

**STAFF REVIEW OF PROPOSALS FOR
2013 – 2014 Funding Process**

-
1. **Project Name/Title:** **Small Business Initiative**
2. **Agency Name:** **The Latino Chamber of Commerce (LCC)**
3. **Requested Amount:** **2013: \$43,500**
2014: \$43,500 **(Prior Year Level \$20,000)**
4. **Project Type:** **New** or **Continuing**

5. **Framework Plan Objective Most Directly Addressed by Proposed Activity:**
F: Economic Development of Small Businesses

6. **Product/Service Description:**

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 will provide assistance to direct lending and other business capital, one-on-one business assistance, business education, financial awareness and asset- building programs. With receiving relevant technical knowledge businesses have the increased potential of sustainability and creating new jobs.

7. **Anticipated Accomplishments (Numbers/Type/Outcome):**

LCC is looking to reach out to 150 individuals per year with programs and services, provide 12 networking meetings, 12 skill training workshops, and provide information and referrals to 72 Latino businesses.

8. **Staff Review:**

The LCC proposal is applicable to the 2013-2014 CDD Program Goals and Priorities. The technical assistance programs being offered to individuals will help both start and sustain Latino micro enterprises and potentially create more jobs in the Madison community.

The Latino population is the fastest growing population in Madison and Latino owned businesses are opening up to meet the demand for goods and services within this community. The LCC will provide much needed technical support and advocacy to these Latino businesses. Technical support includes information on; QuickBooks, employment taxes, marketing, legal, and how to start a small business. This support can make the difference between success and failure. Because of the limited number of Latino businesses in Madison LCC is requesting funds to help support the organization and build membership. Through prior assistance LCC in 2011 increased membership by 45 members (bringing total membership to 107), provided technical assistance to 72 individuals and had 260 people attend their Annual Gala.

LCC will partner with many local agencies' to help provide technical assistance to its members. WWBIC is a strong supporter of the LCC and provides training classes in both English and Spanish. The LCC has created other partnerships such as; Latino Academy of Workforce Development, Madison Chamber of Commerce, Madison College and the Urban League of Madison. These partnerships help the organization provide the needed training to help make Latino businesses succeed and create jobs. LCC are projecting user fees for 2013 and 2014 of \$5,000 from added membership of Latino businesses.

LCC will utilize local expertise as volunteers in various professional fields and provide training for their Skill Training Workshops at least once a month. The LCC feels with the City's help they can continue to grow their membership and provide more economic empowerment opportunities to the Latino community.

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. LCC, through partnerships with WWBIC's "seed loan program", will assist Latino businesses that are looking for capital assistance to either start or grow their business.

Total Cost/Total Beneficiaries Equals: \$61,500/150=\$410
CD Office Funds/CD-Eligible Beneficiaries Equals: \$43,500/150=\$290
CD Office Funds as Percentage of Total Budget: 71%

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A
OBJECTIVE STATEMENTS:	CDBG: F. Business Development - Micro-business (CDBG)

DESCRIPTION OF SERVICES

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

In order to preserve its high quality of life, Madison has identified “Expand businesses to create jobs and assist with the development of small businesses” as a key strategic objective. One of the larger opportunities to promote this objective is in the Latino Community, the fastest growing population sector in Madison, growing by 87% from 2000-2010. “Grassroots” Latino-owned businesses have sprung up in Madison, particularly in the S. Park Street Corridor to meet the demand for goods and services within this community. While most Latino entrepreneurs know their markets, the skill sets of these entrepreneurs vary greatly, from those who do not have a high school diploma to those with advanced college degrees. There is a need for the culturally-sensitive and specific Spanish-language training, networking, business loan referral and advocacy services of the Latino Chamber of Commerce to assist the Latino business sector develop stable businesses that are expanding their employment base

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

The Latino Chamber of Commerce will provide services in the following areas: 1) Skill Training Workshops – Twelve workshops will be provided in 2013 in areas such as QuickBooks, employment taxes, marketing tips, using Social Networking as a marketing tool, small business legal issues and how to start a small business. 2) Information and Referral – During 2013, the Chamber will provide information and referrals to 72 Latino businesses either in person or over the phone. These referrals include assisting businesses in applying to WWBIC for business loans and assisting Latino businesses become MBE certified with the city of Madison. Referrals include assisting businesses acquire licensing, accounting assistance and other business services. 3) Networking – During 2013, the Chamber and its members will sponsor 12 Networking functions and an annual dinner that allow Chamber members and others to meet each other, identify business resources and develop professional contacts while also learning about the goods and services that hosting Chamber members offer. 4) Advocacy – The Chamber will act as a clearinghouse on the needs and status of Latino businesses in the Madison area, providing information, data and policy recommendations to public and private entities to ensure that the interests of Latino businesses are considered in decision-making processes.

3. **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.

The overall goal is to create and retain jobs in the Latino business sector. In 2013, the Chamber will provide 12 skill training workshops that will serve 150 individuals for a total of two service hours per individual or 300 total. The Chamber will provide information and referrals to 80 individuals for a total of 80 service hours. And the Chamber will host 12 networking functions with an average of 25 people in attendance at each function for 50 service hours.

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

The Chamber staff consist of one part time employee that works 32 hours per week, plus the volunteer hours from the board members and volunteers that can add another 15 hours more per week. The Chamber office is open Monday, Wednesday and Friday from 8:30 AM to 1:30 PM and Tuesdays and Thursday from 6:30 PM to 8:30PM. Board members are also available for meetings and technical assistance.

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A

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

The Chamber's target population is Latino entrepreneurs and professionals in the city of Madison who have or are considering starting a business. While a ready market exists for these entrepreneurs and professionals, they have widely-varying levels of basic business skills and educational levels. As a class, they are undercapitalized, are 18-60 years old and have Spanish as their primary language and may be unfamiliar with the laws, regulations and guidelines that govern small businesses in Madison.

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

The Chamber's service area is all commercial districts within the city of Madison with a particular emphasis on the S. Park Street Corridor. Its services are provided at its office at 810 Badger Rd.

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

The Chamber has a multi-faceted outreach plan to reach existing and potential entrepreneurs. We use a broad range of media to reach our target population including Facebook and other social media, La Movida, the Spanish-language radio station, a monthly business column in La Voz newspaper called "El Foro" and feature articles in Voz Latina and La Comunidad. We are also a member of La Sup, a Latino Community-oriented listserv. Our board members have extensive contacts in the Latino community. We also communicate through our partners such as the Latino Academy of Workforce Development and WWBIC. We also have a presence through our board members and staff at major Latino functions including the independence day festivals and Día de Los Niños. As we learn about new Latino businesses, we send them information about the Chamber and its services.

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

The Chamber collaborates at every phase of its service delivery. It partners with WWBIC, Wegner LLP, the Latino Academy of Workforce Development and other businesses and non-profits to provide skills training. We work with WWBIC and its "seed loans" program to create jobs at Latino businesses. Our Networking functions are hosted by Latino businesses as well as local organizations such as the United Way. The Greater Madison Chamber of Commerce has sponsored some of our members to the GMCC Business Expo. During 2012-2013, we plan to create a job-skills training workshop with the Urban League of Greater Madison. And we refer businesses and individuals to existing services in Madison. It is together and through community that we move the Latino business sector forward.

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

We have created a "volunteer program" to assist our employee in several areas from logistics, marketing, translations, graphic design, etc. These are persons, Latinos and non-Latinos with different professional backgrounds and abilities that want to make a difference in the Latino Business Community in Madison.

10. Number of volunteers utilized in 2011?

15
60

Number of volunteer hours utilized in this program in 2011?

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A

11. 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.

There are several barriers to service that existing and potential Latino entrepreneurs face. The first is language and dialect. Many of our entrepreneurs have Spanish as their primary or only language. In addition, there are many linguistic nuances that are not easily translated from English to Spanish and vice versa. We offer all of our services in Spanish and some English as the situation requires. The second barrier is the time when services and workshops are offered. Many of the existing Latino businesses are family-run small businesses that require the entrepreneur to be on-site for most, if not all, business hours. Therefore it often proves to be impossible for them to access services offered during the traditional workday. The Chamber holds evening office hours twice weekly and offers its training seminars and workshops at times that are convenient to the entrepreneurs. Third, many of the businesses are under-capitalized. Therefore, the Chamber keeps its membership fees reasonable and provides its services free or minimal cost.

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

Our board of directors is a very active and committed group that encompasses several professionals in diverse industries with many years of experience. Our backgrounds, professional expertise and educational levels compliment the types of programs we provide. Some of our members are accountants, HR specialists, managers, real estate agents, bankers, attorneys, consultants and small business owners. They also have other skills and experiences they share gladly to assist the persons and businesses we service. Our employee is an attorney from Spain who has experience working in the non-profit area and she is currently enrolled in the Non-Profit Management Certification program. In 2011 we provided six workshops in different areas, and in 2012 so far we have offered five seminars. We have strengthened our relationship with WWBIC and work together in the "seed loan program" in which some of our members and non-members can access to micro loans. Indicative of the success of our programming is the rapid growth of our membership. So far in 2012, we have welcomed 25 new members. Our seminars and workshops continue to be popular with Latino entrepreneurs. And most importantly, we listen to our membership and potential entrepreneurs on the types of trainings and services that they need and move quickly to meet those needs. We strive to maintain membership loyalty.

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

N/A

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

Staff Title	FTE	Credentials/Qualifications
Officer Coordinator	0.8	Non-profit management experience
		marketing and organizational skills
		Bilingual
		2 years college education
		Experience on Outlook, Microsoft Office, and web design

ORGANIZATION:

LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC

PROGRAM/LETTER:

A Program A

15. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2013-2014.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	46
Between 30% to 50% of county median income	184
Less than 30% of county median income	0
Total households to be served	230

16. If projections for 2014 will vary significantly from 2013, complete the following:

Income Level for 2014	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

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

We allocated indirect costs based on the percentage of use, cost center, or jobs.

