



Concept Paper # _____

Presented to the Department of Administrative Services (DAS)

Date Prepared: February 2, 2011

Name of document to be reviewed:

(Please check one item listed in the following two sections)

Document for review and approval:

- Request for Proposal (RFP)
- Request for Service (RFS)
- Request for Quote (RFQ)
- Invitation to Qualify

- Sole Source Procurement
- Statement of Work
- Staff Augmentation
- Master Agreement Purchase

*NOTE: Sole source procurements will also need authorization from DAS Procurement for this type of purchase. Please also contact DAS Procurement at this location:
<http://das.gse.iowa.gov/procurement/solesource%202010.pdf>*

Document for review only:

Master Agreement

Request for Information (RFI)

Agency: Department of Economic Development

RFP Reference #:

Release Date:

This project is requesting IOWAccess funds: Yes No

NOTE: IOWAccess concept papers are to be sent to Malcolm Huston (Malcolm.Huston@iowa.gov) for an internal DAS review.

Expansion of existing project? Yes No

Projected cost over \$50,000? Yes No

Projected agency staff hours over 750? Yes No

Project Cost, Funds and Funding Source:

Please list the internal and external resources/costs for the purchase:

Internal Resources/Costs: \$28,526 (\$25,764 DAS IT, \$2,762 first year server host cost, DAS IT)

External Resources/Costs:

Timelines:

Deploy to Production on 1/19/2011

Goal:

The purpose of the gateway is to centralize and improve the availability of regulatory, assistance and small business resource information to the public.

Background:

IDED has been directed by the 2010 Iowa Legislature (in SF 2389) to build a business assistance gateway site. The existing IDED BLIC (Business Licensing Information Center) website will be enhanced and expanded to include the additional features and information mandated by the legislature.

Expected Results:

What are the tangible and intangible benefits of this purchase for this agency and/or state government?

Making a small business gateway available to the start up, entrepreneur, and small business seeking to expand will ensure Iowa state government uses an enterprise approach in providing direction and guidance on the resources and assistance most commonly needed by the Iowa small business user, and those businesses considering relocating to Iowa. A common point of access and entry to information makes the business search more streamlined and convenient for the small business owner to who must manage all aspects of the business (owner/operator, accountant, employer etc.) and has limited resources to find available assistance. Navigation of resources is made more transparent and pathways to the needed links are mapped for the users.

Can these benefits be quantified in financial terms? If yes, please explain?

A small business gateway will enhance Iowa's competitiveness as a state open for business, offering a point of access to information, such as those offered by the 2010 winners of the Digital Government Achievement Awards (DGGA) [see: <http://www.centerdigitalgov.com/survey/88>]

If a user can find the small business information they need on the Small Business Gateway without having to contact someone for this information, both the user, the person making the request, and the information provider save time and expense. According to the Small Business Administration (SBA) the cost to a small business for complying with regulatory requirements and paperwork is about \$5,100 per employer; which is about thirty percent more employee than a large business. The current Business License Information Center [see: <https://blic.iowa.gov>] experienced over 22,394 unique visitors and 824,526 hits over the past twelve month period. Approximately 300 calls are received monthly on the BLIC 1-800 number. A reasonable presumption would be that making small business information more readily visible and available on the web would decrease the "search cost" to the potential business, as well as the cost associated with state personnel assisting the small business.

How will you be more effective as a result of this purchase?

Links to all needed information will be easily identified and mapped in one gateway – ensuring information and resources available across Iowa and through state government is presented comprehensively, instead of by individual organizations.

How will service to your customers be enhanced as a result of this purchase?

In addition to providing a centralized depository of licensing and regulatory information, other commonly used categories of resources for small business, including: starting a business, operation a business, financial resources and technical assistance, would also be available. This would make Iowa more competitive with other states who have already established such portals.

Testing and Acceptance:

Testing and acceptance will be done by both ITE and IDED personnel.

Some of the Interested Parties:

According to the SBA's most recent state profile, "Iowa's 64,129 small employers and 202,717 non-employers make significant contributions to the state's economy, bringing innovative products and services to the marketplace." Iowa reflects America's national business profile in that the overwhelming number of business establishments are comprised of small to medium sized business enterprises or those establishments employing 500 or fewer employees.

Some of the Recipients of this Service:

The public, particularly those looking to start or expand a small business in the state of Iowa.

Standards:

The application will comply with Iowa's current IT standards as defined in http://das.ite.iowa.gov/standards/enterprise_it/index.html

Architecture:

Public, Internet-facing website.

Business Continuity / Disaster Recovery:

Recommendations from Joint Chief Information Officers/DAS IT Procurement Review Committee members:

NOTE: Where applicable, all DAS GSE Procurement and IA Administrative Code 11-105 and 11-106 requirements and procedures are to be followed. Reference: <http://das.gse.iowa.gov/procurement/>, specifically: <http://das.gse.iowa.gov/procurement/adminrules/>.

Duplication recommendation from the JCIO to DAS (from 0 of 11 JCIO members):

- a) Is there duplication within Government? *(Please identify duplication within your agency, as well as within the enterprise)*
- b) Can an existing program be modified to address a new need?
- c) Do you have any similar program in existence?
- d) Have you sought IT procurements for similar programs in the past?
- e) Do you have purchasing documents for similar programs?
- f) Do you have similar purchasing documents that could be used as a starting point for this program?
- g) Is there anything you could provide that could assist the agency with this IT procurement?
- h) Are there alternatives available to the agencies?

Recommendation of the JCIO to the DAS IT Procurement Review Committee:

Authorize this IT procurement Yes ___ No ___
 Alternatives suggested by the JCIO Yes ___ No ___
 (see comments below)

Additional comments from JCIO members:

Recommendation of the DAS IT Procurement Review Committee to the DAS Director:

Authorize this IT procurement Yes ___ No ___
 Alternatives suggested by the committee Yes ___ No ___
 (see comments below)

Additional comments from committee members:

Recommendations from Joint Chief Information Officers/DAS IT Procurement Review Committee members:

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Acting COO-ITE/Date	Director, DAS/Date
<i>Spivei Jutel 2/4/11</i>	<i>Matanoll 2/7/11</i>