

Environment and Natural Resources Trust Fund 2009 Phase 2 Request for Proposals (RFP)

LCCMR ID: 108-D2

Project Title: Feasibility Study Solar Manufacturing, Distribution and Installation Center

Total Project Budget: \$ \$95,540

Proposed Project Time Period for the Funding Requested: July 1, 2009 – Sept. 20, 2009

Other Non-State Funds: \$ \$0.00

Priority: D2. Residential Energy Conservation

First Name: Lennie

Last Name: Chism

Sponsoring Organization: Glenwood Enterprises, Inc DBA Diverse Minnesota

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Region:

County Name:

City / Township:

Metro

Hennepin

Minneapolis & St. Paul

Summary: The feasibility study is to determine whether a solar panel manufacturing, distribution, and installation will create jobs and will be profitable in the metro region.

Main Proposal: 1008-2-057-proposal-2009_main_proposal_template.doc

Project Budget: 1008-2-057-budget-RFP_2009_Project Budget.xls

Qualifications: 1008-2-057-qualifications-2009 RFP Project Manager Qualifications.doc

Map:

Letter of Resolution:

MAIN PROPOSAL

PROJECT TITLE:

Feasibility Study for Solar Panel manufacturing distribution and Installation Center

I. PROJECT STATEMENT

Glenwood Enterprises, Inc. , DBA, Diverse Minnesota seeks to develop a manufacturing, distribution and installation service center for solar panel energy systems for residences in Minnesota. Funding is requested to fund phase I of the business which is a feasibility study to determine the customer base, competition, and cost benefit analysis of this business venture. Diverse Minnesota will set up an employee owned Stock Option Company. Although Diverse plans to eventually service all of Minnesota it will initially service the metro region and benefit its target base of employees will be those traditionally left out i.e. MFIP recipients, veterans, currently unemployed residents, ex-prisoners , and ethnic minorities. Using this strategy will allow the organization to tap into existing city, state, federal and foundation programs that keep use tax credits, motivated training programs and other programs to keep personnel costs low. And thereby allow it to keep quality high and costs low.

Diverse Minnesota will increase the effectiveness of residential energy conservation efforts by reducing consumption of non renewable energy, and reducing energy cost for its customers. The company will bring awareness, education, and delivery of renewable energy to underserved populations. Our hiring strategy will increase wealth and reduce poverty by creating jobs and business opportunities for underserved populations in the energy field in low income metro communities. This company will benefit Minnesota, by reducing the state's consumption of nonrenewable energy and reducing the cost of energy for each household served.

II. DESCRIPTION OF PROJECT RESULTS

Result 1. Conduct a market survey

Deliverable

	Completion Date
1. Design and conduct a direct mail survey - 200 respondents	July 30, 2009
2. Design and Conduct a telephone survey -200 respondents	July 30, 2009
3. Design and conduct an online survey -200 respondents	July 30, 2009
4. Conduct focus group sessions -10 groups Of 5 respondents	August 15, 2009

Result 2. Determine costs of production and distribution

1. Travel to silicon Valley, Ca to determine plant size and cost	Sept 1, 2009
2. Travel to Portland, Or to determine quality control	Sept 5, 2009
3. Travel to Vermont to establish vendor relationships	Sept 10-12, 2009

Result 3. Meet with Minnesota partners to determine personnel cost

	Completion
1. Meet with US chamber of Commerce to shape energy plan	09-17-09
2. Meet with Minnesota DEED to establish personnel cost	09-17-09
3. Meet with Excel Energy to pursue joint venture possibilities	09-20-09
4. Meet with SBA to prepare Budget and Business Plan	09-30-09

III. PROJECT STRATEGY AND TIMELINE

A. Project Partners

None. We will hire consultants to complete task as required.

B. Project Impact

The project will reduce the residences' served cost of energy in each household that the center serves. This will benefit residents by allowing them to have more disposable income and should help the overall Minnesota economy. Because the center will target market hard to employ and underemployed populations, the center will reduce poverty and increase the overall wealth of those populations. The project will set the table to bring in new skilled higher wage jobs to geographic segments (inner cities) where poverty is at 25% and unemployment at 12%.