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

Activity Benchmark	Est. Month of Completion
Offer 4 QB training workshops per year 2 basic and 2 intermediate in both languages	12/31/2013
Refer 10 prospect clients or member to WWBIC for the "seed loans"	Dec-13
Provide a "Business Plan workshop" 15 hours	Mar-13
Social Media seminar	13-Apr
Provide technical assistance or business development to our clients (100 unduplicate)	Dec-13
Provide 12 networking events (monthly)	12/15/2013
Provide a seminar for home day care providers in accounting and taxes	Jul-13
Provide a Seminar on how to open your restaurant	Sep-13

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A

DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
TOTAL	152	100%	1	100%	RESIDENCY				
MALE	78	51%	0	0%	CITY OF MADISON	103	68%		
FEMALE	74	49%	1	100%	DANE COUNTY (NOT IN CITY)	49	32%		
UNKNOWN/OTHER	0	0%	0	0%	OUTSIDE DANE COUNTY	0	0%		
					TOTAL RESIDENCY	152	100%		
					AGE				
					<2	0	0%		
					2 - 5	0	0%		
					6 - 12	0	0%		
					13 - 17	0	0%		
					18 - 29	26	17%		
					30 - 59	126	83%		
					60 - 74	0	0%		
					75 & UP	0	0%		
					TOTAL AGE	152	100%		
					RACE				
					WHITE/CAUCASIAN	152	100%	1	100%
					BLACK/AFRICAN AMERICAN	0	0%	0	0%
					ASIAN	0	0%	0	0%
					AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%
					MULTI-RACIAL:	0	0%	0	0%
					Black/AA & White/Caucasian	0	0%	0	0%
					Asian & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & Black/AA	0	0%	0	0%
					BALANCE/OTHER	0	0%	0	0%
					TOTAL RACE	152	100%	1	100%
					ETHNICITY				
					HISPANIC OR LATINO	152	100%	1	100%
					NOT HISPANIC OR LATINO	0	0%	0	0%
					TOTAL ETHNICITY	152	100%	1	100%
					PERSONS WITH DISABILITIES	0	0%	0	0%

Part. = Participant

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

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
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PROJECT OUTCOMES

Number of unduplicated individual participants served during 2011.	152
Total to be served in 2013.	230

Complete the following for each project outcome. No more than two outcomes per project will be reviewed. Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: Workshop and seminar attendees will obtain valuable business work skills that they can directly apply to the operation of their business.

Performance Indicator(s): 80% of workshop and seminar attendees will indicate that the training will directly assist them to improve their business operation.

Proposed for 2013:	Total to be considered in	150	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	120
Proposed for 2014:	Total to be considered in	150	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	120

Explain the measurement tools or methods: At the completion of each seminar and workshop, the attendees will be asked to complete a Customer Satisfaction Survey to determine how effective the training was in meeting their needs and to determine their future training needs. In the survey, they will be asked if the information and skills they learned in the training will directly assist them to improve their business operations. These will be compiled and reported to CDBG.

Outcome Objective # 2: To assist businesses in obtaining needed capital and MBE certification to expand their businesses.

Performance Indicator(s): Latino businesses will obtain seed capital or become certified MBEs with the city of Madison.

Proposed for 2013:	Total to be considered in	10	Targeted % to meet perf. measures	50%
	perf. measurement		Targeted # to meet perf. measure	5
Proposed for 2014:	Total to be considered in	10	Targeted % to meet perf. measures	50%
	perf. measurement		Targeted # to meet perf. measure	5

Explain the measurement tools or methods: The Latino Chamber of Commerce will track those entrepreneurs whom it refers and/or works with to obtain seed capital or MBE certification. It will count as a positive outcome those businesses with whom it has directly worked who obtain loan documents or a city of Madison Certification document.

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A

10. PROGRAM BUDGET

a. 2012 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	20,000	15,600	1,650	1,800	950
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	15,500	2,500	9,500	0	3,500
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	35,500	18,100	11,150	1,800	4,450

b. 2013 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	43,500	25,000	12,500	2,000	4,000
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	18,000	3,000	9,500	2,000	3,500
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	61,500	28,000	22,000	4,000	7,500

*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC
PROGRAM/LETTER:	A Program A

11. 2014 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2013 request.

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

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.)

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

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

200 characters (w ith spaces) (2 lines max.)

c. 2014 PROPOSED BUDGET		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET 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	43,500	25,000	12,500	2,000	4,000
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	20,000	3,000	9,500	4,000	3,500
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	63,500	28,000	22,000	6,000	7,500

*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2014

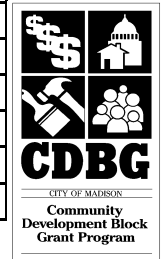
Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC	
Mailing Address	810 W. Badger Road Madison WI 53713	
Telephone	608-712.3522	
FAX		
Admin Contact	Julia Arata-Fratta 608-698-6256	
Financial Contact	Christine Fountain	
Website	www.camaralatinadecomercio.org	
Email Address	president@camaralatinadecomercio.org	
Legal Status	Private: Non-Profit	
Federal EIN:	26-1771853	
State CN:	11264-800	
DUNS #	831186023	



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be **\$12.19 (hourly)**. This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name:

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above

DATE

AGENCY CONTACT INFORMATION

ORGANIZATION **LATINO CHAMBER OF COMMERCE OF DANE COUNTY, INC**

1. AGENCY CONTACT INFORMATION

A	Program A	CDBG: F. Business Development - Micro-business (CDBG)										
	Contact:	Julia Arata-Fratta	New Prg?	No	Phone:	608-698-6256	Email:	president@camaralatinadecomercio.o				
B	Program B	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
C	Program C	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
D	Program D	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								
				A	B	C	D	E	F	G	H	Non-City
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-CDBG	20,000	20,000	43,500	43,500	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	15,000	15,500	18,000	18,000	0	0	0	0	0	0	0	0
USER FEES	0	0	0	0	0	0	0	0	0	0	0	0
OTHER	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL REVENUE	35,000	35,500	61,500	61,500	0	0	0	0	0	0	0	0

3. AGENCY ORGANIZATIONAL PROFILE

a. AGENCY MISSION STATEMENT

The Latino Chamber of Commerce's mission is to maximize economic development and job creation through advocacy and programs that generate success and value for our Latino and non-Latino business community. We provide technical assistance, one to one consultation, workshops and seminars and business development to Latino businesses and entrepreneurs in the city of Madison. In general our programs assist the Latino Community in creating jobs and improving current business practices.

b. AGENCY EXPERIENCE AND QUALIFICATIONS

For the past seven years, the Latino Chamber of Commerce has been developing its capacity to assist Latino businesses and entrepreneurs in developing and strengthening their businesses and creating and retaining jobs. During 2011, we expanded our membership from 40 to 107 Latino businesses and entrepreneurs, reflecting the confidence of the Latino business community in our ability to advocate for the Latino business community and provide quality and relevant services in Spanish that aid their businesses and the development of their business acumen. During 2011, we provided five trainings to 80 individuals and provided information and referral services to 72 business people and entrepreneurs. As one of our workshop attendees said, "I attended the Quick Books workshop that was held in Spanish. That made it easy to understand and I now use this application to meet my daily businesses needs and I know what is going on with my business. I plan to attend future workshops because of the Spanish language offerings." We also provided 12 networking sessions for Latino businesspeople and others interested in developing business relationships in the Latino community. Each session was attended by 20-50 people.

The Chamber has a well rounded board of directors with international business experience. The current president, Julia Arata-Fratta, and the vice-president, Antonio J. Molina Rivas, of the Latino Chamber of Commerce both have bachelors in business administration and masters degrees in business areas. In addition, we have attorney Mario Mendoza, Human Resources specialist Claudio Diaz, WWBIC small business consultant Arlene Bollig, business owners Carlos Alvarado and Rafael Curuchet, and Monica Gonzalez, Christine Fountain and Juan Jose Lopez, with Bank, Accounting, and State work experience respectively. Our board members also serve on many boards throughout the Madison area, giving the Chamber vital information and perspectives that allow it to provide business assistance.

The Chamber has forged key collaborative relationships with Centro Hispano, the Wisconsin Women's Business Initiative, Madison Development Corporation, the Greater Madison Chamber of Commerce and the Wisconsin Dept. of Commerce. We have also developed strong working relationships with La Movida Spanish radio and the two Spanish-language newspapers, Voz Latina and La Comunidad. Finally, we have our finger on the pulse of the Latino business community so that we can provide relevant training to Latino business people in a culturally-relevant manner.

In summary, the Latino Chamber of Commerce has positioned itself and developed its capacity and relationships to best meet the needs of the ever-expanding Latino business community in the Madison area.

