

Form D: Cost Proposal for RFP #12051-0-2023-BP Business Ready “BizReady” Program

Part 1: The following tables display the breakdown of program/ participant development and monitoring, administrative overhead, fund development & program expansion, direct fund allocation and technical assistance/training program expense costs.

Budget Category	Amount	Description
Program Development/ Evaluation Administrative Costs		
Program Development/ Evaluation Administrative Expenses	\$30,000	<p>This line item covers all expenses related to program development & evaluation including, but not limited to:</p> <ul style="list-style-type: none"> ● Enrollment & Application Materials Development ● Applicant Business Communication ● CRM/ Applicant Management ● Applicant Evaluation ● Resource Sharing for Non-Selected Applicants ● CRM/Participant Management ● Data Platform Management to Track & Share Participant Business Performance/ Success <p>This line item also covers office expenses, overhead costs and any other administration costs that are vital for initial and ongoing program coordination and management.</p>
Sustainability: Fund Development & Program Expansion Costs		
Fund Development & Program Expansion	\$15,000	Fund Development & Program Expansion costs of \$15,000 covers salaries for staff engaged in fund development, grant processing expenses and other costs directly related to the deployment and growth of the Micro-Enterprise fund as well as expenses related to program sustainability, growth and expansion activities.
Direct Micro-Enterprise Funding to Participants		
Fund Allocation for Successful Business Owners	\$105,000	<p>This \$105,000 fund is reserved to reward successful program completers. Distribution will be based on established criteria to encourage and recognize their achievements.</p> <p>To maximize the effectiveness of the direct micro-enterprise funding MadREP will seek matching dollars via the Wisconsin Economic Development Corporation (WEDC) matching grant and dollar program, private donors, and Foundations. The goal is to ultimately have a fund that doubles in size to \$210,000.</p> <p>The program will look to allocate \$3,000 per business that completes the BizReady program.</p> <p>By structuring the direct micro-enterprise funding program in this way, we can ensure a fair and transparent process, maximize the impact of the funding, and</p>

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		<p>support the growth and success of participating businesses.</p> <p>An outline of the Micro-Enterprise Fund allocation structure is provided in Table A .</p>
Direct Technical Assistance Programming Expense Costs		
Total Direct Technical Assistance Programming Expenses	\$150,000	<p>The total of \$150,000 is meticulously allocated across various program components to ensure a seamless and impactful learning experience.</p> <p>The breakdown is provided in Table B.</p>

Table A: Funding Structure for Micro-Enterprise Grants	
1. Eligibility Criteria:	Establish clear eligibility criteria for businesses to participate in the program. This could include factors such as being a small-scale enterprise, operating for a specific period (e.g., at least one year), demonstrating financial viability or potential, and being committed to completing the BizReady program.
2. Application and Selection Process:	Create a streamlined application process where businesses can apply for micro-enterprise funding after successfully enrolling in the BizReady program. Applications should require details about the business, its financials, and a brief proposal outlining how the funding will be utilized to enhance its operations.
3. Selection Committee:	Form a selection committee comprising industry experts, entrepreneurs, and representatives from relevant government agencies. This committee should review the applications, assess the business potential, and ensure fairness in the selection process.
4. Funding Allocation:	Allocate the \$105,000 /210,000 budget proportionately over the course of two years to provide 35/70 grants of \$3,000 each. This ensures a steady flow of funding without overwhelming the program with a large number of recipients at once. When accepting funding, grantees will sign agreements to ensure grant funds are used for eligible expenses as defined in section 2.6 of the City of Madison’s RFP.
5. Monitoring and Evaluation	Implement a robust monitoring and evaluation system to track the progress and impact of funded businesses. This can include regular check-ins, financial reporting, and tracking key performance indicators. This information will help identify successful businesses and potential areas for improvement within the program. Grantee reporting will also guarantee and verify that all micro grant funds are spent on eligible costs as defined in section 2.6 of the City of Madison’s RFP.
6. Business Support and	Provide additional support to the funded businesses to enhance their chances of success. This can include connecting them with mentors or business advisors, organizing workshops or training sessions specific to their needs, or facilitating networking opportunities within their

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Mentorship:	respective industries.
7. Collaboration with Local Institutions:	Partner with local institutions such as banks or microfinance organizations to leverage their expertise and resources. This collaboration can help provide financial services, including access to credit or loan facilities, to further support businesses in scaling up their operations.
8. Gradual Expansion:	Based on the program's success, consider gradually increasing the funding and the number of businesses benefiting from it. This expansion can be done in subsequent years or cycles after evaluating the outcomes and ensuring the sustainability of the program.
9. Public Awareness and Outreach:	Conduct awareness campaigns to promote the direct micro-enterprise funding program and encourage eligible businesses to participate. Advertise the success stories of previously funded businesses to attract more candidates and create a positive perception of the program's impact.
10. Periodic Evaluation:	Conduct periodic evaluations of the program's effectiveness and impact to assess its ongoing relevance and make necessary improvements. This can involve seeking feedback from both the funded businesses and the selection committee, analyzing key performance indicators, and identifying any challenges or bottlenecks.

Table B: Direct Programming Expense Breakdown		
Training Materials and Resources	\$50,000	This allocation includes expenses for training manuals, online platforms, videos, software, and other resources that enhance participant learning.
Guest Speakers and Experts	\$30,000	Engaging experts and mentors is essential. This fund covers speaker fees, travel, accommodation, and honorariums for professionals who enhance the program content.
Infrastructure and Facilities	\$20,000	To provide a suitable environment, this allocation covers training space rent, equipment, renovation, setup, and maintenance to ensure a conducive learning environment.
Outreach and Program Promotion	\$15,000	Effective outreach and promotion is vital. This allocation supports website development, digital campaigns, print collateral creation, and advertising to maximize program visibility.
Staff and Trainer Salaries	\$25,000	A skilled team is key. This allocation covers salaries for program coordinators, trainers, facilitators, and administrative staff involved in program management.
Evaluation and Assessment	\$5,000	To measure impact, \$5,000 is allocated for surveys, evaluation tools, analysis software, and reporting to gather participant feedback and enhance future iterations.
Miscellaneous Expenses	\$5,000	For unforeseen needs, this fund covers contingencies, office supplies, and insurance/legal fees to ensure program operations remain secure and compliant.

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Part 2:

Employee Classification	Employee Name & Role/Title	Hourly Rate
Full-Time, Exempt	Jason Fields, President/ CEO - MadREP	\$115/hour
Full-Time, Exempt	Everett Mulroe, Grants Manager- MadREP	\$34/hour
Full-Time, Exempt	Anna Steinfest, President/ CEO - AFF Research	\$175/hour
Full-Time, Exempt	Michael Toyer, PhD, Vice President- AFF Research	\$125/hour