for services beginning on their scheduled start date.
- **Staffing:** Management and supervisory staff must be hired within sixty (60) days of the Notice of Award. All staff will be expected to attend PhilaWorks-mandated orientations and onboarding sessions during the start-up period.
- **Fiscal Requirements:** Selected providers must follow fiscal guidelines set by state and federal governments as outlined in the Code of Federal Regulations by the Office of Management and Budget Guidance, [2 CFR 200](#). All invoices must be submitted monthly with full validation following PhilaWorks guidance. Delays in invoicing may be cause for termination.

E. Food & Beverage Policy

PhilaWorks adheres to principles regarding allowable and unallowable costs as cited in the Office of Management and Budget Guidance, [2 CFR 200](#). Food and beverage purchases for this contract are unallowable.

Section III: Detailed Scope of Work and Program Elements

The selected organization will serve as a strategic employer engagement partner. The scope of work is organized into five core service areas described below.

A. Business Engagement and Employer Relations

The selected partner will focus on engagement and adoption of talent strategies among regional employers. Key responsibilities include:

1. Employer Outreach and Understanding
 - a. Coordinate and conduct meetings with employers to help them understand the capabilities and resources provided by the public workforce system.
 - b. Maintain an active roster of member and non-member businesses across key industry sectors.
 - c. Conduct ongoing outreach (calls, visits, and surveys) to identify hiring needs, skills gaps, and workforce challenges.
 - d. Facilitate introductions between employers, PhilaWorks, and the PA CareerLink® Philadelphia staff for recruitment, training, and support services.
2. Employer Needs Assessment
 - a. Document employer needs and provide monthly summary reports to PhilaWorks. Incorporate insights gained from business attraction and expansion efforts into reporting.
 - b. Determine short-, medium-, and long-term hiring and skill needs for key industries and sectors, sharing findings regularly with PhilaWorks.
3. Employer Champions and Sector Partnerships
 - a. Cultivate employer champions who recruit additional employers, provide resources, and lend expertise focused on key workforce priorities.
 - b. Convene industry advisory groups or sector partnerships (e.g., healthcare, life sciences, manufacturing, IT) at least semi-annually.
 - c. Leverage the Greater Philadelphia Growth Partnership activities to support PhilaWorks business engagement needs.
4. Employer Front Door Implementation: The selected partner will support the implementation of the Employer Front Door model in collaboration with PhilaWorks, which includes:
 - a. Incorporating referrals and data from the Greater Philadelphia Talent Network and other sources.
 - b. Providing shared solution building through technical assistance and referrals.
 - c. Building out a joint employer engagement infrastructure across the workforce ecosystem.

B. Talent Pipeline Development Support

The selected partner will serve as a key resource in providing industry insights to PhilaWorks to inform workforce strategy. Responsibilities include:

1. Promoting work-based learning opportunities, including On-the-Job Training (OJTs), internships, apprenticeships, job shadowing, and Incumbent Worker Training (IWTs) to employers.
2. Assisting in identifying employers willing to participate in training partnerships and pilot programs.

3. Supporting connections between employers and education and training providers where appropriate.
4. Highlighting career pathways and in-demand occupations through Chamber platforms.
5. Developing mechanisms to regularly share research and industry intelligence with the PhilaWorks team, specifically focused on the High Priority Occupations (HPO) list.

The selected partner will support the following programs and initiatives during the contracted period:

1. Technology Industry Partnership: serves as the key employer convening partner for the Tech Industry Partnership (IP), connecting companies to IP development, leveraging PhilaWorks data, and sharing IT training opportunities within the employer network.
2. Fair Chance Hiring: includes employer recruitment, communication amplification, and advocacy support.
3. Inclusive solutions: support apprenticeship awareness initiatives and Apprenticeship Accelerator events.
4. Greater Philadelphia Growth Partnership: serves as a core stakeholder in the Philadelphia Growth Partnership regional effort, representing the business engagement initiatives and needs of PhilaWorks and PA CareerLink® centers.
5. Industry Partnerships and other sector-focused talent work: supports employer recruitment and engagement, facilitates sector partnership meetings, develops sector strategy roadmaps aligned with regional economic development goals.
6. Employer Front Door implementation: supports the implementation of a revised, collaborative approach to employer engagement and workforce service delivery across partner organizations
7. C2L-PHL and youth-focused efforts: serves as the dedicated business engagement resource for the C2L-PHL Work-Based Learning Exchange, recruiting employer partners for youth career exposure and work-based learning placements as described in [Section III - E](#).