4. AGENCY GOVERNING BODY

How many Board meetings were held in 2011?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	12
How many Board seats are indicated in your agency by-laws?	12

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

Name	Julia Arata Fratta			
Home Address	2911 Melissa Circle Fitchburg WI 53711			
Occupation	Tax Accountant			
Representing	Wegner CPAS			
Term of Office	President	From:	01/2011	To: 12/2012
Name	Antonio Molina Rivas			
Home Address	140 Spring St, Columbus WI 53925			
Occupation	Full time professor and Small Business Owner			
Representing	Madison College and Cross Cultural Services LLC			
Term of Office	Vice-President	From:	01/2011	To: 12/2012
Name	Monica Gonzalez			
Home Address	2966 Settlement Drive, Madison WI 53713			
Occupation	Assitant Manager			
Representing	Associated Bank			
Term of Office	Secretary	From:	01/2011	To: 12/2012
Name	Christine Fountain			
Home Address				
Occupation	Accountant - Owner			
Representing	Fountaing and Feller Group CPAs			
Term of Office	Treasurer	From:	01/2011	To: 12/2012
Name	Juan Jose Lopez			
Home Address	2532 Fairfield Place, Madison WI 53704			
Occupation	Bureau Director - Department of Workforce Development - Division of Employment and Training			
Representing	State of Wisconsin			
Term of Office	Board member	From:	07/2011	To: 07/2013
Name	Claudio Diaz			
Home Address	6205 Oak Hollow Drive, Oregon WI 53575			
Occupation	Chief Human Capital Officer - HR			
Representing	Wipfli CPAs			
Term of Office	Board member	From:	07/2011	To: 07/2013
Name	Carlos Alvarado			
Home Address	303 S. Owen Drive Madison WI 53711			
Occupation	Realtor - business co-owner			
Representing	The Alvarado Group			
Term of Office	Board member	From:	10/2010	To: 10/2012
Name	Rafael Curutchet			
Home Address	202 Railroad Street, Brooklyn WI 53521			
Occupation	Owner			
Representing	Southern Services LLC			
Term of Office	Board member	From:	07/2011	To: 07/2013

AGENCY GOVERNING BODY cont.

Name	Mario Mendoza			
Home Address	4362 Beilfuss Drive, Madison WI 53704			
Occupation	Attorney			
Representing	Murphy Desmond S.C			
Term of Office	board member	From:	11/2011	To: 11/2013
Name	Arlene Bollig			
Home Address				
Occupation	Consultant			
Representing	WWBIC			
Term of Office	board member	From:	03/2012	To: 03/2014
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		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		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

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From: mm/yyyy

To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

5. 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	1	100%	10	100%	10	100%
GENDER						
MALE	0	0%	6	60%	5	50%
FEMALE	1	100%	4	40%	5	50%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	1	100%	10	100%	10	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	1	100%	10	100%	10	100%
60 AND OLDER	0	0%	0	0%	0	0%
TOTAL AGE	1	100%	10	100%	10	100%
RACE*						0
WHITE/CAUCASIAN	1	100%	10	100%	10	100%
BLACK/AFRICAN AMERICAN	0	0%	0	0%	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	1	100%	10	100%	10	100%
ETHNICITY						
HISPANIC OR LATINO	1	100%	10	100%	5	50%
NOT HISPANIC OR LATINO	0	0%	0	0%	5	50%
TOTAL ETHNICITY	1	100%	10	100%	10	100%
PERSONS WITH DISABILITIES	0	0%	0	0%	0	0%

*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

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

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
A. PERSONNEL			
Salary	11,500	15,600	25,000
Taxes	1,005	2,500	3,000
Benefits	0	0	0
SUBTOTAL A.	12,505	18,100	28,000
B. OPERATING			
All "Operating" Costs	6,000	11,150	22,000
SUBTOTAL B.	6,000	11,150	22,000
C. SPACE			
Rent/Utilities/Maintenance	1,200	1,800	4,000
Mortgage (P&I) / Depreciation / Taxes	0	0	0
SUBTOTAL C.	1,200	1,800	4,000
D. SPECIAL COSTS			
Assistance to Individuals	0	0	0
Subcontracts, etc.	1,550	4,450	7,500
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
SUBTOTAL D.	1,550	4,450	7,500
SPECIAL COSTS LESS CAPITAL EXPENDITURE	1,550	4,450	7,500
TOTAL OPERATING EXPENSES	21,255	35,500	61,500
E. TOTAL CAPITAL EXPENDITURES	0	0	0

7. PERSONNEL DATA: List Percent of Staff Turnover

100.0%

Divide the number of resignations or terminations in calendar year 2011 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.

We had a resignation in November 2011 due to our employee had to go back to his own country. In December we hired a new employee and she is still working with us.

b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings		A	B	C	D	E	F	G	H	Non-City
						# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0	0		0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**STAFF REVIEW OF PROPOSALS FOR
2013 – 2014 Funding Process**

1. **Project Name/Title:** Entrepreneur Technical Assistance Program
2. **Agency Name:** The Madison Black Chamber of Commerce (MBCC)
3. **Requested Amount:** 2013: \$32,500
2014: \$32,500 (Prior Year Level \$20,000)
4. **Project Type:** New or Continuing

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

F: Economic Development of Small Businesses

6. **Product/Service Description:**

MBCC, formerly AABBA, promotes economic development by providing technical assistance to Black micro-enterprises. They will provide assistance to direct lending and other business capital, one-on-one business assistance, business education, financial awareness and asset- building programs. With receiving relevant technical knowledge, businesses have the increased potential of sustainability and creating new jobs.

7. **Anticipated Accomplishments (Numbers/Type/Outcome):**

MBCC is looking to serve 20 black micro-businesses with entrepreneur support in; legal, accounting & payroll, website design, mentoring and marketing services. They will provide 6 information sessions, an annual weekend retreat and update the African American Black Business Directory. MBCC will also add 20 new members.

8. **Staff Review:**

The MBCC proposal is applicable to the 2013-2014 CDD Program Goals and Priorities. The technical assistance programs being offered to individuals starting or operating micro-enterprises will help both start and sustain Black micro enterprises and potentially create more jobs in the Madison community.

Madison's Black population is 7.3%, but Black owned businesses represent less than 1% of the 18,693 businesses in Madison. MBCC feels, with the help of the City, they are positioned to move this percentage more proportionate to the Black population in Madison. Because of the limited number of Black businesses in Madison MBCC is requesting funds to help support the organization and build membership. Through prior assistance MBCC in 2011 increased membership by 13 members (bringing total membership to 45), provided technical assistance to 12 businesses and reached out to 40 businesses at their annual business retreat. One member reported creating one job in 2011.

MBCC will partner with the Urban League of Greater Madison (ULGM). The ULGM will supply MBCC with office space and administrative assistance. MBCC and ULGM will pay for a Program Coordinator that will work part-time to increase MBCC branding in the Madison community. The Program Coordinator will do outreach to potential members and local organizations such as Buy Local, cultivate corporate sponsors and provide administrative assistance. MBCC are projecting user fees for 2013 and 2014 of \$5,000 from added membership of new Black businesses and corporate sponsors.

MBCC will utilize local expertise as volunteers in various professional fields and work monthly one-on-one with members as coaches and mentors. They will work with other local agencies such as; WWBIC, Madison College and the UW Small Business Development Center to provide requested training opportunities for members. MBCC will provide a newsletter to outreach to their target market of people of color and low-moderate income individuals.

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. MBCC through partnerships with WWBIC, Madison Development Corporation, and Summit Credit Union will refer businesses that are looking for capital to either start or grow their business.

Total Cost/Total Beneficiaries Equals:	\$44,800/20=\$2,240
CD Office Funds/CD-Eligible Beneficiaries Equals:	\$32,500/20=\$1,625
CD Office Funds as Percentage of Total Budget:	73%

ORGANIZATION:
PROGRAM/LETTER:
OBJECTIVE STATEMENTS:

Madison Black Chamber of Commerce (MBCC)
A Program A
CDBG: F. Business Development - Micro-business (CDBG)

DESCRIPTION OF SERVICES

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

CURRENTLY, THE BLACK COMMUNITY REPRESENTS 7.3% OF THE MADISON POPULATION. HOWEVER, OUR BEST ESTIMATE IS THAT BLACK OWNED BUSINESSES REPRESENT LESS THAN 1% OF THE 18,693 BUSINESSES IN MADISON. THE MADISON BLACK CHAMBER OF COMMERCE (MBCC) IS THE VEHICLE POSITIONED TO MOVE TOWARDS A 7.3% GOAL SO THAT THE NUMBER OF BLACK OWNED BUSINESSES IS IN PROPORTION TO THE BLACK POPULATION HERE IN MADISON. OTHER NEEDS FOR THE PROGRAM INCLUDE:

- PROVIDING A POSITIVE IMPACT ON BLACK YOUTH AND YOUTH IN THE MAJORITY COMMUNITY SO THEY ARE ABLE TO SEE BLACK PEOPLE IN POSITIONS OF ENTREPRENEURSHIP, OWNERSHIP AND LEADERSHIP, IT EMPOWERS THEM
- RECOGNIZING BLACK BUSINESSES AS A MAJOR PARTNER FULFILLING WISCONSIN GOALS TO GROW BUSINESSES, ENSURE ON-GOING VIABILITY, THUS CONTRIBUTING TO A HEALTHY TAX BASE, INFRASTRUCTURE & HUMAN SERVICES

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

1. WEBSITE – CREATE EXCITING, INFORMATIVE, USER FRIENDLY WEBSITE FOR BUSINESS OWNERS AND EDUCATE BY EXAMPLE HOW TO NAVIGATE SOCIAL MEDIA
2. NETWORKING EVENTS – WHERE BLACK BUSINESSES GET TO KNOW AND DO BUSINESS WITH EACH OTHER & WITH MAJORITY BUSINESSES
3. WORKSHOPS, SEMINARS, BUSINESS RETREATS – PROVIDE BUSINESS FUNDAMENTALS IN AREAS REQUIRED FOR BUSINESS SUCCESS: LEGAL SERVICES; ACCESS TO CAPITAL, ACCOUNTING, PAYROLL SERVICES; BUSINESS PLAN DEVELOPMENT; WEBSITE DEVELOPMENT; ADVERTISING, MARKETING; MENTORING; INDUSTRY TRENDS AND ADVANCEMENTS
4. SUPPLIER DIVERSITY PROGRAMS – ADVOCATE FOR LOCAL BUSINESSES TO PROACTIVELY IMPLEMENT THIS AND HELP BLACK BUSINESSES BECOME PARTNERS
5. LEADERSHIP DEVELOPMENT – ESTABLISH FELLOWSHIP PROGRAM WHERE PROMISING BLACK BUSINESS OWNERS WILL BE COACHED BY EXPERTS OVER A ONE-YEAR PERIOD IN BUSINESS ANALYTICS: FINANCE & CAPITALIZATION, PROFIT & LOSS, HUMAN RESOURCES, BUSINESS PLANNING, STATISTICAL PROJECTIONS, MARKET ANALYSIS, COMPETITIVE MEASURES, BENCHMARKS, INVESTMENT OPPORTUNITIES, INDUSTRY SPECIFIC DATA
6. CAMPAIGN TO PROMOTE BLACK BUSINESSES – THROUGH MEDIA & PUBLIC RELATIONS, MBCC WILL

3. 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 20 BUSINESSES IN YEAR 1, AND 20 BUSINESSES IN YEAR 2 BY PROVIDING MENU STYLE SELECTION OF SERVICES AS LISTED ABOVE. SERVE 20 UNDUPLICATED CLIENTS PER YEAR WHILE PROVIDING 6 INFORMATION SESSIONS PER YEAR, OR AT THE ANNUAL NETWORKING EVENT, OR AT THE ANNUAL BUSINESS WEEKEND RETREAT. UPDATE 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.

