

CITY OF MILWAUKEE

**BUSINESS
CAPACITY
BUILDING
PROGRAM**



*Department of Administration
Business Operations Division
Office of Small Business Development*

Content Outline

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Background

- ▶ In 2008, the Common Council, via File No. 071618, authorized DOA to develop a program to build the capacity of SBE firms and/ or provide workforce training on Phase I of the North End Development project.
- ▶ In 2012, DOA launched the BCBP with 5 SBE subcontractors performing on the North End and in 2013, 3 participants successfully completed the program.
 - JCP Construction
 - PL Freeman
 - Maures Development Group
- ▶ Due to the success of the North End BCBP, several council members requested that DOA implement a BCBP on the Northwestern Mutual Tower and Commons Project.

Program Overview

Business Capacity Building Program Mission

To assist SBE firms, which already possess specific job and technical skills, with management skills, business development support, and access to capital resources with a goal of preparing small businesses for sustainable growth that is measured by

- increased business revenues
- new contracting opportunities
- job creation.

Program Components

- ▶ Initial Business Assessment
- ▶ One-on-One Coaching (Business and Personal)
- ▶ Monthly Education Sessions
- ▶ Quarterly Engagement Workshops
- ▶ Business-to-Business Networking



Program Evaluation

Key components of the evaluation include:

- ▶ Business Assessment
- ▶ Key Performance Indicators
- ▶ Qualitative Feedback evaluation forms would be used to obtain insights from coaches on participant progress and application of concepts learned during the program.
- ▶ Attendance and Participation Measurements

Program Requirements

All participants must meet the following requirements:

- ▶ Must have a contractual relationship with the NM project
- ▶ SBE Certified
- ▶ Business size within 25% of the SBA size standard for their applicable NAICS code(s)
 - For example, if the SBA size standard is \$15 million, the firm's gross annual sales must be less than \$3.75 million.
- ▶ Positive net worth
- ▶ In business for 3 consecutive years or longer
- ▶ Current on all state, federal, and local taxes
- ▶ Current on all licenses, dues, and debt payments
- ▶ Complete pre-screening application process

Grant Disbursements

- ▶ Participants eligible to receive a grant up to \$25,000 to implement the goals and needs identified through the initial assessment.
 - If an immediate need is identified, participants will be able to access no more than 20% or \$5,000 of the total grant amount.
 - If the participants fulfill all program requirements, the remaining 80% (\$20,000) would be disbursed in quarterly payments.

Program Budget

Business Capacity Building Program	Cost	% of Total
Program Participant Grants (4 @ up to \$25K)	\$100,000	53%
Business Program Management (Administration, Action Learning, Tool Development)	\$45,000	24%
Evaluation Tool(s) (Pre and Post Business and Program Evaluations)	\$10,000	5%
Business Coaches, Industry Specialists & Professional Service Providers	\$25,000	13%
Monthly Sessions & Workshops	\$7,000	4%
Mid-Year and Culminating Events	\$3,000	2%
Contingency Funds	\$10,000	5%
Total Projected Budget	\$200,000	100%

Questions?

