

ORGANIZATION:	AFRICAN AMERICAN BLACK BUSINESS ASSOCIATION (AABBA)
PROGRAM/LETTER:	A ENTREPRENEUR SUPPORT & DEVELOPMENT

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	1,250	0	1,250	0	0
USER FEES	1,500	0	1,500	0	0
OTHER	0				0
TOTAL REVENUE	2,750	0	2,750	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	40,000	0	37,600	2,400	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	2,000	0	2,000	0	0
USER FEES	2,500	0	2,500	0	0
OTHER**	11,667	11,667			0
TOTAL REVENUE	56,167	11,667	42,100	2,400	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
IN-KIND -ULGM	11,667	MISCELLANEOUS OFFICE/CLERICAL/ADMINISTRATIVE SERVICES
	0	
	0	
	0	
TOTAL	11,667	

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2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	40,000	0	37,600	2,400	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	2,000	0	2,000	0	0
USER FEES	2,500	0	2,500	0	0
OTHER**	11,667	11,667			0
TOTAL REVENUE	56,167	11,667	42,100	2,400	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
IN-KIND -ULGM	11,667	MISCELLANEOUS OFFICE/CLERICAL/ADMINISTRATIVE SERVICES
	0	
	0	
	0	
TOTAL	11,667	

ENTREPRENEUR
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ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

AFRICAN AMERICAN BLACK BUSINESS ASSOCIATION (AABBA)
A ENTREPRENEUR SUPPORT & DEVELOPMENT
CDBG: E. Business Development - Business creating jobs (CDBG)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

ENTREPRENEUR SUPPORT & DEVELOPMENT OF AFRICAN AMERICAN BLACK BUSINESSES IS NEEDED IN THE MADISON COMMUNITY SO THAT THERE IS A CENTRALIZED VEHICLE FOR NETWORKING, MENTORING, TRAINING RESOURCES AND FINANCIAL RESOURCES. HAVING ACCESS TO ALL OF THESE RESOURCES WILL INCREASE THE LIKELIHOOD FOR BUSINESS SUCCESS, INCLUDING ECONOMIC DEVELOPMENT & THE CREATION OF JOBS IN OUR COMMUNITY, WHICH WILL POSITIVELY IMPACT UNEMPLOYED AND/OR UNDER EMPLOYED MEMBERS OF THE AFRICAN AMERICAN/BLACK COMMUNITY, AS WELL AS THE ENTIRE COMMUNITY AT LARGE. THIS PROGRAM, AND THE AABBA ORGANIZATION IS THE ONLY ONE OF ITS KIND IN THE MADISON AREA. IN THE ABSENCE OF THE SERVICES PROVIDED BY AABBA, AFRICAN AMERICAN/BLACK BUSINESSES WILL BE LIMITED IN GROWTH AND DEVELOPMENT, AND JOB CREATION OPPORTUNITIES WILL BE LOST. AABBA BELIEVES THE EXISTING TARGET POPULATION IS ABOUT 200 BUSINESSES IN THE MADISON AREA, HOWEVER, AABBA BELIEVES THE POTENTIAL POPULATION IS OVER 1,000.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

ENTREPRENEUR SUPPORT & DEVELOPMENT INCLUDES: (1) MENU STYLE SELECTION OF SERVICES TYPICALLY REQUIRED BY BUSINESSES TO OPERATE SUCCESSFULLY. EXAMPLES OF SERVICES AVAILABLE FOR SELECTION INCLUDE LEGAL SERVICES, ACCOUNTING & PAYROLL SERVICES, BUSINESS PLAN DEVELOPMENT ASSISTANCE, WEBSITE DEVELOPMENT, MENTORING AND MARKETING SERVICES. (2) ACCESS TO SIX INFORMATION SESSIONS DURING THE YEAR. TOPICS INCLUDE LEGAL ENVIRONMENT OF BUSINESS, TAX ISSUES, RECORD KEEPING ISSUES, PERSONNEL/EMPLOYMENT ISSUES, MARKETING IDEAS, & CAPITAL ACQUISITION IDEAS. (3) ACCESS TO ANNUAL NETWORKING EVENT, AND ANNUAL BUSINESS DEVELOPMENT EVENT, SUCH AS A BUSINESS BOOTCAMP. (4) DEVELOPMENT OF AFRICAN AMERICAN/BLACK BUSINESS DIRECTORY, INCLUDING ON-GOING UPDATES. THE EXPECTATION IS THAT GIVEN THE TOOLS AND RESOURCES IDENTIFIED ABOVE, WE WILL SEE AN INCREASE IN THE SUCCESS OF AFRICAN AMERICAN/BLACK BUSINESSES. SUCCESS WILL BE DEFINED AS A BUSINESS ADDING ONE OR MORE EMPLOYEES FOR ONE OR MORE YEARS, OR INCREASING BUSINESS INCOME BY 10% OR MORE FOR ONE OR MORE YEARS.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