4. 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 MONTHLY TO MONITOR NEEDS. SERVICE HOURS FOR PREPARATION AND PROVIDING INFORMATION SESSION, ANNUAL NETWORKING EVENT, AND ANNUAL BUSINESS WEEKEND RETREAT WILL AVERAGE 3 HOURS PER MONTH PER EACH UNDUPLICATED CLIENT.

ORGANIZATION:	Madison Black Chamber of Commerce (MBCC)
PROGRAM/LETTER:	A Program A

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

THE POPULATION SERVED INCLUDES BUSINESS OWNERS, POTENTIAL BLACK BUSINESS OWNERS, AND OUR YOUTH. THE AGE GROUP SPANS FROM 16 TO 65 YEARS OF AGE. THE HOUSEHOLD INCOME LEVEL IS LIKELY BELOW 80% OF THE AREA MEDIAN INCOME. BUSINESS OWNERS OUTSIDE OF THIS AGE RANGE WILL ALSO BE ASSISTED

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

THE LOCATION OF SERVICE WILL BE THE URBAN LEAGUE, 2222 S. PARK ST., MADISON, WI 53713. THE TARGETED SERVICE AREA WILL INCLUDE THE GREATER MADISON AREA.

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

THE OUTREACH AND MARKETING STRATEGIES INCLUDE MBCC STRATEGICALLY USING MEDIA AND PUBLIC RELATIONS TO SPOTLIGHT BLACK BUSINESSES, THE BLACK CONSUMER AND THE FINANCIAL STRENGTH THEY ADD TO THE LOCAL ECONOMY THROUGH VEHICLES SUCH AS: BLACK BUSINESS DIRECTORY; PRESS RELEASES AND NEWS STORIES; FESTIVALS AND EXHIBITIONS; COLLABORATIONS WITH WWBIC, THE LATINO CHAMBER OF COMMERCE, MADISON DEVELOPMENT CORPORATION, THE GREATER MADISON CHAMBER OF COMMERCE, THE URBAN LEAGUE OF GREATER MADISON, MADISON COLLEGE, DANE COUNTY BUY LOCAL, UW SBDC; MBCC NEWSLETTER AND WEBSITE

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

MBCC WILL BE COLLABORATING AND FORMING PARTNERSHIPS WITH THE URBAN LEAGUE OF GREATER MADISON, WWBIC, MADISON COLLEGE, THE LATINO CHAMBER, MADISON DEVELOPMENT CORPORATION, THE GREATER MADISON CHAMBER OF COMMERCE, DANE COUNTY BUY LOCAL, UW SMALL BUSINESS DEVELOPMENT CENTER, SUMMIT CREDIT UNION, AND MCFARLAND BANK VIA THE MBCC NEWSLETTER, WEBSITE, WORKSHOPS, AND FINANCIAL REFERRALS TO PROVIDE THE MENU STYLE SELECTION OF SERVICES TYPICALLY REQUIRED BY BUSINESSES TO OPERATE SUCCESSFULLY (SEE #2-SERVICE DESCRIPTION)

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

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

10. Number of volunteers utilized in 2011?

25
1,000

Number of volunteer hours utilized in this program in 2011?

ORGANIZATION:

Madison Black Chamber of Commerce (MBCC)

PROGRAM/LETTER:

A Program A

11. 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 BLACK BUSINESSES INCLUDES THE OBTAINING OF RELIABLE, ACCURATE, TIMELY, UNDERSTANDABLE, AND UP-TO-DATE BUSINESS RELATED INFORMATION WITH LITTLE OR NO RED TAPE. MBCC AND THE ENTREPRENEUR TECHNICAL ASSISTANCE 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. BUSINESS RELATED INFORMATION WILL BE DISSEMINATED VIA INFO SESSIONS, NETWORKING EVENTS, ANNUAL BUSINESS WEEKEND RETREAT, AND THE MBCC NEWSLETTER AND WEBSITE

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

MBCC AND THE ENTREPRENEUR TECHNICAL ASSISTANCE PROGRAM STAFF, (WHO ARE MEMBERS OF THE BOARD OF DIRECTORS, AND ALSO BLACK BUSINESS OWNERS), HAVE A TOTAL OF OVER 160 YEARS OF BUSINESS EXPERIENCE. INFORMATION AND OTHER RESOURCES ARE AVAILABLE TO SHARE WITH MBCC MEMBERS. MBCC MEMBERS ARE ENCOURAGED TO ACTIVELY REQUEST MATERIALS AND OTHER BENEFICIAL INFORMATION SO THAT MBCC'S RESOURCES REPRESENT THE MOST CURRENT INFORMATION TO MEET THE NEEDS AND INCREASING DEMANDS OF A THRIVING BUSINESS. MBCC VOLUNTEERS ARE QUALIFIED TO PROVIDE NOT ONLY GENERAL BUSINESS ADVICE, BUT ARE AVAILABLE TO PROVIDE SPECIFIC TECHNICAL ADVICE AS WELL. IN ADDITION, EACH OF THESE VOLUNTEERS ARE SEASONED BUSINESS PROFESSIONALS WHO ARE EXPERTS IN THEIR FIELD AND HAVE A HIGH LEVEL OF COMMITMENT TO THE MBCC ORGANIZATION / MISSION, THE ENTREPRENEUR TECHNICAL ASSISTANCE PROGRAM, & THE ECONOMIC DEVELOPMENT OF THE BLACK BUSINESS COMMUNITY, AND THE MADISON AREA COMMUNITY AT LARGE. MBCC PARTNERED, AND WILL CONTINUE TO PARTNER WITH INSTITUTIONS SUCH AS SUMMIT CREDIT UNION, WWBIC, MADISON COLLEGE, UW SMALL BUSINESS DEVELOPMENT CENTER TO PROVIDE FINANCIAL AND OTHER PROFESSIONAL EDUCATIONAL OPPORTUNITIES.

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

NOT APPLICABLE

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

Staff Title	FTE	Credentials/Qualifications
PROGRAM COORDINATOR	50%	PROGRAM MANAGEMENT AND ADMINISTRATIVE SKILLS

ORGANIZATION:	Madison Black Chamber of Commerce (MBCC)
PROGRAM/LETTER:	A Program A

15. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2013-2014.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	20
Between 30% to 50% of county median income	20
Less than 30% of county median income	0
Total households to be served	40

16. If projections for 2014 will vary significantly from 2013, complete the following:

Income Level for 2014	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

17. 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.

18. 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 2012
ANNUAL NETWORKING EVENT (PREPARE MATERIALS FOR DISSEMINATION)	DEC2012/JAN2013
ANNUAL NETWORKING EVENT (BEGIN TARGETED MEMBERSHIP DRIVE)	FEBRUARY 2013
ANNUAL NETWORKING EVENT (DISSEMINATE INFORMATION ON ENTREPRENEUR SUPPORT & DEVELOPMENT PROGRAM)	FEBRUARY 2013
PLAN 2013 INFORMATION SESSIONS, AND ASSIGN PRESENTORS	FEB/MAR 2013
PROMOTE/ADVERTISE FOR 2013 BUSINESS DEVELOPMENT EVENT	APR-JULY 2013
BUSINESS DEVELOPMENT EVENT	JULY-SEPT 2013
SELECT 10 BUSINESSES TO PROVIDE MENU STYLE SELECTION OF SERVICES	MAY 2013
QUARTERLY CONTACT WITH 10 SELECTED BUSINESSES	JUNE-DEC 2013
REPEAT FOR 2014 - - -ALL ABOVE DATES SAME FOR 2014	JUNE-DEC 2014

ORGANIZATION:	Madison Black Chamber of Commerce (MBCC)
PROGRAM/LETTER:	A Program A

DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
TOTAL	40	100%	0	0%	RESIDENCY				
MALE	14	35%	0	0%	CITY OF MADISON	30	75%		
FEMALE	26	65%	0	0%	DANE COUNTY (NOT IN CITY)	4	10%		
UNKNOWN/OTHER	0	0%	0	0%	OUTSIDE DANE COUNTY	6	15%		
					TOTAL RESIDENCY	40	100%		
					AGE				
					<2	0	0%		
					2 - 5	0	0%		
					6 - 12	0	0%		
					13 - 17	0	0%		
					18 - 29	2	5%		
					30 - 59	32	80%		
					60 - 74	4	10%		
					75 & UP	2	5%		
					TOTAL AGE	40	100%		
					RACE				
					WHITE/CAUCASIAN	0	0%	0	0%
					BLACK/AFRICAN AMERICAN	38	95%	0	0%
					ASIAN	0	0%	0	0%
					AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%
					MULTI-RACIAL:	2	5%	0	0%
					Black/AA & White/Caucasian	2	100%	0	0%
					Asian & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & Black/AA	0	0%	0	0%
					BALANCE/OTHER	0	0%	0	0%
					TOTAL RACE	40	100%	0	0%
					ETHNICITY				
					HISPANIC OR LATINO	1	3%	0	0%
					NOT HISPANIC OR LATINO	39	98%	0	0%
					TOTAL ETHNICITY	40	100%	0	0%
					PERSONS WITH DISABILITIES	0	0%	0	0%

