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

- 1. Program Name: Entrepreneur Support & Development
- 2. Agency Name: African American Black Business Association

 3. Requested Amounts:
 2011: \$40,000

 2012: \$40,000
 Prior Year Level: \$

- 4. Project Type: New 🛛 Continuing 🗌
- 5. Framework Plan Objective Most Directly Addressed by Proposed by Activity:
 - A. Housing Owner occupied housing
 - **B.** Housing Housing for homebuyers
 - D. Housing Rental housing
 - **E. Business development and job creation**
 - F. Economic development of small businesses
 - L. Revitalization of strategic areas

- 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)

AABBA is looking to serve 10 black businesses with entrepreneur support in; legal, accounting & payroll, website design, mentoring and marketing services (\$4,000/business). They will provide 6 information sessions, a networking event, and update the African American Black Business Directory. Year 2 they look to assist 20 black businesses.

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

Staff Comments: The agency feels that given the resources they will be able to help AA businesses add one job, or increase their income by 10%. If these goals are met then they will meet CDD Outcome Objective E.

- 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: Given the fact that this office has provided funds in the past for a similar program design, they could have provided a more concrete work plan with specific results.
- 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 in this proposal seem to be realistic, however being able to fully measure the programs true success could be a challenge. It will be hard to show that information sessions and networking events led to the goals that are stated. There timeline could be difficult due to the fact they will only be working directly with businesses for 6 months which might not give them enough time to truly help.

10. To what extent do the agency, staff and/or Board <u>experience</u>, <u>qualifications</u>, <u>past performance</u> and <u>capacity</u> indicate probable success of the proposal?

Staff Comments: Because this agency has been funded in the past they should have provided more information in this area. They have a few people in place but should have listed who they will be using as mentors and who will provide the technical assistance.

- 11. To what extent is the agency's proposed <u>budget reasonable and realistic</u>, able to <u>leverage additional resources</u>, and demonstrate <u>sound fiscal planning</u> and management? Staff Comments: AABBA did leverage funds from ULGM as well as some collaboration.
- 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, in-kind support</u> and securing <u>partnerships</u> with agencies and community groups? Staff Comments: The agency did get some in-kind support from ULGM; however this is a project that could benefit by partnering with some other agencies like a WWBIC who are already providing some of these services.
- 13. To what extent does the applicant propose services that are accessible and appropriate to the needs of <u>low income</u> <u>individuals</u>, <u>culturally diverse</u> populations and/or populations with specific <u>language barriers</u> and/or <u>physical or</u> <u>mental disabilities?</u>

Staff Comments: The proposed services are very much needed with so few AA businesses in the city and the high failure rate of small businesses in general. AABBA should have a strong knowledge of what the needs are of these entrepreneurs.

- 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: AABBA intends to assist 10 businesses create one job each which would meet our job creation requirements.
- 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:

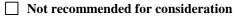
16. Other comments:

1. AABBA did not apply for funding in the 2009-2010 two year funding period, but they did receive funding in the 2007-2008 two year funding period for a similar program.

Questions:

1. How many paid members do you currently have and how are dues structured?

17. Staff Recommendation



Recommend for consideration

Recommend with Qualifications

Suggested Qualifications:

- 1. 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.