

Trellis was established in 1975 as an Arizona, non-profit 501(c) (3) organization to help with neighborhood revitalization and has been serving the Phoenix metro since 1975 providing housing counseling and education, real estate development, mortgage lending to increase homeownership opportunities. In addition, Trellis has responded to the needs of small businesses located in the McDowell Road corridor. Trellis's mission is to make stable homes and communities possible by educating, building, and lending. Trellis has helped hard-working families realize the dream of financially stable homeownership for over 45 years. Building wealth through homeownership is at the heart of the mission.

Between 1975 and 2019, Trellis has helped 3,713 families purchase their first home, built or rehabilitated 318 homes and trained or counseled 44,303 families/individuals in financial management primarily to buy a home. Trellis has originated and/or facilitated more than 2,100 mortgage loans totaling an estimated \$159 million. And, during the Great Recession, Trellis helped more than 4,800 struggling homeowners save their homes from foreclosure.

Trellis is a certified Community Development Financial Institution (CDFI), a designation given by the CDFI Fund to specialized organizations that provide financial services in low-income communities and to people who lack access to financing. Trellis is a chartered member of NeighborWorks America and is a HUD approved counseling agency.

Our Community Building and Engagement line of business has focused on the Miracle Mile on McDowell corridor, a two mile stretch of McDowell Road, a major transit artery into central Phoenix. McDowell Rd. was once the most prosperous commercial corridor in a young Phoenix. However, dwindling support in the late 1950's resulted in vacancies, crime, and blight. The Corridor consists of 84 small local/independent shops/retail/restaurants/non-profit and for-profit ventures from 13th to 20th Street, from 7th to 13th Street the corridor businesses is geared towards medical offices and Banner University Medical Center.

In 2014, the McDowell Road Revitalization Committee (a sub-committee of the Phoenix Community Alliance) was formed, a community-led project dedicated to the revitalization of the McDowell Road Corridor and immediate neighborhood. Monthly meetings were held at Trellis, now held virtually, with a committee of business leaders, nonprofit professionals, local business owners, city officials, Banner University Medical Center staff, community residents, and other local stakeholders. Trellis also houses, and pays for a Commercial Corridor Coordinator, who supervises and manages all activities related to the Corridor. The Commercial Corridor Coordinator has conducted ongoing outreach to 84 business owners, planned convenings and events to support local businesses, and completed evaluations of the corridor to gather current baseline data.

Trellis was awarded a grant from the City of Phoenix to support Community Building & Engagement along the McDowell Corridor, to expand and adapt current services and programs supporting small businesses along the McDowell Corridor, stretching between 7th Street and SR51. Trellis is seeking a qualified consultant or consultant team to assist with bilingual outreach and business assistance to

Spanish speaking business owners along the McDowell Miracle Mile revitalization project from the intersection of 16th Street to 20th Street along East McDowell Road.

The consultant will be comfortable with establishing new relationships with businesses who may not be familiar with City of Phoenix no-cost services as well as services offered by Trellis via the Commercial Corridor Coordinator (CCC) as well as working directly with the CCC with Spanish speaking business owners that we already have a working relationship with. Specific Tasks to be completed include:

1. Outreach with the Hispanic business owners to discuss the revitalization program and City of Phoenix no-cost services to assist with Covid-19 related decrease in business as well as find opportunities for growth.
2. Assist with translating service interactions with the CCC and Hispanic business owners.
3. Develop recommendations on how to continue to grow the relationship between the Hispanic business owners and Trellis and the future Merchants association.
4. Schedule a biweekly (twice a month) meeting with Trellis COO and the CCC to discuss needs or findings.
5. Evaluate businesses to recommend changes in business practices such as updating POS, website or online ordering systems.

Deliverables:

1. Update contact information and business needs on a shared excel spreadsheet provided by Trellis
2. Create a list of needs for businesses: POS, banking, marketing, cost/
3. Develop report of recommendations on how to continue and develop relationships and trust with the Hispanic Business owners.

Submittal Requirements

Interested proposers should provide the following:

- 1.) Company background summary of experience.
- 2.) Provide a list of personnel who will be working on this project and indicate the functions each will perform.
- 3.) Provide examples of related work experience.
- 4.) Indicate the hourly fee or cost to provide service.
- 5.) Include three references for related work.

Submit proposals to: Michael Kelly, Commercial Corridor Coordinator, by email mkelly@trellisaz.org or mail to 1405 East McDowell Road, Phoenix, AZ 85006 no later than January 30th