Part. = Participant

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

ORGANIZATION:	Madison Black Chamber of Commerce (MBCC)
PROGRAM/LETTER:	A Program A

PROJECT OUTCOMES

Number of unduplicated individual participants served during 2011.	40
Total to be served in 2013.	60

Complete the following for each project outcome. No more than two outcomes per project will be reviewed. Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: **MBCC 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 MBCC MEMBERS AT THE END OF YEAR 1 AND END OF YEAR 2 AND COMPARE TO NUMBER OF PAID MBCC MEMBERS AT END OF 2012.**

Proposed for 2013:	Total to be considered in	<input type="text" value="60"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	60
Proposed for 2014:	Total to be considered in	<input type="text" value="80"/>	Targeted % to meet perf. measures	<input type="text" value="100%"/>
	perf. measurement		Targeted # to meet perf. measure	80

Explain the measurement tools or methods: **MBCC WILL HAVE A MINIMUM OF 40 PAID MEMBERS AT THE END OF 2012, AND OUR GOAL WILL BE TO INCREASE MEMBERSHIP BY 50%, (ADD 20 NEW MEMBERS BY THE END OF 2013). MBCC WILL EXPECT TO REPEAT THIS GOAL FOR 2014, (AND WILL WORK TO EXCEED THIS GOAL).**

Outcome Objective # 2: **MBCC WILL ENROLL 20 BUSINESSES IN 2013, (20 BUSINESSES IN 2014) IN THE ENTREPRENEUR TECHNICAL ASSISTANCE PROGRAM, AND DOCUMENT SUCCESS OF BUSINESS GROWTH**

Performance Indicator(s): **MBCC 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 2013:	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 2014:	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: **CALCULATIONS WILL BE PERFORMED ON DATA COLLECTED ABOVE (IN PERFORMANCE INDICATORS), TO CONFIRM THAT GROSS INCOME WAS INCREASED BY 10% OR MORE FOR ONE OR MORE YEARS, OR THAT TECHNICAL ASSISTANCE RECEIVED ADDED VALUE TO THEIR BUSINESS. (SATISFACTION WILL BE BASED ON INFORMATION RECEIVED IN SURVEY).**

ORGANIZATION:	MADISON BLACK CHAMBER OF COMMERCE
PROGRAM/LETTER:	A ENTREPRENEUR TECHNICAL ASSISTANCE

10. PROGRAM BUDGET

a. 2012 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	20,000	0	20,000	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	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	20,000	0	20,000	0	0

b. 2013 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	32,500	13,000	19,500	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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	32,500	13,000	19,500	0	0

*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	MADISON BLACK CHAMBER OF COMMERCE
PROGRAM/LETTER:	A ENTREPRENEUR TECHNICAL ASSISTANCE

11. 2014 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2013 request.

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

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.)

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

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

200 characters (w ith spaces) (2 lines max.)

c. 2014 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	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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	MADISON BLACK CHAMBER OF COMMERCE
Mailing Address	P.O. BOX 1544, MADISON, WI 53701-1544
Telephone	608-576-4526
FAX	
Admin Contact	JOSEPH K. 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 #	966806098



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be **\$12.19 (hourly)**. This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name:

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above

DATE

AGENCY CONTACT INFORMATION

ORGANIZATION **MADISON BLACK CHAMBER OF COMMERCE**

1. AGENCY CONTACT INFORMATION

A	ENTREPRENEUR TECHNICAL ASSISTANCE	Select an Objective Statement from the Drop-Down										
	Contact:	JOSEPH ROY	New Prg?	No	Phone:	608-576-4526	Email:	ROYTEK@GMAIL.COM				
B	Program B	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
C	Program C	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
D	Program D	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:		New Prg?		Phone:		Email:					

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								Non-City	
				A	B	C	D	E	F	G	H		
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-CDBG	20,000	20,000	32,500	32,500	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0	0	0	0	0	0	0	0	0
USER FEES	1,750	4,000	5,000	0	0	0	0	0	0	0	0	0	5,000
OTHER	0	0	7,300	0	0	0	0	0	0	0	0	0	7,300
TOTAL REVENUE	21,750	24,000	44,800	32,500	0	0	0	0	0	0	0	0	12,300

3. AGENCY ORGANIZATIONAL PROFILE

a. AGENCY MISSION STATEMENT

THE MADISON BLACK CHAMBER OF COMMERCE WILL EMPOWER AND ENGAGE GREATER MADISON'S BLACK COMMUNITY IN THE REGION'S ECONOMIC DEVELOPMENT BY SUPPORTING THE ESTABLISHMENT AND GROWTH OF BLACK BUSINESSES AND BLACK LEADERSHIP THROUGH THE EMPLOYMENT OF BLACK PEOPLE, AND PROMOTING THE POWER AND IMPACT OF BLACK COMMERCE.

b. AGENCY EXPERIENCE AND QUALIFICATIONS

6000 characters (w th spaces) (47 lines max.)

4. AGENCY GOVERNING BODY

How many Board meetings were held in 2011?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	12
How many Board seats are indicated in your agency by-laws?	7

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

Name	JOSEPH ROY			
Home Address	221 S. HIGH POINT RD, #311E, 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	5133 W. FAIRMOUNT AVENUE, MILWAUKEE, WI 53218			
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	CAMILLE CARTER			
Home Address	526 MOORLAND RD, MADISON, WI 53713			
Occupation	FINANCIAL SERVICES REPRESENTATIVE			
Representing	METLIFE			
Term of Office	3 YEARS	From:	01/2011	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

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

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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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Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

5. 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%	7	100%	25	100%
GENDER						
MALE	0	0%	3	43%	10	40%
FEMALE	0	0%	4	57%	15	60%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	0	0%	7	100%	25	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	0	0%
18-59 YRS	0	0%	6	86%	21	84%
60 AND OLDER	0	0%	1	14%	4	16%
TOTAL AGE	0	0%	7	100%	25	100%
RACE*						0
WHITE/CAUCASIAN	0	0%	0	0%	4	16%
BLACK/AFRICAN AMERICAN	0	0%	7	100%	21	84%
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%	7	100%	25	100%
ETHNICITY						
HISPANIC OR LATINO	0	0%	0	0%	0	0%
NOT HISPANIC OR LATINO	0	0%	7	100%	25	100%
TOTAL ETHNICITY	0	0%	7	100%	25	100%
PERSONS WITH DISABILITIES	0	0%	0	0%	0	0%

*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

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

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
A. PERSONNEL			
Salary	0	0	13,000
Taxes	0	0	1,300
Benefits	0	0	6,000
SUBTOTAL A.	0	0	20,300
B. OPERATING			
All "Operating" Costs	21,750	24,000	24,500
SUBTOTAL B.	21,750	24,000	24,500
C. SPACE			
Rent/Utilities/Maintenance	0	0	0
Mortgage (P&I) / Depreciation / Taxes	0	0	0
SUBTOTAL C.	0	0	0
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	21,750	24,000	44,800
E. TOTAL CAPITAL EXPENDITURES	0	0	0

7. PERSONNEL DATA: List Percent of Staff Turnover

0.0%

Divide the number of resignations or terminations in calendar year 2011 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.

600 characters (with spaces) (6 lines max.)N/A

8. PERSONNEL DATA: Personnel Schedule

a. Personnel Schedule

List each staff position by title. Seasonal Employees should be entered in seasonal section. Indicate if the position meets the Living Wage Exception with an asterisk (*).

Indicate the number of 2013 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.**

Indicate base hourly wage for each position. **All positions in city funded programs must meet City Living Wage requirements.**

The Madison Living Wage for 2013 will be **\$12.19 (hourly)**.

Staff Position/Category	2012		2013-14		Hourly Wage	2013-14 PROPOSED FTEs DISTRIBUTED BY PROGRAM									
	Est. FTE	Est. Salary	Proposed FTE	Proposed Salary		A	B	C	D	E	F	G	H	Non-City	
						FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE
PROGRAM COORDINATOR	0.00	0	0.50	26,000	12.50	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0.00	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0.00	0	0.50	26,000		0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL PERSONNEL COSTS:				26,000											

b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A	B	C	D	E	F	G	H	Non-City
					# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0	0		0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**STAFF REVIEW OF PROPOSALS FOR
2013 – 2014 Funding Process**

1. **Project Name/Title:** **The Microenterprise Development Continuum**
2. **Agency Name:** **Wisconsin Women’s Business Initiative Corporation (WWBIC)**
3. **Requested Amount:** **2013: \$200,000**
2014: \$200,000 **(Prior Year Level \$164,000)**
4. **Project Type:** **New** or **Continuing**

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

F: Economic Development of Small Businesses

6. **Product/Service Description:**

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. WWBIC is requesting \$106,000 for loans and \$94,000 for technical assistance costs.

7. **Anticipated Accomplishments (Numbers/Type/Outcome):**

WWBIC will provide 6-7 new loans that will create 3-5 FTE jobs for low-moderate income individuals. WWBIC will serve 140 unduplicated individuals each year through other business capital, one-on-one business assistance, business education, financial awareness and asset- building programs.