C. Outreach and Communications

In addition to direct employer engagement activities, the selected partner will support PhilaWorks through ongoing recruitment and advocacy efforts. All materials produced under this scope are governed by the PhilaWorks Contractor and Partner Brand Representation, Common Identifier, and Funding Acknowledgment Policy, appended to and incorporated into the resulting contract. The partner produces and executes; PhilaWorks reviews and approves. Specifically, the partner will:

1. Provide ongoing updates and align support for state and federal advocacy on workforce issues. The partner will not speak for PhilaWorks or the public workforce system in media, testimony, or any public forum without prior written approval.
2. Promote PhilaWorks' programs, services, and success stories through communication channels, including:
 - a. Emailed newsletters (minimum 1 feature per quarter)
 - b. Website content and resource pages
 - c. Social media posts (minimum 2 posts per month)
3. Develop co-branded recruitment materials using the PhilaWorks Investment Partner logo and required byline, and the PA CareerLink® common identifier where the services described are WIOA- or TANF-funded. Brand assets are issued by PhilaWorks and used without modification.

4. Disseminate information about grants, training funds, and hiring incentives to employers.
5. Support targeted outreach campaigns to priority industries or underserved business segments.
6. Submit all materials for PhilaWorks review and approval prior to publication within the timelines set in the Policy; carry the required federal funding disclosure and equal opportunity notice on materials produced with federal funds; and flow these requirements to any subcontractor at every tier.

D. Event Planning and Execution

The selected partner will plan and co-host workforce-related events, including:

1. Networking events for PA CareerLink® center staff to connect with employers (2 per year)
2. Employer roundtables and listening sessions (minimum 2 per year)
3. Workforce workshops and webinars (e.g., HR best practices, apprenticeship programs)

Event support responsibilities include:

1. Providing logistical support, including venue coordination (if applicable), registration management, and event promotion.
2. Recruiting employer participation and ensuring representation from key sectors.
3. Collecting and sharing post-event data, including attendance, employer participation, and feedback.

E. C2L-PHL Work-Based Learning Exchange Support

The selected partner will serve as the dedicated business engagement resource for Career Connected Learning Philadelphia (C2L-PHL), PhilaWorks' citywide youth workforce initiative, and specifically for the C2L-PHL Work-Based Learning Exchange, a coordination platform through which approved youth-serving programs access curated work-based learning experiences contributed by employer partners. In this capacity, the selected partner will:

1. Provide employer identification and recruitment for youth work-based learning
 - a. Identify and recruit employer partners, prioritizing occupations on Philadelphia Works' published Future Impact Occupations (FIO) list, principally in the Healthcare and Skilled Trades sectors, willing to host work-based learning for youth and young adults ages 14-24.
2. Establish a continuum of employer commitments
 - a. Work with employers to establish opportunities across the full work-based learning continuum, including:
 - i. Short-format career exposure experiences: industry tours, job shadowing, and practitioner guest sessions; and
 - ii. More intensive placements, including summer and school-year work experience and internship sites, that expand C2L-PHL's placement capacity beyond short-format exposure.
3. Negotiate experience parameters

- a. For each committed employer, negotiate the type, frequency, capacity, and timing of experiences, including youth capacity per experience and, where appropriate, optional seats for parents/guardians and for educators seeking industry exposure.
- 4. Coordinate with C2L-PHL delivery partners
 - a. Coordinate with PhilaWorks and its C2L-PHL capacity-building provider so that committed employer opportunities are documented, structured, and published to the Exchange, and so that host-site preparation is completed before an employer's first experience. The selected partner is responsible for securing and structuring employer commitments; the design, publication, and host-site preparation of experiences are completed in partnership with PhilaWorks and its capacity-building provider.
- 5. Manage employer stewardship and renewal
 - a. Maintain ongoing relationships with committed employers, support their continued participation, and pursue renewal of annual commitments to sustain the Exchange's inventory beyond the initial engagement.

