PROPOSAL REVIEW: Individual Staff Review for 2011-2012 For Community Resources Proposals to be Submitted to the CDBG Committee

1.	Program Name: Small Business Initiative			
2.	Agency Name: Latino Chamber of Commerce			
3.	<u> -</u>	2011: \$20,000 2012: \$20,000	Prior Year Level: \$15,000	
4.	Project Type: New 🗌	Continuing \boxtimes		
5.	Framework Plan Objective M A. Housing – Owner – o B. Housing – Housing fo D. Housing – Rental hou E. Business developmen F. Economic developme L. Revitalization of stra	occupied housing or homebuyers using t and job creation nt of small businesses	by Proposed by Activity: J. Improvement of services to homeless and special populations X. Access to Resources K. Physical improvement of community service facilities	
6.	Anticipated Accomplishments (Proposed Service Goals) The Latino Chamber will provide outreach, technical assistance and educational opportunities to Latinos and Latino businesses who are interested in starting, expanding or improving their business. They are looking to reach out to 60 businesses per year with programs and services, provide 12 networking meetings, 4 seminars and increase membership to 75 members.			
7.	To what extent does the proposal meet the Objectives of the Community Development Program Goals and Priorities for 2011-2012? Staff Comments: The Latino Chamber will provide much needed technical support to Latino businesses. This support can make the difference between success and failure. However, there is no mention of the potential job creation their assistance will provide, which is a major component of Objective E.			
8.	To what extent is the proposed <u>program design</u> and <u>work plan</u> sufficiently detailed to demonstrate the ability to result in a <u>positive impact on the need</u> or problem identified? Staff Comments: The program design and work plan has had some positive impact in the past for the agency. The Latino Chamber was successful in assisting 4 start-up businesses that went on to hire 22 individuals in Dane County. With the move to Centro Hispano the Latino Chamber should be able to be more visible to their target market.			
9.	To what extent does the proposal include objectives that are realistic and measurable and are likely to be achieved within the proposed timeline? Staff Comments: The objectives are measurable and somewhat realistic. In 2008 the organization's membership was 25 and in 2010 membership is at 50. Their proposal of increasing membership to 75 would double what they have been able to do in the past. One component of becoming a self-sustaining organization is through your membership.			
10.	To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal? Staff Comments: Most of the individuals that are involved with the Latino Chamber have been involved since the beginning. Because of their ties with the Latino community they do the capacity to meet their goals of creating a more self-sustaining organization through increased membership. Membership has increased throughout the years, but needs to at a much greater rate.			
11.	and demonstrate sound fiscal	planning and managem Chamber is requesting that	the CDD provide 100% of the proposed budget. There is no	

12. To what extent does the agency's proposal demonstrate efforts and success at securing a <u>diverse array of support</u>, <u>including volunteers</u>, <u>in-kind support</u> and securing <u>partnerships</u> with <u>agencies and community groups?</u>

Staff Comments: The Latino Chamber will partner with WWBIC and Madison College to assist with training programs. They will collaberate with Centro Hispano, GMCC, and the Minority Business Resourse Center to help with getting the word out about the businesses and the services they offer.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of <u>low income individuals</u>, <u>culturally diverse</u> populations and/or populations with specific <u>language barriers</u> and/or <u>physical or mental disabilities?</u>

Staff Comments: With the move to Centro Hispano the Latino Chamber will have greater visibility to their target population. Because there are various dialects of Spanish the Latino Chamber will use different volunteers to address any language barriers with classes or translation issues.

- 14. To what extent does the proposal meet the <u>technical and regulatory requirements</u> and <u>unit cost limits</u> as applicable? To what extent is there clear and precise proposal information to determine eligibility?

 Staff Comments: Objective E outcome is "Business Development and Job Creation." The proposal is not clear on the job creation component.
- 15. To what extent is the <u>site identified</u> for the proposed project <u>appropriate</u> in terms of minimizing negative environmental issues, relocation and neighborhood or public concerns?

Staff Comments: The site is a very good one for what they intend to accomplish.

16. Other comments:

Questions:

- 1. The CDBG Commission awarded funding to the Latino Chamber of Commerce for 2007-2008 with the understanding that these funds would be seed funds and the organization would become self-sustaining as a membership organization. A decrease in funding was provided in 2009-2010 with the understanding that at the end of this 2-year contract the Latino Chamber would be self-sustaining through support of their membership. Do you feel that this has been a realistic goal for you to attain?
- 2. What are membership dues and how many paid members do you currently have?
- 3. You stated that businesses you assisted created over 22 jobs. What do you feel was your exact role in this?

17. Staff Recommendation

	Not recommended for consideration
	Recommend for consideration
\boxtimes	Recommend with Qualifications Suggested Qualifications:

- 1. Because job creation is a requirement the agency will have to provide CDD with specific jobs created goals in order to be funded.
- 2. Business mentoring should be a major component to the business assistance provided.
- 3. Partnering with other organizations to help with business assistance such as, Madison College, Madison Development Corporation, Urban League and WWBIC will be required.