8. **Staff Review:**

The WWBIC proposal is applicable to the 2013-2014 CDD Program Goals and Priorities. The loan and training programs meet both the micro-enterprise assistance and job creation business assistance goals. To meet changing client needs and expectations WWBIC is requesting additional technical assistance funds from previous years because they find themselves providing more one-on-one business assistance to microenterprises which is requiring more staff time.

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.

Since 2004, with CDD funds, WWBIC has served over 1,185 individuals, with an average of 62% with low-moderate income. WWBIC has provided 45 loans to businesses that have created over 72 new jobs, of which 90% have been targeted to hires with low-moderate income. WWBIC has used their experience to not only exceed CDD goals but to also be a leader and innovator in quality business education such as their 10-part Start Smart business planning series that is being used nationally.

In 2011, WWBIC maintained a separate Revolving Loan contract with CDD where \$135,070 was used for microenterprise loans and \$90,047 for technical assistance costs. Funds for the Revolving Loan contract come from repayment of previously loaned funds. These funds allowed WWBIC to provide 8 new loans, create 10 new FTE jobs and serve 200 unduplicated individuals. In 2012, they have \$53,492 available for loans and \$49,378 for technical assistance in their Revolving Loan contract.

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 Institution. Additional sources of funding are through fundraising donations and user fees. WWBIC has been receiving CDBG funds since 2004 and has shown sound fiscal planning and management.

WWBIC will utilize local expertise from over 60 volunteers in various professional fields who work one-on-one with clients as coaches, mentors and classroom speakers. They will work with other local agencies such as; Latino Chamber of Commerce and the Madison Black Chamber of Commerce (AABBA), Madison Urban League, UW Small Business Development Center, and the Northside Planning Council to help them reach their target market of women, people of color and low-moderate income individuals.

Total Cost/Total Beneficiaries Equals:	\$972,000/1105=\$879
CD Office Funds/CD-Eligible Beneficiaries Equals:	\$180,000/140=\$1,285
CD Office Funds as Percentage of Total Budget:	2%

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum
OBJECTIVE STATEMENTS:	CDBG: F. Business Development - Micro-business (CDBG)

DESCRIPTION OF SERVICES

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

WWBIC respectfully requests \$200,000 annually for 2013 and 2014. Each year we plan to use \$106,000 for loans and \$94,000 for business development services - also known as technical assistance - including one-on-one business assistance and business education. WWBIC is virtually the only provider of micro loans with accompanying business development services in the City of Madison. We can make very small loans of \$50,000 or less – and we will also loan to startup businesses, a niche most commercial lenders assiduously avoid because of the risk and cost involved. As credit remains tight, WWBIC financing remains the most attainable financing option for the micro business owner. WWBIC has witnessed great need and high demand for loan capital in the form of direct requests— our pipeline is full-to-bursting and continues increasing. The key to mitigating risk inherent in small business lending is the individualized business assistance WWBIC provides each loan client.

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

While our programs are open to all, we have significant expertise in our target market of women, people of color, and those of lower incomes. In 2013 and in 2014, WWBIC clients will start or expand 5 to 7 new businesses, resulting in 3-5 FTE jobs taken by low-income individuals in each program year. WWBIC has had 8 years of CDBG funding, using these funds to leverage additional federal and local private dollars for the Madison community, and a strong performance legacy.

In addition we leverage local expertise with 60 volunteers in various professional fields who work one-on-one with our clients as coaches and mentors and classroom speakers.

Our activities and outcomes in 2013 and 2014 will continue the Microenterprise Development Continuum, which has consistently proved to be a cost-effective program with major economic impact. Since 2004, with CDBG funds, WWBIC has served more than 1,185 individuals, with an average of 62% low-to-moderate income. We have made loans to 45 businesses which in turn have created 72 new jobs, of which 66 have been LMI FTEs. We anticipate building on this impact base for years to come.

WWBIC is a leader and innovator in quality business education for entrepreneurs. We constantly develop and disseminate industry best practices; for example, our 10-part Start Smart business planning series curriculum, available nationally, was co-authored by WWBIC Director of Impact Initiatives Julann Jatczak. Beginning,

3. **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.

Each year, we will serve 140 unduplicated individuals through business education, technical assistance, counseling, or financial awareness education. We will provide loans to 5-7 new loan clients who will create 3-5 new LMI jobs and also serve 23 existing loan clients in each year (number may vary as loans are repaid). We will conduct numerous outreach events and work closely with our partners to identify loan prospects in our target markets. WWBIC has consistently met and exceeded past goals.

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

Services take place at our offices, at the Village on Park, as well as other easily accessible venues for all, including those who are disabled--such as job centers, chambers, community organizations and the client's place of business. Office hours are Monday-Friday, 8:30-5. Workshops are primarily on evenings and weekends. One-on-one counseling takes place any time at client's convenience.

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum

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

Female participants, 73%; male, 27%
 People of Color in City of Madison, 27% (People of Color are only 11% of Madison's population); Average Age, 43 years; Marital Status, Single/Divorced/Widowed, 60%; Married 40%
 Low-to-Moderate Income, 76% (2010 was 65%)
 % Receiving Public Assistance, 48% (2011 was 40%). Public Assistance includes unemployment.
 Veterans, 4%; People with Disabilities, 10%; Entrepreneurial Status (of all clients):
 Exploring a business idea, 70%; starting or expanding a business, 30%

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

Based at our S. Park Street office, will serve entire City. Focused outreach in lowest MHI neighborhoods (per the Neighborhood Indicators tool), including Allied Drive, Burr Oaks, Sherman, Lakeview.

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

We reach our target market in many ways. Word-of-mouth is always powerful. Our semi-annual class schedule is posted on our website, delivered in print form to people and community locations, and marketed through our partner agencies. Online class registration is available. Numerous outreach events and meetings include the Annual reception at the Governor's residence and this year's upcoming 25th Year Anniversary Annual luncheon event, attended last year by 700 people. Events feature our WWBIC clients prominently as vendors and speakers. Our businesses often appear in print and electronic news and feature stories. WWBIC maintains an active presence in the Wisconsin Entrepreneurs Network, an Internet portal of 100 partners throughout the state. We have strong partnerships with the State of Wisconsin in all our program areas including the new WEDC. We expect in 2012 to receive an increase in referrals from the State's TANF program and other public assistance programs.

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

WWBIC believes in strategic partnerships to fill gaps without duplication of effort. WWBIC is an active partner other microenterprise economic development organizations within the City, including the Latino Chamber of Commerce and the African American Black Business Association, the Urban League, the UW Small Business Development Center, and the Northside Planning Council, Allied Cooperative Food Cart Program, and FEED Kitchen. WWBIC is an active partner in State of Wisconsin events such as The Money Conference and Money Smart week. Other partners include the Department of Financial Institutions, The Financial Education Center, the Latino Support Network, The Wisconsin Business Incubation Association, Forward Community Investments, MAGNET of Madison, and Thrive, an economic development enterprise for the eight-county Madison region. WWBIC is also in our fifth year of administering the Wisconsin Minority Business Development Loan Fund.

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

A cadre of 60 volunteers serves as classroom guest speakers and as coaches and mentors. They have expertise in banking, accounting, and many other fields; and provide valuable business networks to WWBIC loan clients. WWBIC's 26 member South Central Advisory Team plays an active leadership role; among its representatives are community volunteers, bankers, professionals.

10. Number of volunteers utilized in 2011?

60

Number of volunteer hours utilized in this program in 2011?

300

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum

11. 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.

WWBIC's mission emphasis is women, people of color and those of lower incomes – those most likely to be disadvantaged in accessing capital and business networks. Startup capital from mainstream financial institutions, rare before the Great Recession, now has all but disappeared. CDBG funds will help WWBIC to provide capital resources to meet the community's micro business financing demands. Our expertise in working with low-income and disadvantaged entrepreneurs is unmatched. Microentrepreneurs also face barriers to business education. WWBIC's classes are user-friendly and affordable, with no charge for most introductory sessions. Classes are also free of charge to WWBIC loan clients. Scholarships are available for qualified low-income individuals. All classes take place in highly accessible locations – on bus lines and are handicapped-accessible. WWBIC is always ready to make additional accommodations to ensure access to our programs. Many microentrepreneurs also face personal credit barriers to success. WWBIC's financial awareness education programming, Make Your Money Talk, promotes economic self-sufficiency, helps participants master budgeting and saving, and help people overcome their personal financial issues that interfere with operating a successful business. We work in close partnership with the Financial Education Center, which is located next door to our offices on South Park Street. Understanding credit and credit repair are part of our financial awareness curriculum.

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

WWBIC has a history of outstanding CDBG performance, meeting and exceeding our goals. CDBG funds leverage additional \$100,000s to serve the Madison community. WWBIC is a successful fund raiser, with other funding sources including the U.S. Small Business Administration (SBA) Microloan and Office of Women's Business Ownership programs, and the U.S. Treasury's Community Development Financial Institutions (CDFI) Fund. The CDFI Fund requires us to meet annual performance goals and adhere to financial performance standards. WWBIC Director of Impact Initiatives, Julann Jatczak has led our work in Madison over the past decade. She is past Secretary of the national Social Enterprise Alliance Board of Directors. Ms. Jatczak co-authored The NxLevel® Guide, the national curriculum WWBIC uses for its business planning classes. Michelle Dolbeau, Business Assistance Coordinator, meets with business owners one-on-one to provide customized assistance on an ongoing basis including financial and cash flow analysis, as needed. WWBIC has a strong bi-lingual Spanish-speaking staff who, as ethnic Latinos, possess important cultural competences. Fausto Rivera, South Central Loan Officer, has extensive knowledge of financial theories and statistical models with a background in financial needs analysis and risk management. Arlene Bollig, Business Assistance Coordinator, has more than 18 years of experience with working with entrepreneurs in Spanish, specifically within the Latino Community.