C. Time

1. July 1, '09 – Aug 15, '09 will be spent designing and conducting the survey and focus groups.
2. Aug 16, '09-Sept 1, '09 will be spent evaluating potential customer needs in preparation for site visits.
3. Sept 1 – 17 will be spent traveling to determine manufacturing specs, potential distribution relationships, and quality control procedures.
4. Sept 18-30 2009 will be spent writing the business plan and scope of the project.

D. Long-Term Strategy (if applicable)

This feasibility study is to bring a manufacturing and distribution facility into the inner cities of Minneapolis and St. Paul. In addition we will also provide distribution in proximity to customer throughout Minnesota.

Project Budget

INSTRUCTIONS AND TEMPLATE (1 PAGE LIMIT)

Feasibility Study for Manufacturing, Distribution, and Installation submitted by Diverse Minnesota

IV. TOTAL PROJECT REQUEST BUDGET

BUDGET ITEM <i>(See list of Eligible & Non-Eligible Costs, p. 17)</i>	AMOUNT	% FTE
Personnel: <i>Project Manager</i>	\$ 20,000	50%
(3) Telemarketers/Web Managers	\$ 10,000	75%
Executive Assistant	\$ 5,740	80%
Contracts: <i>Robert Woods - Survey Design/Business Plan Model</i>	\$ 20,000	
JK Lee and Associates	\$ 5,000	
	\$ -	
Equipment/Tools: <i>What? List general description of needs.</i>	\$ -	
Acquisition (Including Easements): <i>List # of acres and who will hold title (e.g., DNR, Non-profit)</i>	\$ -	
Restoration: <i>List # of acres.</i>	\$ -	
Other: <i>Printing and Mailers</i>	\$ 15,000	
Travel	\$ 19,800	
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$ 95,540	

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Remaining \$ From Previous Trust Fund Appropriation (if applicable): <i>How much Trust Fund money remains not spent or legally obligated from any previous Trust Fund appropriation for any directly related project of the proposing project, project manager, or project organization? Specify the appropriation.</i>	\$ -	<i>Unspent or Not Legally Obligated</i>
Other Non-State \$ Being Leveraged During Project Period: <i>What additional non-state cash \$ will be spent on the project during the funding period? For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	\$ -	<i>Secured or Pending</i>
Other State \$ Being Spent During Project Period: <i>What additional state cash \$ (e.g. bonding, other grants) will be spent on the project during the funding period? For each individual sum, list out the source of the funds, the amount, and indicate whether the funds are secured or pending approval.</i>	\$ -	<i>Secured or Pending</i>
In-kind Services During Project Period: <i>Rent, Telephones, Computers Donated by Glenwood Enterprises, Inc.</i>	\$ 7,500	
Past Spending: <i>List money spent or to be spent on this specific project, cash and/or in-kind, for 2-year timeframe prior to July 1, 2009</i>	\$ -	

2009 LCCMR PROPOSAL SUBMIT FORM

Project Title: Feasibility Study - Solar Manufacturing, Distribution and Installation Center.

LCCMR 2009 Funding Priority: Residential Energy Conservation

Total Project Budget: \$95,540

Proposed Project Time Period for the Funding Requested: July 1, 2009 – Sept. 20, 2009

Other Non-State Funds: \$7,500

Project Manager: First Name: Lennie Last Name: Chism (*one name only*)

Note: list team members under the Main Proposal Section III. A. "Project Partners"

Sponsoring Organization: Diverse Minnesota

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Fax: none

Web Address: www.diverseminnesota.com

Location:

Region: METRO **County:** Hennepin/Ramsey **City / Township:** Minneapolis/St. Paul

I. PROJECT SUMMARY AND RESULTS

The feasibility study is to determine whether a solar panel manufacturing, distribution, and installation will create jobs and will be profitable in the metro region.

ATTACHMENTS

Lennie Chism, a graduate of Ohio State University, and the University of St. Thomas mini-MBA program founded the Twin Cities Black Pages and YourBlackWallStreet.com, an online business magazine. He is an advocate for small business, and owner of commercial and residential real estate.

Diverse Minnesota is a DBA of Glenwood Enterprise, Inc., a company with located in North Minneapolis.