SERVE 10 BUSINESSES IN YEAR 1, AND 20 BUSINESSES IN YEAR 2 BY PROVIDING MENU STYLE SELECTION OF SERVICES AS LISTED ABOVE. SERVE 30 UNDUPLICATED CLIENTS PER YEAR WHILE PROVIDING 6 INFORMATION SESSIONS PER YEAR, OR AT THE ANNUAL NETWORKING EVENT, OR AT THE ANNUAL BUSINESS DEVELOPMENT EVENT. UPDATE AFRICAN AMERICAN/BLACK BUSINESS DIRECTORY ON AN ON-GOING BASIS, AND DISTRIBUTE UPDATE AT LEAST ANNUALLY TO MEMBERS, AND OFFER TO OTHERS FOR A NOMINAL FEE. THE NUMBER OF SERVICE HOURS PROVIDED TO EACH BUSINESS WILL AMOUNT TO AN AVERAGE OF 5 HOURS PER MONTH.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

SERVICE HOURS FOR MENU STYLE SELECTION OF SERVICES LISTED ABOVE WILL BE ON AN AS-NEEDED BASIS BASED ON THE NEEDS OF THE INDIVIDUAL BUSINESS. MENTORS WILL CHECK IN WEEKLY TO MONITOR NEEDS. SERVICE HOURS FOR PREPARATION AND PROVIDING INFORMATION SESSION, ANNUAL NETWORKING EVENT, AND ANNUAL BUSINESS DEVELOPMENT EVENT WILL AVERAGE 3 HOURS PER MONTH PER EACH UNDUPLICATED CLIENT.

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10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

THE POPULATION SERVED INCLUDES BUSINESS OWNERS, AND POTENTIAL BUSINESS OWNERS OF AFRICAN AMERICAN BLACK HERITAGE. THE AGE GROUP SPANS FROM 24 TO 65 YEARS OF AGE. THE HOUSEHOLD INCOME LEVEL IS LIKELY BELOW 80% OF THE AREA MEDIAN INCOME. OTHER CHALLENGES OF POPULATION SERVED INCLUDES OBTAINING RELIABLE, ACCURATE, UNDERSTANDABLE AND UP-TO-DATE BUSINESS RELATED INFORMATION WITH LITTLE OR NO RUN AROUND.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

THE LOCATION OF SERVICE WILL BE 313 W. BELTLINE HWY, AND 2222 S. PARK ST., MADISON, WI 53713. THE TARGETED SERVICE AREA WILL INCLUDE THE ENTIRE MADISON AREA.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

THE OUTREACH AND MARKETING STRATEGIES INCLUDE A TARGETED MEMBERSHIP DRIVE, MAILINGS TO BUSINESSES INCLUDED IN AFRICAN AMERICAN BLACK BUSINESS DIRECTORY, DISSEMINATION OF INFORMATION AT ALL INFORMATION SESSIONS, NETWORKING EVENTS, AND BUSINESS DEVELOPMENT EVENTS, ADVERTISING IN PUBLICATIONS TARGETING THE LOCAL AFRICAN AMERICAN BLACK POPULATION, AND GENERAL WORD OF MOUTH.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

AABBA WILL BE COLLABORATING WITH THE URBAN LEAGUE OF GREATER MADISON TO PROVIDE THE MENU STYLE SELECTION OF SERVICES TYPICALLY REQUIRED BY BUSINESSES TO OPERATE SUCCESSFULLY, AS THE ULGM WILL BE PROVIDING A 33% FTE TO FULFILL ADMINISTRATIVE/CLERICAL SERVICES FOR THE PROGRAM. AABBA WILL ALSO BE COLLABORATING WITH GENESIS DEVELOPMENT CORPORATION AS AABBA HOPES TO LEASE SPACE FROM THEIR INCUBATOR PROPERTY.

14. VOLUNTEERS: How are volunteers utilized in this program?

VOLUNTEERS WILL BE UTILIZED TO PROVIDE THE MENTORING, PROGRAM PREPARATION FOR THE INFORMATION SESSIONS, ANNUAL NETWORKING EVENTS, AND ANNUAL BUSINESS DEVELOPMENT EVENT.