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

NA

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

Staff Title	FTE	Credentials/Qualifications
Lending Staff (3)	3	BA or equivalent experience
Director Impact Initiatives	1	BA plus 5 years experience
Compliance Coordinator	1	BA or equivalent experience
Administrative Specialist	1	HS diploma or GED
VP Bus Services - Finance	1	CPA preferred plus 7 years experience
Project Director City of Madison	1	BA plus 4-7 years of experience
Business Assistance Coord	1	BA or equivalent experience

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum

15. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2013-2014.

Income Level	Number of Households
Over 80% of county median income	52
Between 50% to 80% of county median income	10
Between 30% to 50% of county median income	17
Less than 30% of county median income	61
Total households to be served	140

16. If projections for 2014 will vary significantly from 2013, complete the following:

Income Level for 2014	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

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

WWBIC utilizes an indirect cost allocation method calculated using percentage of total agency full time equivalents (FTEs). Say of the seven employees allocated to Madison, employee X is allocated at .40 FTEs, employee Y at .15 FTEs and so on. So if City of Madison FTEs total 1.46, this number is divided by WWBIC's agency wide number of FTEs, 31.8. This 4.58% is then applied to operating expenses in order to properly allocate an accurate percentage to CDBG – City of Madison.

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

Activity Benchmark	Est. Month of Completion
Education & Technical Assistance	Ongoing
Business Start-up Workshops	Monthly
Spanish Language Business Workshops	Quarterly
Start Smart Business Planning Series	March, Sept
Financial Awareness Education for Business Owners and Individuals	Quarterly
Advanced Business Skills Workshops (Quickbooks, Social Media & Marketing)	Quarterly
One-on-one Business Assistance (in Spanish and English)	Ongoing
Lending Product and Process Education	Ongoing
Loan Underwriting, Approval, Closing & Disbursement	Ongoing
Job Creation and Retention	Ongoing
Community Outreach & Partnership Development	Ongoing

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum

DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
TOTAL	133	100%	32	100%	RESIDENCY				
MALE	36	27%	7	22%	CITY OF MADISON	133	100%		
FEMALE	97	73%	25	78%	DANE COUNTY (NOT IN CITY)	0	0%		
UNKNOWN/OTHER	0	0%	0	0%	OUTSIDE DANE COUNTY	0	0%		
					TOTAL RESIDENCY	133	100%		
					AGE				
					<2	0	0%		
					2 - 5	0	0%		
					6 - 12	0	0%		
					13 - 17	0	0%		
					18 - 29	6	5%		
					30 - 59	125	94%		
					60 - 74	2	2%		
					75 & UP	0	0%		
					TOTAL AGE	133	100%		
					RACE				
					WHITE/CAUCASIAN	80	60%	23	72%
					BLACK/AFRICAN AMERICAN	19	14%	6	19%
					ASIAN	3	2%	1	3%
					AMERICAN INDIAN/ALASKAN NATIVE	11	8%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	1	1%	0	0%
					MULTI-RACIAL:	2	2%	0	0%
					Black/AA & White/Caucasian	0	0%	0	0%
					Asian & White/Caucasian	0	0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian	1	50%	0	0%
					Am Indian/Alaskan Native & Black/AA	1	50%	0	0%
					BALANCE/OTHER	17	13%	2	6%
					TOTAL RACE	133	100%	32	100%
					ETHNICITY				
					HISPANIC OR LATINO	32	24%	2	6%
					NOT HISPANIC OR LATINO	101	76%	30	94%
					TOTAL ETHNICITY	133	100%	32	100%
					PERSONS WITH DISABILITIES	8	6%	0	0%

Part. = Participant

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

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A The Microenterprise Development Continuum

PROJECT OUTCOMES

Number of unduplicated individual participants served during 2011.	133
Total to be served in 2013.	140

Complete the following for each project outcome. No more than two outcomes per project will be reviewed.
 Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Training & Counseling: WWBIC will provide technical assistance to potential, new and existing microenterprise owners.
Performance Indicator(s):	140 unduplicated participants will be served and at least 51% will be of low-to-moderate income. This includes counseling to 23 existing WWBIC loan clients.

Proposed for 2013:	Total to be considered in	140	Targeted % to meet perf. measures	51%
	perf. measurement		Targeted # to meet perf. measure	71.4
Proposed for 2014:	Total to be considered in	140	Targeted % to meet perf. measures	51%
	perf. measurement		Targeted # to meet perf. measure	71.4

Explain the measurement tools or methods:	Each WWBIC client completes a detailed Client Information form, and when appropriate, a Business Information form. These forms collect extensive demographic and income information which is captured in our cloud-based Outcome Tracker data system. We also track dates of service, service location, time spent and topics discussed.
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Outcome Objective # 2:	Business Development and Job Creation. WWBIC Loan will create 5-7 FTE jobs, at least 51% of which (3-5) will be taken by low-moderate income individuals.
Performance Indicator(s):	Business owners who receive direct financing from WWBIC, will sign a Terms & Conditions letter detailing the proposed jobs to be created.

Proposed for 2013:	Total to be considered in	5	Targeted % to meet perf. measures	71%
	perf. measurement		Targeted # to meet perf. measure	3.55
Proposed for 2014:	Total to be considered in	5	Targeted % to meet perf. measures	71%
	perf. measurement		Targeted # to meet perf. measure	3.55

Explain the measurement tools or methods:	WWBIC will make loans to up to seven businesses, which will in turn create at least 7 full-time equivalent jobs. The businesses will receive technical assistance before, during and after the loan. Job creation/retention will be monitored by a WWBIC Business Assistance Coordinator and reported quarterly to CDBG. WWBIC maintains data on job creation for each business based on employee demographic forms. We also submit "Form F" on each business to the CDBG office.
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ORGANIZATION:
PROGRAM/LETTER:

Wisconsin Women's Business Initiative Corporation	
A	Job Title: Business Owner - The Microenterprise Development Continuum

10. PROGRAM BUDGET

a. 2012 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	164,000	64,982	10,612	1,486	86,920
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	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	164,000	64,982	10,612	1,486	86,920

b. 2013 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	200,000	86,111	6,919	970	106,000
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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	200,000	86,111	6,919	970	106,000

*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:

Wisconsin Women's Business Initiative Corporation	
A	Job Title: Business Owner - The Microenterprise Development Continuum

11. 2014 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2013 request.

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

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

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

c. 2014 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	200,000	86,111	6,919	970	106,000
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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	200,000	86,111	6,919	970	106,000

*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:

Wisconsin Women's Business Initiative Corporation	
A	Job Title: Business Owner - The Microenterprise Development Continuum

10. PROGRAM BUDGET

a. 2012 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	77,080	64,982	10,612	1,486	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	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	77,080	64,982	10,612	1,486	0

b. 2013 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	94,000	86,111	6,919	970	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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	94,000	86,111	6,919	970	0

*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Wisconsin Women's Business Initiative Corporation
PROGRAM/LETTER:	A Job Title: Business Owner - The Microenterprise Development Continuum

11. 2014 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2013 request.

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

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.)

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

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

200 characters (w ith spaces) (2 lines max.)

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	94,000	86,111	6,919	970	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	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	94,000	86,111	6,919	970	0

*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2014

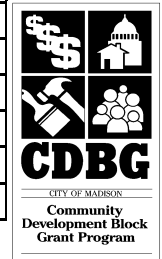
Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	Wisconsin Women's Business Initiative Corporation	
Mailing Address	2300 S. Park St., Suite 103, Madison, WI 53713	
Telephone	608-204-8928	
FAX	608-257-5454	
Admin Contact	Barb Kueny, Director of Development	
Financial Contact	Jon Gaines, Vice President, Business Services and Finance	
Website	www.wwbic.com	
Email Address	barb.kueny@wwbic.com	
Legal Status	Private: Non-Profit	
Federal EIN:	391597954	
State CN:		
DUNS #	168726040	



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be \$12.19 (hourly). This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name: Wendy K. Baumann

By entering your initials in the box WKB you are electronically signing your name and agreeing to the terms listed above

DATE 5/30/2012

AGENCY CONTACT INFORMATION

ORGANIZATION **Wisconsin Women's Business Initiative Corporation**

1. AGENCY CONTACT INFORMATION

A	Job Title: Business Owner - The Microenterprise Dev	Select an Objective Statement from the Drop-Down										
	Contact: Ruth Rohlich	New Prg?	No	Phone:	608-204-8900	Email:	ruth.rohlich@wwbic.com					
B	Program B	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
C	Program C	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
D	Program D	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								Non-City	
				A	B	C	D	E	F	G	H		
DANE CO HUMAN SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
DANE CO CDBG	50,000	40,000	40,000	0	0	0	0	0	0	0	0	0	40,000
MADISON-COMM SVCS	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-CDBG	80,000	77,080	94,000	94,000	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT	2,582,325	2,402,745	2,414,768	0	0	0	0	0	0	0	0	0	2,414,768
FUNDRAISING DONATIONS	849,187	525,000	540,750	0	0	0	0	0	0	0	0	0	540,750
USER FEES	499,354	556,838	573,542	0	0	0	0	0	0	0	0	0	573,542
OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL REVENUE	4,060,866	3,601,663	3,663,060	94,000	0	0	0	0	0	0	0	0	3,569,060

3. AGENCY ORGANIZATIONAL PROFILE

a. AGENCY MISSION STATEMENT

The Wisconsin Women's Business Initiative Corporation (WWBIC) is a state wide economic development organization focused on business creation, expansion, and sustainability, and job creation and retention in urban and rural areas. We provide access to capital including direct lending, one-on-one business assistance, business education, and financial awareness education. Our services are open to anyone in Wisconsin, but our mission emphasis is women, people of color, and people of lower wealth and incomes – those most likely to be underserved by traditional financial institutions.

b. AGENCY EXPERIENCE AND QUALIFICATIONS

A quote from a WWBIC Client: "WWBIC's professional staff has a profound commitment to truly help small and minority businesses to take the necessary steps to succeed. Each of the individuals I had and have the pleasure to work with have been instrumental in advancing my goals by providing relevant, practical, and useful information and resources. Thank you!"--Gladis Benavides, Owner, Benavides Enterprises, Inc., Madison.

