

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

1. **Program Name:** The Microenterprise Development Continuum

2. **Agency Name:** Wisconsin Women's Business Initiative Corporation (WWBIC)

3. **Requested Amounts:** 2011: \$180,000
 2012: \$180,000 **Prior Year Level:** \$164,000

4. **Project Type:** New Continuing

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**

- | | |
|---|---|
| <input type="checkbox"/> A. Housing – Owner – occupied housing | <input type="checkbox"/> J. Improvement of services to homeless and special populations |
| <input type="checkbox"/> B. Housing – Housing for homebuyers | <input type="checkbox"/> X. Access to Resources |
| <input type="checkbox"/> D. Housing – Rental housing | <input type="checkbox"/> K. Physical improvement of community service facilities |
| <input type="checkbox"/> E. Business development and job creation | |
| <input checked="" type="checkbox"/> F. Economic development of small businesses | |
| <input type="checkbox"/> L. Revitalization of strategic areas | |

6. **Anticipated Accomplishments (Proposed Service Goals)**

WWBIC promotes economic development through micro-enterprises by providing direct lending and other business capital, one-on-one business assistance, business education, financial awareness and asset- building programs. 200 individuals will receive training, 4-6 loans will be administered which will in turn create 7 FTE jobs.

7. **To what extent does the proposal meet the Objectives of the Community Development Program Goals and Priorities for 2011-2012?**

Staff Comments: The WWBIC proposal is applicable to the 2011-2012 CDD Program Goals and Priorities funding goals. The loan and training programs meet both the micro-enterprise assistance and job creation business assistance goals.

8. **To what extent is the proposed program design and work plan sufficiently detailed to demonstrate the ability to result in a positive impact on the need or problem identified?**

Staff Comments: WWBIC has been awarded CDBG funds which helped create 24 businesses, 72 total jobs, and serve over 800 individuals in Madison. The U.S. Small Business Administration recently selected WWBIC for the Women's Business Center Service Excellence Award which shows their program design and plan is having a definite positive impact in the small business community.

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: WWBIC has a history of outstanding performance with CDBG funds, generally meeting or exceeding CDD goals.

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: WWBIC's past experience in administering this program and the success it has had, shows that they have the right personnel for their program.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget seems fine. WWBIC will leverage City and County CDBG funds with those from the U.S Small Business Administration. Microloan and Office of Women's Business Ownership program, and the U.S. Treasury Community Development Financial Institutions. Additional sources of funding are through fundraising donations and user fees. WWBIC's Vice President/COO is a member of the national Social Enterprise Alliance Board of Directors and their Business Assistance Coordinator formally served as the economic development specialist for Racine County Economic Development Corporation.

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

Staff Comments: The agency has run this program successfully in the past and has the experience to know the pieces and partnerships needed for success.

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

Staff Comments: Lack of access to capital is a barrier many micro-entrepreneurs face. Start-up capital has all but disappeared for many individuals looking to start businesses. WWBIC has and will continue to meet the needs of these individuals. WWBIC is also providing some training classes in Spanish to address language barriers. They also address the audio, visual, and kinesthetic learning styles of diverse individuals.

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

Staff Comments: WWBIC is requesting an amount that would have to create at least 7 jobs. This would make their proposal eligible.

15. To what extent is the site identified for the proposed project appropriate in terms of minimizing negative environmental issues, relocation and neighborhood or public concerns?

Staff Comments: The site seems fine.

16. Other comments:

- WWBIC put in its budget a amount of \$80,000, but because of past experience with this agency we believe the amount they are requesting is \$180,000. They also put as part of their answer for question 6 that they are respectfully requesting \$180,000.

Questions:

1. How much consideration is given to the economic development needs of certain neighborhoods when looking at potential service areas?
2. If staff assumption is correct in your request of \$180,000 how will these funds be used for?

17. Staff Recommendation

Not recommended for consideration

Recommend for consideration

Recommend with Qualifications
Suggested Qualifications: