

**Buncombe County FY2020 Strategic Partnership Grants
Application Summary Sheet**

Project	Western Women's Business Center - Deep Dive Labs and Building Your Business Study Halls
Organization	Carolina Small Business Development Fund

Amount Requested	\$100,000	Strategic Priority or Sustainability Goal	Diverse Workforce
New or Renewal Request	Renewal	Commissioner Districts Served	All

Organization Description	<ul style="list-style-type: none"> Carolina Small Business Development Fund (CSBDF) is a statewide nonprofit and Community Development Financial Institution that fosters economic development in underserved communities by providing capital, business services, and research supporting small businesses. A program of CSBDF, the Western Women’s Business Center’s mission is to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs in Western NC.
Project Description	<ul style="list-style-type: none"> Previous conference participants provided feedback that they desired deeper workshops covering substantive business topics and offering opportunities to accomplish tasks, bridging the connection between information and action. With a grant from Buncombe County, plans to meet this need with two new programs for entrepreneurs and small business owners in Buncombe County: Deep Dive Labs and “Building Your Business” Study Halls. This will increase the quality and depth of the topics offered to our clients, and expand their opportunities for one-on-one technical assistance. Has found that this individual relationship building and mentoring increases clients’ success and helps them be better prepared to pay off their loans. This builds more successful business owners and paves the way for clients to demonstrate “bankability” to other sources of capital. Will continue to offer core classes on QuickBooks, Marketing, Rocket BizPlans, and Lending for your Business.
People Served	<ul style="list-style-type: none"> The Deep Dive Labs and Study Halls will be offered at the headquarters at AB Tech Small Business Center. The focus of the programs is reducing barriers for low and moderate-income entrepreneurs with an emphasis on minorities, veterans, and women.
Outcomes	<ul style="list-style-type: none"> Success is measured through program participation from target demographics, hours of technical assistance, capital deployed to women owned businesses, and client feedback. The vision is a strong and diverse community of women entrepreneurs and small business owners that are sustainable and successful because of coaching, counseling, and access to capital. There is data maintained on each client with software that allows the following, tracking and development of relationships with the clients for each interaction. This also allows reports on the impact.

Budget			
Amount Funded FY2019	\$50,000	Increase Request	\$50,000
Project Budget	\$100,000	Total Organization Budget	\$453,427
Other Funding Sources: City of Asheville, Small Business Administration and individual donors			

Additional Information
<ul style="list-style-type: none"> Inconsistent progress toward performance targets for FY2019 grant

Western Women's Business Center - Deep Dive Labs and Building Your Business Study Halls

FY2020 Strategic Partnership Grants

Carolina Small Business Development Fund

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Application Form

Question Group

Please complete the form below and upload the required files for your application. Organizations submitting more than one project must complete one submission form for each project. Incomplete applications will not be considered.

Priority is given to nonprofit organizations with projects that contribute to Buncombe County's strategic priorities or sustainability goals.

For FY2020, no Strategic Partnership Grant applications will be considered for the strategic priorities "Affordable Housing" or "Early Childhood Education." Funding for affordable housing projects is managed through Buncombe County's Affordable Housing Services Program. Funding for early childhood projects will be managed through the newly forming Early Childhood Education and Development Fund.

Project Name*

Name of Project.

Western Women's Business Center - Deep Dive Labs and Building Your Business Study Halls

Amount Requested*

\$100,000.00

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](#).

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 is a statewide nonprofit and CDFI that fosters economic development in underserved communities by providing capital, business services, and research supporting small businesses. A program of CSBDF, the Western Women's Business Center's mission is to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs in Western NC. Since 2014, the WWBC has served 3,607 clients through seminars and workshops, totaling 1,034 hours of training, and 590 businesses through individual coaching, totaling 1,059 hours of assistance. The WWBC has also expanded access to capital through 118 small business loans totaling \$10.2 million, which clients report helped create or retain 358 jobs in the region. In Buncombe County, our Latino program (launched in 2016) has served 106 Latino clients through 778 hours of individual assistance, drawn 989 workshop attendees, and held 58 workshops in Spanish.

Project Description

What do you propose to do? What is your plan? What are your goals?

We received feedback from our conference participants that they desired deeper workshops covering substantive business topics and offering opportunities to accomplish tasks, bridging the connection between information and action. With a grant from Buncombe County, we plan to meet this need with two new programs for entrepreneurs and small business owners in Buncombe County: Deep Dive Labs and "Building Your Business" Study Halls. This will increase the quality and depth of the topics offered to our clients, and expand their opportunities for one-on-one technical assistance. We have found that this individual relationship building and mentoring increases our clients' success and helps them be better prepared to pay off their loans. This builds more successful business owners and paves the way for clients to demonstrate "bankability" to other sources of capital. We will continue to offer core classes on QuickBooks, Marketing, Rocket BizPlans, and Lending for your Business.