15. Number of volunteers utilized in 2010?

7

Number of volunteer hours utilized in this program in 2010?

700

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16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

THE BARRIERS EXPERIENCED BY THE AFRICAN AMERICAN BLACK BUSINESSES INCLUDES THE OBTAINING OF RELIABLE, ACCURATE, UNDERSTANDABLE, AND UP-TO-DATE BUSINESS RELATED INFORMATION WITH LITTLE OR NO RUN AROUND. AABBA AND THE ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM OFFERS A CENTRALIZED VEHICLE TO ACCESS RELIABLE, ACCURATE, UNDERSTANDABLE, AND UP-TO-DATE BUSINESS RELATED INFORMATION. IT ALSO PROVIDES A CENTRALIZED LOCATION TO REQUEST MENTORING, REQUEST INFORMATION / MATERIALS, SEEK NETWORKING OPPORTUNITIES, AND COMMUNICATE WITH OTHER BUSINESSES AT SIMILAR STAGES OF GROWTH OR DEVELOPMENT.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

AABBA AND THE ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM STAFF, (WHO ARE MEMBERS OF THE BOARD OF DIRECTORS, AND ALSO AFRICAN AMERICAN BLACK BUSINESS OWNERS), HAVE A TOTAL OF OVER 100 YEARS OF BUSINESS EXPERIENCE. INFORMATION AND OTHER RESOURCES ARE AVAILABLE TO SHARE WITH AABBA MEMBERS. AABBA MEMBERS ARE ENCOURAGED TO ASK QUESTIONS SO THAT AABBA'S RESOURCES CONTINUE TO BE A REFLECTION OF ACCUMULATING RESOURCES THAT ARE IMPORTANT AND USEFUL TO AABBA'S MEMBERS. AABBA VOLUNTEERS ARE QUALIFIED TO PROVIDE NOT ONLY GENERAL BUSINESS ADVICE, BUT ALSO MANY VOLUNTEERS ARE AVAILABLE TO PROVIDE SPECIFIC TECHNICAL ADVICE AS WELL. IN ADDITION EACH OF THESE VOLUNTEERS HAVE A HIGH LEVEL OF COMMITMENT TO THE AABBA ORGANIZATION / MISSION, THE ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM, & THE ECONOMIC DEVELOPMENT OF THE AFRICAN AMERICAN BLACK BUSINESS COMMUNITY, AND THE MADISON AREA COMMUNITY AT LARGE.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

NOT APPLICABLE

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
ADMINISTRATIVE ASST	33%		TOP ADMINISTRATIVE SKILLS

ORGANIZATION:

AFRICAN AMERICAN BLACK BUSINESS ASSOCIATION (AABBA)

PROGRAM/LETTER:

A ENTREPRENEUR SUPPORT & DEVELOPMENT

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	15
Between 30% to 50% of county median income	15
Less than 30% of county median income	0
Total households to be served	30

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	25
Between 30% to 50% of county median income	20
Less than 30% of county median income	0
Total households to be served	45

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

ALLOCATION BASED ON USEAGE. CURRENTLY THIS IS NOT A PPLICABLE AS THERE IS ONLY ONE PROGRAM.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
ANNUAL NETWORKING EVENT(PREPARE MAILINGS, PROGRAM, SOLICIT DONORS,ADVERTISE)	NOV / DEC 2010
ANNUAL NETWORKING EVENT (PREPARE MATERIALS FOR DISSEMINATION)	DEC2010/JAN2011
ANNUAL NETWORKING EVENT (BEGIN TARGETED MEMBERSHIP DRIVE)	FEBRUARY 2011
ANNUAL NETWORKING EVENT (DISSEMINATE INFORMATION ON ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM)	FEBRUARY 2011
PLAN 2011 INFORMATION SESSIONS, AND ASSIGN PRESENTORS	FEB/MAR 2011
PLAN 2011 BUSINESS DEVELOPMENT EVENT	APR-JULY 2011
PROMOTE/ADVERTISE FOR 2011 BUSINESS DEVELOPMENT EVENT	JULY-SEPT 2011
BUSINESS DEVELOPMENT EVENT	OCTOBER 2011
SELECT 10 BUSINESSES TO PROVIDE MENU STYLE SELECTION OF SERVICES	APR-JUNE 2011
WEEKLY CONTACT WITH 10 SELECTED BUSINESSES	JUNE-DEC 2011
REPEAT FOR 2012 - - -SAME ESTIMATED DATES FOR 2012	

