

**Buncombe County FY2019 Strategic Partnership Grants
Application Summary Sheet**

Project	Western Women's Business Training Center Training and Capital Access Program
Organization	Carolina Small Business Development Fund

Amount Requested	\$100,000	Strategic Priority or Sustainability Goal	Diverse Community Workforce
New or Renewal Request	Renewal	Area Served	Districts 1, 2 and 3

Organization Description	<ul style="list-style-type: none"> Carolina Small Business Development Fund (CSBDF) is a statewide nonprofit and Community Development Financial Institution (CDFI) with a mission is to foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses. A program of CSBDF, the Western Women's Business Center (WWBC) has a mission to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs in Western North Carolina. Since its opening in FY2015, the WWBC has served 2,489 clients through group seminars and workshops, totaling 755 hours of training and 275 clients through 1-on-1 coaching, totaling 568 hours of assistance.
Key Steps	<ul style="list-style-type: none"> Business Artists in Residence Program is technical assistance (TA) program that works with artists at the Asheville Area Arts Council up to 3x a month. Best Year Yet is a 12 month strategic planning workshop with 1-on-1 coaching and in group form. Has been able to offer this program at a scholarship rate to our LMI clients. Also hosts QuickBooks workshops so that individuals can understand the financial health of their business. Host classes in Spanish and have business coaches in Buncombe County to fulfil the needs of the Spanish-speaking clients. Business Lending Seminar is an introduction to the loan application process and features CSBDF loan products.
People Served	<ul style="list-style-type: none"> Veterans, Latinos and creative artists served will be a mix of men and women and we will focus on low- to moderate-income (LMI) women. Creative artists and LMI women typically live at or below the poverty level based on their limited income. All 4 groups can be found in various areas of Buncombe County.
Outcomes	<ul style="list-style-type: none"> Results will look like women owned businesses that are sustainable and successful with adequate funding and strong coaching and counseling from WWBC.

Budget			
Amount Funded FY2018	\$50,000	Increase Request	\$50,000
Administrative Budget	14% (from 2016 IRS Form 990)	Total Organization Budget	\$425,906 (projected FY2019)
Other Funding Sources: Grant from Buncombe County, Federal Government Funding, CSBDF Portion, Private foundations			

Strengths
Innovative and/or creative program design
Project serves underserved, underrepresented, minority, and/or high-need population
Well-linked, creative, and/or non-traditional partnerships

CSBDF WWBC Training and Capital Access Program

FY2019 Strategic Partnership Grants

Carolina Small Business Development Fund

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Application Form

Question Group

Project Name*

Name of Project.

CSBDF WWBC Training and Capital Access Program

Amount Requested*

\$100,000.00

PROJECT NARRATIVE

Area Served*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

The CSBDF WWBC Training and Capital Access Program will serve all of Buncombe County. Districts 1, 2 and 3

Organization Description*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

Carolina Small Business Development Fund (CSBDF) is a statewide nonprofit and Community Development Financial Institution (CDFI) with a mission is to foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses. A program of CSBDF, the Western Women's Business Center (WWBC) has a mission to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs in Western North Carolina. Since its opening in FY2015, the WWBC has served 2,489 clients through group seminars and workshops, totaling 755 hours of training and 275 clients through 1-on-1 coaching, totaling 568 hours of assistance. From 2 loans totaling \$45,768 in FY14 to 18 loans totaling more than \$1.2 million, the presence of the WWBC has increased our loan volume in Buncombe County. In total, CSBDF has funded 61 loans totaling \$4,143,529 in Buncombe county.

Strategic Priority*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new

fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Diverse Community Workforce

Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

Shared Vision*

What critical community problem or challenge are you hoping to improve through this project?

Gallup and Wells Fargo commissioned a study showing that minorities have difficulty accessing capital. CSBDF is intentional about providing access to flexible and sustainable capital to help small businesses start or grow their business. According to the 2010 Census, there are over 238,000 people in Buncombe County. Nearly 52% are women and Latinos represent 6%. African Americans and Latinos represent 6.4% and 6.4% of the Asheville population respectively in 2016 Census estimates.

We estimate that there are over 700 creative artists in the County, most of whom lack the collateral and income to obtain business capital or secure long-term space to pursue their craft.

Through our training and TA, we hope to provide small business owners the tools that they need to open or expand their businesses in Buncombe County. Coupled with the education that the WWBC provides, CSBDF provides affordable capital in the form of small business loans allowing for further impact to be made.

Key Steps*

How will the project work? What are specific activities and milestones that your project entails?

Business Artists in Residence Program is technical assistance (TA) program that works with artists at the Asheville Area Arts Council up to 3x a month. To reach LMI women, we work with the African American Business Association (AABA). AABA aims to bring equity to the African American community while enhancing the diversity of business ownership.

