

**Community Development Block Grant (CDBG) Funding
2013-2014 Funding Cycle
July 10, 2012**

Presentation

Latino Chamber of Commerce of Dane County (LCC)

❖ **Purpose, Goals and Objectives**

To seek funding for Latino Businesses to:

- Provide one-on-one consultation, technical assistance, and educational workshops/training to our target population.
- Provide information and referral services to our members and non-members.
- Provide Networking events for our current and prospective members in order to promote the Chamber's services and benefits.
- Advocate on behalf of and act as a clearing house of information for Latino Businesses and prospective businesses in the Madison Area.

❖ **Expected Outcomes for the Latino Chamber of Commerce (LCC)**

- Create job opportunities
- Expand the level of business opportunity for Latino Businesses and prospective businesses
- Assist Latino Businesses to become certified as Minority Business Enterprises (MBE) in order to compete and bid for government grants
- Maintain and expand our financial resources.
- Seek out other funding opportunities both in the private and public sector
- Continue to expand our partnership with Wisconsin Women's Business Initiative Corporation (WWBIC), the Latino Academy, Madison Development Corporation and Centro Hispano of Dane County
- Continue to market and refer "seed loans" from WWBIC to Latino Businesses and starting businesses in the city of Madison with the assistance from WWBIC
- Diversify our revenue stream by working with the surrounding cities and towns in Dane County, the Wisconsin Hispanic Chamber of Commerce, to increase our exposure and, consequently acquire more members and sponsorship opportunities.

❖ **Final Statement**

We strongly believe we are thriving as a Chamber mainly because of the support from the City of Madison, the CDBG Staff, and this Committee. As the need for assistance and support continues to grow with our Latino Businesses and Entrepreneurs, the LCC has the momentum and expertise that will provide the support that Latino Businesses need to grow and prosper. Our partnership with WWBIC is strong and our partnership is critical in

contributing to the success of our Latino Businesses. Technical support and assistance are vital factors for Latino Businesses in Madison. We feel that CDBG funding is a smart investment by the city that will return many dividends in expanded employment, more services, and an increased tax base in the city. Your continued support will help to expand this effort. Thank you.

❖ **Questions and Answers**