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COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

2000 characters (with spaces)

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

0.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

400 characters (with spaces)

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

600 characters (with spaces)

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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	30	100%	AGE		
MALE	15	50%	<2	0	0%
FEMALE	15	50%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	2	7%
			30 - 59	25	83%
			60 - 74	3	10%
			75 & UP	0	0%
			TOTAL AGE	30	100%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	25	83%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	5	17%
			Black/AA & White/Caucasian	5	100%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	30	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	30	100%
			TOTAL ETHNICITY	30	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	27	90%
			DANE COUNTY (NOT IN CITY)	3	10%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	30	100%

Note: Race and ethnic categories are stated as defined in HUD standards

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	30
Total to be served in 2011.	40

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: **AABBA MEMBERSHIP WILL GROW OVER THE NEXT TWO YEARS AT A RATE OF 20 NEW BUSINESSES PER YEAR.**

Performance Indicator(s): **COUNT THE NUMBER OF PAID AABBA MEMBERS AT THE END OF YEAR 1 AND END OF YEAR 2 AND COMPARE TO NUMBER OF PAID AABBA MEMBERS AT END OF 2010.**

Proposed for 2011:	Total to be considered in	<input type="text" value="20"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	20
Proposed for 2012:	Total to be considered in	<input type="text" value="20"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	20

Explain the measurement tools or methods: **AABBA WILL HAVE A MINIMUM OF 20 PAID MEMBERS AT THE END OF 2010, AND OUR GOAL WILL BE TO INCREASE MEMBERSHIP BY 100%, (ADD 20 NEW MEMBERS BY THE END OF 2011). AABBA WILL EXPECT TO REPEAT THIS GOAL FOR 2012, (AND WILL WORK TO EXCEED THIS GOAL).**

Outcome Objective # 2: **AABBA WILL ENROLL 10 BUSINESSES IN 2011, (20 BUSINESSES IN 2012) IN THE ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM, AND DOCUMENT SUCCESS OF BUSINESS GROWTH**

Performance Indicator(s): **AABBA WILL CONDUCT BUSINESS SURVEYS TO REQUEST SATISFACTION OF SERVICES PROVIDED, EFFECTIVENESS OF SERVICES PROVIDED, NUMBER OF EMPLOYEES AT TIME OF ENROLLMENT, NUMBER OF EMPLOYEES AT END OF YEAR 1, NUMBER OF**

Proposed for 2011:	Total to be considered in	<input type="text" value="10"/>	Targeted % to meet perf. measures	<input type="text" value="75%"/>
	perf. measurement		Targeted # to meet perf. measure	7.5
Proposed for 2012:	Total to be considered in	<input type="text" value="20"/>	Targeted % to meet perf. measures	<input type="text" value="75%"/>
	perf. measurement		Targeted # to meet perf. measure	15

Explain the measurement tools or methods: **CALCULATIONS WILL BE PERFORMED ON DATA COLLECTED ABOVE (IN PERFORMANCE INDICATORS), TO CONFIRM THAT ONE OR MORE EMPLOYEES WERE ADDED TO BUSINESS FOR ONE OR MORE YEARS, OR THAT GROSS INCOME WAS INCREASED BY 10% OR MORE FOR ONE OR MORE YEARS.**

1. AGENCY CONTACT INFORMATION

Organization	AFRICAN AMERICAN BLACK BUSINESS ASSOCIATION (AABBA)		
Mailing Address	P.O. BOX 1544, MADISON, WI 53701-1544		
Telephone	608-576-4526		
FAX	608-256-0733		
Admin Contact	JOSEPH ROY		
Financial Contact	LORI MANN CAREY		
Website	WWW.AABBA.NET		
Email Address	AABBANET@GMAIL.COM		
Legal Status	Private: Non-Profit		
Federal EIN:	20-2877968		
State CN:			
DUNS #			

2. CONTACT INFORMATION

A	ENTREPRENEUR SUPPORT & DEVELOPMENT		
	Contact:	JOSEPH ROY	Phone: 608-576-4526 Email: ROYTEK@GMAIL.COM
B	Program B		
	Contact:		Phone: Email:
C	Program C		
	Contact:		Phone: Email:
D	Program D		
	Contact:		Phone: Email:
E	Program E		
	Contact:		Phone: Email:
F	Program F		
	Contact:		Phone: Email:
G	Program G		
	Contact:		Phone: Email:
H	Program H		
	Contact:		Phone: Email:
I	Program I		
	Contact:		Phone: Email:
J	Program J		
	Contact:		Phone: Email:
K	Program K		
	Contact:		Phone: Email:
L	Program L		
	Contact:		Phone: Email:

3. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2009 ACTUAL	2010 BUDGET	2011 PROPOSED	2011 PROPOSED PROGRAMS			
				A	B	C	D
DANE CO HUMAN SVCS		0	0	0	0	0	0
DANE CO CDBG		0	0	0	0	0	0
MADISON-COMM SVCS		0	0	0	0	0	0
MADISON-CDBG	10,429	0	40,000	40,000	0	0	0
UNITED WAY ALLOC		0	0	0	0	0	0
UNITED WAY DESIG		0	0	0	0	0	0
OTHER GOVT		0	0	0	0	0	0
FUNDRAISING DONATIONS	500	1,250	2,000	2,000	0	0	0
USER FEES	1,020	1,500	2,500	2,500	0	0	0
OTHER		0	11,667	11,667	0	0	0
TOTAL REVENUE	11,949	2,750	56,167	56,167	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	E	F	G	H	I	J	K
DANE CO HUMAN SVCS	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0	0	0

REVENUE SOURCE	2011 PROPOSED PROGRAMS CONT.						
	L						Non-City
DANE CO HUMAN SVCS	0						0
DANE CO CDBG	0						0
MADISON-COMM SVCS	0						0
MADISON-CDBG	0						0
UNITED WAY ALLOC	0						0
UNITED WAY DESIG	0						0
OTHER GOVT	0						0
FUNDRAISING DONATIONS	0						0
USER FEES	0						0
OTHER	0						0
TOTAL REVENUE	0						0

AGENCY ORGANIZATIONAL PROFILE

4. AGENCY MISSION STATEMENT

OUR MISSION IS TO PROMOTE THE ECONOMIC & SOCIAL DEVELOPMENT OF THE AFRICAN AMERICAN/BLACK COMMUNITY BY FACILITATING ACCESS TO CAPITAL & EMPOWERING AFRICAN AMERICAN & BLACK BUSINESS OWNERS TO BUILD, EXPAND & ASSIST ENTREPRENEURS & BUSINESSES IN THE COMMUNITY. WE PROVIDE FINANCIAL, EDUCATIONAL, LEGISLATIVE & NETWORKING RESOURCES TO OUR MEMBERS & POTENTIAL MEMBERS.

5. AGENCY EXPERIENCE AND QUALIFICATIONS

SINCE AABBA'S INCEPTION IN 2005, AABBA HAS BEEN PROVIDING INFORMATION SESSIONS, ANNUAL NETWORKING EVENTS, BUSINESS DEVELOPMENT EVENTS, (EXAMPLE INCLUDES A BUSINESS BOOTCAMP), SURVEYING AFRICAN AMERICAN / BLACK BUSINESSES TO ASSESS NEEDS & PROVIDE ADVICE, PROVIDING TECHNICAL ASSISTANCE GRANTS, REFERING BUSINESSES FOR NEEDED SERVICES, & SERVING AS A COLLABORATING PARTNER TO COMMUNITY ORGANIZATIONS. AABBA HAS ALSO CREATED & PUBLISHED AN AFRICAN AMERICAN / BLACK BUSINESS DIRECTORY. AABBA CONTINUES TO DEVELOP A DATABASE OF INFORMATION & RESOURCES TO SHARE WITH IT'S MEMBERS & POTENTIAL MEMBERS.

6. AGENCY GOVERNING BODY

How many Board meetings were held in 2009?	8
How many Board meetings has your governing body or Board of Directors scheduled for 2010?	12
How many Board seats are indicated in your agency by-laws?	6

Please list your current Board of Directors or your agency's governing body.