F. Performance Targets

The selected partner will work toward achieving the following annual performance targets:

Target Area	Annual Goal
Employer Engagement	Engage at least 25 employers in workforce initiatives
Employer Referrals	Facilitate 20–25 employer referrals to PA CareerLink® Philadelphia
Events	Coordinate and co-host 4 workforce-related events: 2 employer networking events for PA CareerLink® center staff and 2 employer roundtables
Employer Satisfaction	Achieve 80% employer satisfaction based on survey results
Monthly Reporting	Submit monthly summary reports documenting employer needs and outreach activities
C2L Employer Recruitment	Identify and secure commitments from at least 8 employer partners for the C2L-PHL Work-Based Learning Exchange in FIO-aligned sectors
C2L Placement Expansion	Secure a negotiated number of new summer and/or school-year youth placement sites
C2L Experience Slots	Establish a negotiated number of published experience commitments across the Exchange

Communications Cadence	4 newsletter features and 24 social media posts annually
Brand and Disclosure Compliance	100% of public-facing materials submitted for PhilaWorks review within required timelines, with zero uncorrected findings

Performance against these targets will be reviewed quarterly. PhilaWorks reserves the right to adjust targets based on funding availability, program conditions, or mutual agreement.

Section IV: Program Requirements

A. Staffing Responsibilities

The selected partner must demonstrate adequate staffing capacity to deliver all services described in this RFP. Staffing plans must include:

1. A designated point of contact for all PhilaWorks communications
2. Management and supervisory staff with relevant experience in employer engagement and workforce development
3. Staff availability to participate in PhilaWorks-required orientations, training, and meetings

B. Technology Requirements

The selected partner must have reliable internet access and the technology infrastructure necessary to support program administration, data entry, reporting, and virtual event hosting.

C. Documentation, Reporting and Data Management

The selected partner will be required to maintain clear, accurate, and accessible documentation that supports accountability, compliance, and transparency throughout the contract period, including the following responsibilities:

1. Maintain records of outreach activities, events, and employer interactions related to this agreement.
2. Ensure all promotional and collaborative activities align with applicable branding, accessibility, and nondiscrimination requirements.
3. Support documentation needs related to grants or publicly funded programs, as requested by PhilaWorks.
4. Collect qualitative and quantitative data from employers regarding workforce needs, hiring trends, and economic conditions.
5. Share periodic reports with the Workforce Board summarizing employer feedback and emerging workforce issues.
6. Participate in joint data-sharing efforts, consistent with applicable privacy laws and agreements.
7. Contribute to regional workforce and economic reports, white papers, and strategic plans.

All program data must be entered and validated within timeframes specified by PhilaWorks. Providers must demonstrate the capacity to manage and report on employer engagement data, event outcomes,

and performance metrics. Data management practices must comply with applicable federal, state, and local privacy regulations.

Section V: Responding to the RFP

A. RFP Release

This RFP is released by PhilaWorks on Monday, August 3, 2026.

B. Frequently-Asked-Questions (FAQs)

All questions regarding this RFP must be submitted electronically to procurement@philaworks.org by Monday, August 10, 2026, at 5:00 PM ET. PhilaWorks will post all questions and responses to the PhilaWorks [Partnership and Procurement Opportunities](#) page by Friday, August 14, 2026, at 5:00 PM.

C. Proposal Submission

All proposals must be submitted electronically to procurement@philaworks.org by Monday, August 24, 2026, at 5:00 PM ET. Late or incomplete proposals will not be reviewed.

