



Request for Proposals

for

Asian Business Advocate

Issued by

Asian American Chamber of Commerce of St. Louis

Proposals to:

Asian American Chamber of Commerce of St. Louis

St. Louis, Missouri

Attn: Sean Mullins

AACC Staffing Committee Chair

4seanm@outlook.com

March 2019

Introduction

Founded in 2011, the Asian American Chamber of Commerce (AACC) of St. Louis serves corporate professionals and business owners from East Asian, Southeast Asian and South Asian communities in the Greater St. Louis region as well as those who conduct business in Asia.

St. Louis is fortunate to have a vast array of Asian American ethnicities including Chinese, Indian, Korean, Japanese, Thai, Vietnamese, Filipino, Pakistani, Indonesian, and more. While the AACC celebrates the uniqueness of each culture, it believes that Asian Americans, like all Americans, share common values and aspirations, and the AACC seeks to bring those together for the good of the community. The AACC's mission is *to build a community of Asian professionals, Asian business owners, and those engaging in business throughout Asia.*

The AACC's mission is accomplished by focusing on four strategic objectives:

- Serve as a connector for St. Louis businesses to the Asian community
- Provide professional development opportunities for Asian professionals and Asian-owned businesses
- Connect St. Louis businesses to Asia
- Attract Asian foreign direct investment to the St. Louis metro area

Overview – Scope of Work

The St. Louis area has thousands of Asian owned business consisting of many types, sizes, and sectors. This scope of work's intent is to find common opportunities and concerns among Asian owned businesses, determine actions that provide for increased collective commercial success, and create a responsive platform where St. Louis' Asian businesses can express their voice.

Scope of Work

Outreach/Survey

- Collect lists of Asian owned business in the St. Louis area with the intent to develop a master list of Asian businesses ("the List")
- Determine how to manage the List using the AACC's member management software and determine any additional data needing to be collected
- Screen the List to ensure information is accurate and updated noting any areas needing further attention

- Complete any missing data and information through direct contact with Asian companies
- Initiate conversations with Asian companies and hold in-depth discussions regarding their business opportunities and concerns
- Recruit Asian companies to be members of the AACC by highlighting their collective impact potential in St. Louis as part of the AACC
- Seek out and participate in any St. Louis area networking opportunities where Asian businesses may be in attendance

Findings

- Record meeting notes in the AACC's member management software
- Identify common business areas of opportunities and concerns ("the Findings")
- Develop digital presentation materials that clearly illustrate the Findings
- Coordinate with government, civic, and other organizations to share the Findings
- Explore actions the AACC may implement in order to address the Findings

Advocacy

- Drive attendance at AACC events/programs by promoting the AACC's activities among Asian businesses and AACC members
- Identify community networks, organizations, and resources that may have interest in the Findings, particularly those with MBE interests
- Coordinate with government, civic, and other community organizations interested in the Findings to develop strategies for interventions
- Seek public platforms (speaking presentations) and/or public media (social media, traditional media) where voice and representation can be given to the Findings
- Serve Asian businesses as an information hub providing referrals and contact suggestions where possible
- Propose key performance indicators and metrics that can be used to determine the impact of AACC actions

Proposed time: 12 months with option for renewing annually for a total of three (3) years

Proposal Content

Proposals must be submitted by cover letter and resume. Cover letters must clearly indicate the Asian Business Advocate opportunity as the reason for their submission.

Selection Criteria

1. Business experience or comparable experience (government, non-profit, university)
2. Connectivity to St. Louis Asian community, particularly the Asian business community

Compensation

This contract requires, at minimum, fifteen (15) hours per week to be compensated at a rate of \$25 per hour. The do not to exceed amount for this scope of work is \$20,000 annually.

Terms and Conditions

The following terms and conditions apply to all proposals:

1. The AACC reserves the right to modify, suspend, or terminate any part of this RFP.
2. This RFP does not commit the AACC to award a contract.
3. Responses shall be valid for a period of ninety (90) days from this RFP's due date.

Submission of Proposals

Proposals to:

Asian American Chamber of Commerce of St. Louis
St. Louis, Missouri
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