Key Steps*

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

The two-hour Deep Dive Labs will offer a hands-on learning covering specific topics in a classroom setting. 6 general topics will be offered, including subtopics in each area: Human Resources, Finances, Marketing, Business Development, Client Services, and General Business. Clients will complete homework beforehand, work on the topic during the lab and have an opportunity to ask questions after the 'lab work'. Participants will walk away with a finished 'product' within two-hour lab. We plan to schedule at least 12 Deep Dive Labs per year. Complimentary to the Deep Dive Labs, the Study Hall will be offered weekly on Fridays from 9am to noon, to clients (established and new) where they will receive assistance based on individual needs such as business coaching, technical assistance or referrals to other agencies. For those clients who have received a small business loan, this is an opportunity to receive ongoing assistance post loan.

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](#).

Programming will serve all of Buncombe County. Districts 1, 2 and 3

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.

The Deep Dive Labs and Study Halls will be offered at our headquarters at AB Tech Small Business Center. The focus of our programs is reducing barriers for low and moderate-income entrepreneurs with an emphasis on minorities, veterans, and women. Deep Dive Lab attendance is capped at 15, and Study Halls are capped at 8. We will offer our core programs: QB, Marketing, Business Plans, throughout the county. We partner with AB-Tech, Good Will and Chambers on service delivery. We will hold at least 12 Deep Dive Labs per year, and Study Halls on a weekly basis. Overall, we project that in FY 2020 we will serve 400 clients through workshops, 125 clients through technical assistance, and approve at least 10 small business loans. For our Latino clients in Buncombe County, we project that in FY2020, we will serve 40 through one on one technical assistance, 100 through workshops, and close two loan applications. Our Latino program will conduct 4 workshops in Spanish in Buncombe County in FY2020

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?

AB 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. 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. For WWBC programming, LMI women of diverse backgrounds will be reached through the African American Business Association and AAAC and marketing to this demographic through Hola Carolina, and WNC woman 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.

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?

Project leaders are a diverse group of women including Sharon Oxendine (Director), Dannie Frey (Associate Director) Nita Carroll (Program Associate), and Jasmine Hanks (Client Intake Specialist). Jasmine conducts program intakes, compliance reporting and client referrals to our Business Development Officers and Latino Program. Nita, Sharon and Dannie will provide technical assistance and present Deep Dive lab topics, with other topics covered by consultants from partner organizations. Dannie and Nita will administer programs and community outreach. Sharon has 25+ years of experience, 16 in Western NC offering business training, lending and support. Dannie has 15 years of experience as a social worker, 10 as a business development coach. Nita has 24 years of experience with nonprofits and social justice organizations, and previously worked for a domestic violence service provider in Asheville. Jasmine previously worked at Buncombe County Department of Social Services

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 success is measured through program participation from our target demographics, hours of technical assistance, capital deployed to women owned businesses, and client feedback. Our vision is a strong and diverse community of women entrepreneurs and small business owners in Buncombe County that are sustainable and successful because of coaching, counseling, and access to capital 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 CSBDF's overall business strategy, and CSBDF continues to cover a portion of WWBC's annual budget. Each year, we continue to apply for funding to make classes and trainings available to entrepreneurs in Western NC. Currently, the WWBC is supported by Buncombe County, the City of Asheville, and the Small Business Administration. In addition to grant funding, CSBDF Development staff seeks to grow our individual donor pool in the next fiscal year through networking and outreach surrounding our annual conferences and events in Buncombe and Wake Counties

Sustainability*

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

Deep Dive Labs have replaced WWBC's Best Year Yet program ending in 2019. Many of the participants of Best Year Yet have asked for deeper task related coaching, a gap that will be filled by the Deep Dive Labs. We have assessed that the costs to run Deep Dive Labs and the Study Halls will be more sustainable than the Best Year Yet programming. The ability for us to add to the general categories of lab topics will allow us to maintain relevance in our offerings and meet the needs of clients in whatever stage they may be in their business development. We continue to seek other sources for funding and we believe our Deep Dive Program will allow for increased sustainability in the program and for our clients. In 2019, we plan to apply for additional funding from the SBA, ARC, Z. Smith Reynolds, and the City of Asheville (CDBG). CSBDF continues to support WWBC's programming and seek recurring and new sources of funding

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-FY2020-budget-DRAFT 1-2019.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.

CSBDF Audit 2018.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 - FY17 - Public (020419)AX.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 2018-19 BOD List.docx

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

Emily Stallings 02/04/2018

Other attachments or supplemental information may be submitted to Rachael Nygaard at rachael.nygaard@buncombecounty.org

File Attachment Summary

Applicant File Uploads

- strategic-partnership-grants-FY2020-budget-DRAFT 1-2019.xlsx
- CSBDF Audit 2018.pdf
- 990 - FY17 - Public (020419)AX.pdf
- CSBDF 2018-19 BOD List.docx