D. Evaluation of Submissions

A three-phase evaluation system will be used to rate each proposal. The evaluation system is designed to convert to a numeric score between zero through one hundred. The rubric includes evaluation criteria related to the following categories:

Proposals will be evaluated on the following criteria:

1. History & Experience
 - a. Relevant experience in employer engagement and workforce development
2. Plan for Implementation of Services
 - a. Quality and feasibility of the proposed approach to meeting the scope of work
 - b. Demonstrated relationships with employers in target sectors
 - c. Demonstrated experience or capacity to engage employers in youth work-based learning and work experience placements
3. Organizational Capacity
 - a. Staffing plan and qualifications
 - b. Data collection and reporting capabilities
4. Budget & Cost Descriptions
 - a. Budget narrative and cost-effectiveness

PhilaWorks reserves the right to conduct interviews with finalists as part of the evaluation process. Each submission will be evaluated for the following:

1. Completeness
 - a. Submissions will be reviewed to verify that they are complete and consistent with the guidelines set forth in this RFP. If any section of the response is missing or illegible, it will be considered non-responsive and will not be reviewed.
2. Fiscal Review
 - a. The organization and proposed budget will be reviewed for fiscal soundness and comparability to market-rate tuition for similar programs. Agencies must be considered

either “low-risk” or “medium-risk” based on the fiscal review by PhilaWorks’ fiscal team to be considered for funding. Additional financial documentation may be required, dependent upon the final decision of PhilaWorks.

3. Programmatic Review

- a. Submissions will be evaluated based on the quality of the services provided as demonstrated through the narrative section of this RFP. The elements identified in the RFP are not all-inclusive, therefore other aspects of the submissions and budgets may be reviewed during the selection process.

Section VI: Proposal

Applicants must submit the following components as part of a complete proposal:

1. History & Experience (maximum 2 pages)

- a. Provide a brief history of the organization, including its mission, years of operation, populations served, and role in Philadelphia or the regional workforce ecosystem.
- b. Describe prior experience delivering employer engagement, workforce development, sector partnership, or business services activities comparable to the scope of work in this RFP.
- c. Summarize relevant partnerships with employers, industry groups, education and training providers, public workforce system partners, or community-based organizations.

2. Plan for Implementation of Services (4-6 pages)

- a. Describe the proposed approach for implementing the five core service areas as outlined in the Section III: business engagement and employer relations, talent pipeline development support, outreach and communications, Career Connected Learning (C2L-PHL) and event planning and execution.
- b. Explain how the applicant will identify employer needs, promote work-based learning and training opportunities, support Employer Front Door implementation, and coordinate referrals to PA CareerLink® Philadelphia.
- c. Provide a proposed timeline, milestones, and coordination plan for meeting performance targets, submitting reports, and collaborating with PhilaWorks throughout the contract period.

3. Organizational Capacity (maximum 2 pages)

- a. Identify key staff, qualifications, roles, and the designated point of contact responsible for program implementation, employer engagement, data reporting, communications, and contract coordination.
- b. Describe the organization’s technology, data management, reporting, and internal quality assurance systems needed to track outreach, events, employer interactions, referrals, outcomes, and performance metrics.
- c. Explain the organization’s ability to comply with PhilaWorks requirements, including orientations, training, documentation standards, branding and accessibility expectations, privacy requirements, and monthly invoicing.

4. Budget & Cost Descriptions (maximum 2 pages)

- a. Provide a budget narrative that clearly describes all proposed costs associated with staffing (including job descriptions, roles, and responsibilities), outreach, communications, event support, data collection, reporting, and other allowable activities.
 - b. Demonstrate that proposed costs are reasonable, necessary, cost-effective, and aligned with the scope of work, and performance targets.
 - c. Complete the line-item budget found in [Attachment #2](#).
5. Financial Documentation
- a. Provide the organization's most recent Audited Financial Statements, performed in compliance with Government Auditing Standards. Additional details for the required documentation are provided in [Attachment #3](#).
 - b. Each applicant must be registered in SAM.gov and have an active Unique Entity Identifier (UEI).
 - c. Each applicant must provide a current W9 and a Certificate of Insurance.
 - d. If any staff member's time charged to this project is less than 100%, the applicant must include a cost allocation plan that clearly describes how personnel costs will be allocated to this project.