WWBIC is recognized locally, regionally and nationally as a leader in microenterprise development. Our services cover all phases of business development from business idea generation and evaluation, to business plan writing and access to capital. We generate job creation efficiently and effectively while addressing barriers that individuals face on their journey to self-sufficiency. We provide not only business development, but financial awareness programming that helps clients put their personal finances in order and position themselves for wealth-building.

WWBIC has had an active presence in Madison since 1995 when we opened our office, and has been awarded CDBG grants since 2004. Our impact on the Madison community has been significant, with the creation or expansion of 45 businesses through our loan program that created a total of 72 FTE jobs, 66 of which have been taken and held by low-income individuals. Cumulatively, with our CDBG awards we have been able to serve more than 830 individuals in Madison, more than half of whom have been low-to-moderate income. Many of these individuals have our favorite job title, BUSINESS OWNER. Even those education and counseling clients who have not yet applied for a WWBIC loan rely on WWBIC for quality, hands-on information not available elsewhere in the community. These business owners have also created and retained dozens of jobs.

"If one in three microenterprises in the United States hired an additional employee, the U.S. would be at full employment." --Association of Enterprise Opportunity, The Power of One in Three: Creating Opportunities for All Americans to Bounce Back, 2011. Business creation is job creation. About 18% percent of all businesses in Wisconsin are micro businesses, and employ about 85% of all employees. At 5.3%, the Madison metro area does not have the state's worst unemployment rate; however that number masks many who have given up looking for work. Thanks to WWBIC, many of these ex-employees reinvent themselves as entrepreneurs. While micro enterprise or small business development is not the solution for every displaced worker, it is a lifesaver for many - offering opportunities to employ themselves and others while generating income to support themselves and their families. According to the Kauffman Foundation, the demographic groups most likely to start microenterprises are less educated individuals - and refugees.

WWBIC State wide Achievements Over the Past 24 years:

- § 1,221 Businesses directly financed.
- § 6,634 jobs created and retained by WWBIC clients state wide.
- § \$24.8 million loaned to small business owners.
- § 40,375 individuals served.

Economic Development Achievements in 2011 alone

- § 321 businesses assisted with startup, expansion or sustainability.
- § 675 jobs created or retained by WWBIC clients.
- § 2.8 jobs on average created by each WWBIC loan client.
- § 3.5 jobs on average retained by each WWBIC loan client.
- § \$3.8 million approved in 120 direct loans to business clients.
- § 3,375 people received classroom or individualized education

In the City of Madison, with last year's CDBG funding in 2011, WWBIC:

- § Assisted 17 existing businesses
- § Closed 19 new loans
- § Created 5 new jobs taken and held by low-income individuals
- § Trained 133 individuals, 68 of which 51% were low-to-moderate income.

Already in 2012, WWBIC has had a busy year. We have served six existing businesses and 35 individuals, 19 of whom (54%) were low-to-moderate income, and have received nearly \$100,000 in financing requests..

4. AGENCY GOVERNING BODY

How many Board meetings were held in 2011?

	6
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	4
How many Board seats are indicated in your agency by-laws?	10

How many Board meetings has your governing body or Board of Directors scheduled for 2012?

How many Board seats are indicated in your agency by-laws?

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

Name	William Coleman, Chairman			
Home Address				
Occupation	President			
Representing	Coleman and Williams, LTD, 7127 N. Green Bay Road, Milwaukee, WI 53209			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Michael McDonagh, Vice Chairman and Secretary			
Home Address				
Occupation	Attorney			
Representing	Mallery & Zimmerman, 731, N. Jackson St., Suite 900, Milwaukee, WI 53202			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Karin Gale, CPA, Treasurer			
Home Address				
Occupation	Shareholder			
Representing	Schenck Business Solutions, 11414 W. Park Place, Suite 220, Milwaukee, WI 53224			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Laurie Benson			
Home Address				
Occupation	Owner			
Representing	LSB Unlimited, 506 Nichols Road, Monona, WI 53716			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Kathryn Andrea, CPA			
Home Address				
Occupation	CPA			
Representing	Andrea & Orendorff, 6300 76th St., Suite 200, Kenosha, WI 53142			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Michael Dries			
Home Address				
Occupation	Director of Communications			
Representing	Diversey, 8310 16th St., Sturtevant, WI 53177			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Johnny L. Moutry Jr.			
Home Address				
Occupation	Executive Director,			
Representing	New Covenant Housing Corporation, Inc., 2331 N. 39th St., Milwaukee, WI 53210			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy
Name	Steve SaLoutos			
Home Address				
Occupation	EVP, Metropolitan Banking - Midwest			
Representing	US Bank, 777 East Wisconsin Avenue, Milwaukee, WI 53202			
Term of Office		From:	mm/yyyy	To:
				mm/yyyy

AGENCY GOVERNING BODY cont.

Name	Beth Wnuk				
Home Address	13350 Braemar Drive, Elm Grove WI 53122				
Occupation	Volunteer				
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name	Wendy K. Baumann				
Home Address					
Occupation	President/CVO				
Representing	Wisconsin Women's Business Initiative Corporation, 2745 N. Dr. MLK Jr. Drive, Milwaukee WI 532				
Term of Office		From:	A	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		From:	P	To:	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name					
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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
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

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To: mm/yyyy

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

5. 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	32	100%	10	100%	90	100%
GENDER						
MALE	7	22%	5	50%	39	43%
FEMALE	25	78%	5	50%	51	57%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	32	100%	10	100%	90	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	62	69%
18-59 YRS	30	94%	9	90%	28	31%
60 AND OLDER	2	6%	1	10%	0	0%
TOTAL AGE	32	100%	10	100%	90	100%
RACE*						0
WHITE/CAUCASIAN	23	72%	8	80%	53	59%
BLACK/AFRICAN AMERICAN	6	19%	2	20%	30	33%
ASIAN	1	3%	0	0%	2	2%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	3	3%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	2	2%
Black/AA & White/Caucasian	0	0%	0	0%	1	50%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	1	50%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	2	6%	0	0%	0	0%
TOTAL RACE	32	100%	10	100%	90	100%
ETHNICITY						
HISPANIC OR LATINO	2	6%	0	0%	8	9%
NOT HISPANIC OR LATINO	30	94%	10	100%	82	91%
TOTAL ETHNICITY	32	100%	10	100%	90	100%
PERSONS WITH DISABILITIES	0	0%	0	0%	1	1%

*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

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

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
A. PERSONNEL			
Salary	1,478,065	1,410,117	1,425,877
Taxes	112,206	107,874	108,647
Benefits	402,046	350,480	354,668
SUBTOTAL A.	1,992,317	1,868,471	1,889,192
B. OPERATING			
All "Operating" Costs	1,554,258	1,563,892	1,601,182
SUBTOTAL B.	1,554,258	1,563,892	1,601,182
C. SPACE			
Rent/Utilities/Maintenance	141,017	169,300	172,686
Mortgage (P&I) / Depreciation / Taxes	0	0	0
SUBTOTAL C.	141,017	169,300	172,686
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	3,687,592	3,601,663	3,663,060
E. TOTAL CAPITAL EXPENDITURES	0	0	0

7. PERSONNEL DATA: List Percent of Staff Turnover

14.0%

Divide the number of resignations or terminations in calendar year 2011 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.

600 characters (with spaces) (6 lines max.)

8. PERSONNEL DATA: Personnel Schedule

a. Personnel Schedule

List each staff position by title. Seasonal Employees should be entered in seasonal section. Indicate if the position meets the Living Wage Exception with an asterisk (*).

Indicate the number of 2013 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.**

Indicate base hourly wage for each position. **All positions in city funded programs must meet City Living Wage requirements.**

The Madison Living Wage for 2013 will be **\$12.19 (hourly)**.

Staff Position/Category	2012		2013-14		Hourly Wage	2013-14 PROPOSED FTEs DISTRIBUTED BY PROGRAM									
	Est. FTE	Est. Salary	Proposed FTE	Proposed Salary		A	B	C	D	E	F	G	H	Non-City	
						FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	FTE	
Lending Staff (3)	0.80	47,303	3.00	48,722	23.42	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	
Director Impact Initiatives	0.10	84,512	1.00	87,047	41.85	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	
Compliance Coordinator	0.15	32,678	1.00	33,658	16.18	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	
Administrative Assistant	0.40	31,133	1.00	32,067	15.42	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	
VP Bus Services/Finance	0.08	90,543	1.00	93,259	44.84	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	
Project Director - City of Madison	0.10	50,859	1.00	52,385	25.19	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	
Business Assistance Coordinator	0.20	40,700	1.00	41,921	20.15	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	
			0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
President	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Director of Lending	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Director of Compliance	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Project Directors	0.00	0	2.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	
Administrative Manager	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Technology Manager	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Loan Officers	0.00	0	3.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	
Loan Operations Staff	0.00	0	3.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	
Accounting Manager	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Staff Accountant	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Assistant to Director/Events Coord.	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Financial Awareness Coordinator	0.00	0	1.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	
Business Assistance	0.00	0	3.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	
Education Staff	0.00	0	2.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	
Database Tech Support	0.00	0	0.80	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	
TOTAL	1.83	377,728	31.80	389,059		1.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.35	
TOTAL PERSONNEL COSTS:				389,059											

b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings		A	B	C	D	E	F	G	H	Non-City
						# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0	0		0		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00