Name	JOSEPH ROY			
Home Address	221 E. HIGH POINT ROAD, #320E, MADISON, WI 53717			
Occupation	WEBSITE DEVELOPMENT, COMPUTER CONSULTING			
Representing	ROYTEK CONSULTING			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name	TONI KIRKENDOLL			
Home Address	4522 COMMERCIAL AVENUE, MADISON, WI 53714			
Occupation	ENTREPRENEUR			
Representing	PREPAID LEGAL SERVICES			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name	LORI MANN CAREY			
Home Address	107 NYGARD STREET, MADISON, WI 53713			
Occupation	ACCOUNTING			
Representing	TAXMANN TAX & ACCOUNTING SERVICES			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name	AARON PERRY			
Home Address	P.O. BOX 67, ALBANY, WI 53502			
Occupation	AUTHOR, ENTREPRENEUR			
Representing	AGA ENTERPRISE			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name	MILELE CHIKASA ANANA			
Home Address	P.O. BOX 2063, MADISON, WI 53701			
Occupation	PUBLISHER, EDITOR			
Representing	UMOJA MAGAZINE			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name	DERRICK WASHINGTON			
Home Address	2927 E. WASHINGTON AVENUE, MADISON, WI 53704			
Occupation	BARBER			
Representing	GENESIS INTERNATIONAL			
Term of Office	4 YEARS	From:	01/2010	To: 12/2013
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
Name				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy

AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

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Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

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Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

7. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
TOTAL	0	0%	6	100%	0	0%
GENDER						
MALE	0	0%	3	50%	0	0%
FEMALE	0	0%	3	50%	0	0%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	0	0%	6	100%	0	0%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	0	0%	5	83%	0	0%
60 AND OLDER	0	0%	1	17%	0	0%
TOTAL AGE	0	0%	6	100%	0	0%
RACE*						0
WHITE/CAUCASIAN	0	0%	0	0%	0	0%
BLACK/AFRICAN AMERICAN	0	0%	6	100%	0	0%
ASIAN	0	0%	0	0%	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	0	0%
Black/AA & White/Caucasian	0	0%	0	0%	0	0%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	0	0%
TOTAL RACE	0	0%	6	100%	0	0%
ETHNICITY						
HISPANIC OR LATINO	0	0%	0	0%	0	0%
NOT HISPANIC OR LATINO	0	0%	6	100%	0	0%
TOTAL ETHNICITY	0	0%	6	100%	0	0%
PERSONS WITH DISABILITIES	0	0%	0	0%	0	0%

*These categories are identified in HUD standards.

8. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2009 Actual. The 2010 Budget and 2011 Proposed Budget will autofill from information you provided elsewhere in the application.

Account Description	2009 ACTUAL	2010 BUDGET	2011 PROPOSED
A. PERSONNEL			
Salary	0	0	11,667
Taxes	0	0	0
Benefits	0	0	0
SUBTOTAL A.	0	0	11,667
B. OPERATING			
All "Operating" Costs	11,949	2,750	42,100
SUBTOTAL B.	11,949	2,750	42,100
C. SPACE			
Rent/Utilities/Maintenance	0	0	2,400
Mortgage (P&I) / Depreciation / Taxes	0	0	0
SUBTOTAL C.	0	0	2,400
D. SPECIAL COSTS			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
SUBTOTAL D.	0	0	0
SPECIAL COSTS LESS CAPITAL EXPENDITURE	0	0	0
TOTAL OPERATING EXPENSES	11,949	2,750	56,167
E. TOTAL CAPITAL EXPENDITURES	0	0	0

9. PERSONNEL DATA: List Percent of Staff Turnover

0.0%

Divide the number of resignations or terminations in calendar year 2009 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

NOT APPLICABLE

10. PERSONNEL DATA: Personnel Schedule

List each individual staff position by title. Seasonal Employees should be entered at the bottom.

Indicate if the position meets the Living Wage Exception with an asterisk (*).

Indicate the number of 2011 Proposed Full-Time Equivalents (FTEs) in each staff position, across all agency programs.

Indicate the total salaries for all FTEs in that staff position. Do NOT include payroll taxes or benefits in this table.

Staff Position/Category	2010		2011		Hourly Wage	A FTE	B FTE	C FTE
	Est. FTE	Est. Salary	Proposed FTE	Proposed Salary				
ADMINISTRATIVE ASSISTANT	0.00	0	0.33	0	16.83	0.33	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00
TOTAL	0.00	0	0.33	0		0.33	0.00	0.00

TOTAL PERSONNEL COSTS: 0

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings		A	B	C
						# HRS	# HRS	# HRS
	0	0	0.00	0		0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00
TOTAL	0	0		0		0.00	0.00	0.00

ORGANIZATION:

AFRICAN AMERICAN BLACK BUSINESS ASSOCIATION (AABBA)

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0		0	0
USER FEES	0	0		0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0		0	0
USER FEES	0	0		0	0
OTHER**	0		0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
TOTAL	0	