Section VII: Attachments

Attachment #1: RFP Submission Form

Organization Name		Date of Request
Organization Address		Program Address (if different than organization address)
Federal Tax ID (organization or legal entity):		Unique Entity Identifier (UEI):
Does the organization have any connection with Phila (including its Board of Directors or Youth Standing Committee)? ☐ Yes (If yes, explain on a separate sheet.) ☐ No		Has the applicant agency and its staff or director ever been barred from entering contracts with Federal or State government agencies? ☐ Yes (If yes, explain on a separate sheet.) ☐ No
Primary Contact (first & last name)	Secondary Contact (first & last name)	Contract Signatory (first & last name)
Contact Title	Contact Title	Contact Title
Contact Phone:	Contact Phone:	Contact Phone:
Contact Email:	Contact Email:	Contact Email:
RFP Title:		Amount Requested
Checklist: ☐ Proposal - History & Experience (maximum 2 pages) - Plan for Implementation of Services (4-6 pages) - Organizational Capacity (maximum 2 pages)		

- *Budget & Cost Descriptions (maximum 2 pages)*

☐ Attachment #1: RFP Submission Form

☐ Attachment #2: Line-Item Budget

☐ Attachment #3: Financial Documentation

☐ IRS Determination Letter & Audited Financial Statements

☐ W9

☐ Certificate of Insurance

☐ Cost Allocation Plan (if applicable)

Applicant Certification:

I certify that all the information provided in this proposal is both complete and accurate to the best of my knowledge. I also understand that if selected as a provider, I will be required to submit further detailed program and budget information.

Authorized Agency Representative Signature & Title

Date

Attachment #2: Line-Item Budget

Organization Name:				
RFP/Project Title:				
Operating Expenses: If utilizing a deliverables-based payment model, skip the Staff Salaries section and complete the Deliverables-Based Payment Model section of the Line-Item Budget.				
Staff Salaries				
Employee Name, Title	Annual Salary	% of Time Charged to Contract	# of Months Charged to Contract	Total Amount Charged to Contract
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
	\$			\$
Total				\$



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WORKS INC.

Attachment #3: Financial Documentation

A. IRS Determination Letter & Audited Financial Statements

Please provide the organization's most recent Audited Financial Statements, performed in compliance with Government Auditing Standards (i.e., Uniform Guidance ([2 CFR Part 200, Subpart F](#))). This should include:

1. Report on Internal Control Over Financial Reporting on Compliance and Other Matters.
2. Report on Compliance with Requirements Applicable to Each Major Program and on Internal Control over Compliance.
3. Statements of Financial Position, Activities and Changes in Net Assets and Cash Flows.
4. The sign-off date of the audit and all disclosures (footnotes).
 - a. *If the organization does not have audited financial statements, internal financial statements or board reports will be accepted. However, please be aware that priority will be given to proposals that include audited financials.*
5. A copy of the organization's management/strategic plan, including an allocation of expenses, processes, and trends.

Applicants must be in good financial standing and may not have been declared ineligible by the City, state, or federal governments for funding. Non-profit applicants must be tax exempt under Section 501(c)3, 501(c)4, or 501(c)6 of the Internal Revenue Code and must submit a copy of their most recent IRS Determination Letter.

Please provide all documents as an attachment to the proposal.

B. W9 and a Certificate of Insurance

Please provide a current W9 and an active Certificate of Insurance as an attachment to the proposal.

C. Cost Allocation Plan (if applicable)

Please provide a cost allocation plan if any staff member's time charged to this project is less than 100%. The cost allocation plan must clearly describe how personnel costs will be allocated to this project.