Best Year Yet is a 12 month strategic planning workshop with 1-on-1 coaching and in group form. We have been able to offer this program at a scholarship rate to our LMI clients. We also host QuickBooks workshops so that individuals can understand the financial health of their business. We host classes in Spanish and have business coaches in Buncombe County to fulfil the needs of the Spanish-speaking clients.

Business Lending Seminar is an introduction to the loan application process and features CSBDF loan products. We provide Business Ready classes in collaboration with Green Opportunities and other organizations in the area.

People Served*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

Veterans, Latinos and creative artists served will be a mix of men and women and we will focus on low- to moderate-income (LMI) women. Creative artists and LMI women typically live at or below the poverty level based on their limited income. All 4 groups can be found in various areas of Buncombe County. Creative artists will be reached through organizations like the Asheville Area Arts Council, LMI women will be reached through the African American Business Association and AAAC and marketing to this demographic through Hola Carolina, WNC Woman and Urban News media to reach this diverse and wide audience. Veterans are reached through our partnership with NC works. Latino business owners are reached through referral partners including El Centro, Hola Carolina, Mountain BizWorks, Nuestro Centro, Asheville Savings Bank, Wells Fargo and SelfHelp. We focus on reducing barriers for entrepreneurs in LMI situations with an emphasis on minorities, veterans, women, artists and Latinos.

Partners*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

Asheville Area Arts Council is a referral source and brings consulting resources. A-B Tech's Small Business Center has a partnership with us and referral system to help small businesses in the area. We work with OnTrack Financial to provide financial training to workshop attendees and 1-on-1 counseling and coaching. The SBTDCs are another partner.

For classroom space, we work with Goodwill Industries, Edington Center and Lenoir Rhyne University. The City of Asheville is a partner for funding for programs done in Asheville. We work with Green Opportunities to hold classes and seminars. We partner with Mountain BizWorks to hold workshops and classes in both English and Spanish and with Eagle Market Street Development Corporation with the IDA program. We also work with the African American Business Association to reach entrepreneurs in the area and to hold classes.

Personnel*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

Sharon Oxendine is the WWBC Director and is responsible for designing programs, building appropriate partnerships to deliver services, identifying qualified participants and managing the delivery of programs and services. Sharon has over 15 years of experience in business development. Under the direction of Sharon, over 2,400 women have prepared to launch or grow businesses through both group classes and individual coaching in Western North Carolina. Rosanna Mulcahy, the Associate WWBC Director, is trained in lending and also works with our Latino population. Jasmine Hanks is the WWBC Administrative Assistant and handles intake and data collection. Rose-Marie Viera is a Program Associate and delivers many of the programs. Zurilma Anuel is the Latino Program director and assists in programs given in Spanish. Rosanna and Zurilma speak Spanish and are involved in the Latino community.

Success*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

Our measurement of results will look like women owned businesses that are sustainable and successful with adequate funding and strong coaching and counseling from WWBC. We maintain data on each client with our new Center IC software that allows us to follow, track and develop relationships with our clients for each interaction. This also allows us to run reports on our impact. This software will be integrated into Salesforce, the software that CSBDF uses to track all client interactions and lending. We have strong metrics for each quarter that allow our staff to determine if we are meeting our requirements and if not to adjust. We

also maintain evaluations for each program we facilitate soliciting information from our clients. We maintain these on file.

Funding*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

The WWBC is a vital and ongoing part of our overall business strategy. As we have institutionalized this program, there is a need to continue applying for funding to make classes and trainings available to entrepreneurs in Western NC. CSBDF will continue to apply for grants to support the WWBC. Currently, the WWBC is supported by Buncombe County, the City of Asheville, the Small Business Administration and the Josephine S. Leiser Foundation.

Sustainability*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

The WWBC works closely with the CSBDF Development team to identify and apply for funding to sustain operations and programming. This is done on an ongoing basis, as the need of the programs is constant, therefore funding is also needed. In April 2016, the SBA designated the WWBC as an SBA-affiliated Women's Business Center and was awarded a grant. The grant allows us to expand our training, coaching, workshops and TA services to existing and aspiring women entrepreneurs in western NC to include low-income communities, people of color, veterans, Latinos & artists. This grant is competitive and a competitive application is required, similar to both Buncombe County and the City of Asheville. Reaching women entrepreneurs has always been a priority of CSBDF's President/ CEO and he opened the WWBC without any funding-- that being said, the WWBC will be supported by CSBDF because it is viewed as an essential part of overall operations to fulfill the mission.

ATTACHMENTS

Project Budget*

Download the budget form at [THIS LINK](#).

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

strategic-partnership-grants-FY2019-budget-template.xlsx

Financial Statements*

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

If your organization does not have financial statements, briefly state the reason.

FY2017 Audit smaller.pdf

IRS Form 990*

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

If your organization does not have a 990, briefly state the reason.

990 FYE 2016 (2015) - Public.pdf

Board of Directors List*

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

CSBDF 2017-18 BOD Contact Info Revised September 17.pdf

Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Anastasia Bowden 02/08/2018