Technical Assistance (TA) Provider Grants Information Session

Tuesday, January 17th, 2023
**OFB Program Goal**

- We aim to support **historically underserved** small businesses and nonprofits in Miami-Dade County **build resilience and generational wealth** through the **purchase and ownership of critical business assets**, such as technology, equipment, machinery, inventory, and property.

- Funded by a $20M grant from Wells Fargo devoted to asset building
  
  - Program runs through 2024
  
  - Miami is implementing the program alongside 4 other US communities

  - To support with lending and grants to for-profit businesses, Miami selected **Partners for Self Employment (PSE)** through a competitive RFP process.
OFB offers Miami small businesses and nonprofits three core financial products

**Microgrants for Technology and Equipment**

- Grants between $100-$20K for nonprofits and small businesses to purchase hardware, software, machinery, and equipment.
- An annual total of ~$800,000 will be awarded to 40-60 organizations.

**Asset Building Loans for Entrepreneurs (ABLE) Fund**

- Low-interest, patient financing from $5K-$100K to buy vehicles or inventory, renovate space, refinance predatory debt, succession financing, or co-op conversion.
- An annual total of ~$2 million will be lent to 30-50 organizations.

**Collective Real Estate Ownership (CREO) Funding**

- Down payment and closing cost assistance up to $500K for shared commercial real estate in historically underinvested neighborhoods and corridors to root community businesses and nonprofits.
- An annual total of ~$2.2 million will be awarded to 4-6 partnerships.
Beyond grants and loans for small businesses, we also provide TA grants

**Community Based Small Business Guides**

$75k/year for 2 years
Community-rooted, trusted providers in each OFB target neighborhood so that local and more informal small businesses can legitimate and optimize their operations
7 providers will be awarded

**Full-Service Nonprofit and Small Business Management**

$150k/year for 2 years
Two organizations, one for nonprofits and one for businesses, that can deliver more advanced support services to higher capacity enterprises ready to scale
2 providers will be awarded

**Workshop Series on Asset Building Topics**

Ranging from $4K-10K per series each year
Recurring, themed workshops related to fixed assets supported by OFB (e.g., technology, remodeling, property, etc.) so that businesses can maximize their use
5 grants/contracts will be awarded
OFB Priority Neighborhoods

- To address historic inequities and support historically overlooked communities, we award priority points to microgrant and loan applications from organizations in these neighborhoods during review.

- Collective Real Estate funding applicants must be from one of these communities:
  - Allapattah
  - Homestead and Florida City
  - Richmond Heights and West Perrine
  - Overtown
  - Liberty City and Little Haiti
  - Miami Gardens and Opa Locka
  - North Miami and North Miami Beach

- We are seeking a small business TA provider in each of these neighborhoods.
TA Provider Grant | Funding Details
Core TA Provider Responsibilities

While specific competencies will vary based on the grant, the following are core expectations across all OFB TA partners:

- Provide high-quality technical assistance (TA) to historically underserved minority small business owners in accordance with program goals.
- Co-design intake application(s) with TMF and evaluation vendor, Behavioral Science Research Institute (BSRI), to effectively capture data.
- Include OFB logo and TMF attribution on all collateral associated with TA services.
- Compile, aggregate, and remit data on TA activity to BSRI, at a minimum every 6 months to comply with funder reporting requirements.
- Facilitate access between participants and BSRI for optional follow-up data collection activities (e.g., interview, survey, photovoice).
- Provide referrals to and receive referrals from other OFB partners, including Partners for Self Employment, so businesses can access different levels of service.
Community-Based Small Business Guides

- Seven (7) grants to an organization in each neighborhood: $75,000/year for 2 years ($150,000 each)
- The objective is to support the most informal and marginalized small businesses legitimate their operations and prepare for additional TA or traditional financing.
- More hands-on and individualized assistance is expected; the # of businesses served may be lower.
- Each provider should be established in the community in which it is applying and have a solid recruitment and outreach strategy.
- Funding is expected to support existing work, not necessarily to develop a new program.

Your organization is welcome to deliver its own curriculum; however, it should also be prepared to cover these competencies:

Business registration
- Business tax license, certificate(s) of use and occupancy, permits

Basic financial principles
- Financial statements, filing tax returns, cash flow projections

Basic online navigation
- Creating a business phone, email, social media presence

Basic assistance with business incorporation
- Incorporation type, business model, and business plan
Full-Service Nonprofit and Small Business Management

- Two (2) grants: $150,000/year for 2 years ($300,000 total)
- One grant will be awarded to a nonprofit-serving organization, and one will be awarded that serves businesses.
- The objective is to provide more advanced services that help higher-capacity enterprises that are ready to scale (i.e., increase staff, introduce new products, grow market share, open an additional location, etc.).
- We expect a greater # of businesses to be served than the community-based guides.

Your organization is welcome to deliver its own curriculum; however, it should also be prepared to cover these competencies:

**Advanced financial principles**
- Using an accounting system, multiyear cash flow projections, profit and loss statements, taking depreciations, itemizing deductions, etc.
- For nonprofits, this should include fundraising strategy, grants cultivation and pipeline development, donor stewardship, capital campaigns, etc.

**Digital marketing strategy**
- SEO, web presence, conversions, advertising, etc.

**Business scaling plans**
- Pathways to procurement, MBWE/DBE certifications, etc.
- Succession planning

**General risk management and cybersecurity protections**

**Legal consultation, including insurance and liability**
Recurring Workshops on Asset Building Themes

- Five (5) grants or contracts, ranging from $4,000 - $10,000 per series each year. The final award amount for each series will vary based on the workshop frequency, intensity, and delivery method.
- The objective is to offer regularly occurring, topically themed workshops that relate to the products supported by OFB grants and loans (i.e., technology, equipment, vehicles, property etc.) so that businesses can maximize their use of these fixed assets.
- Workshops may be delivered in-person or virtually.
- Workshops may be repeated or comprise a series of learning opportunities.

1) Digital enablement
   - Deploying technology to improve processes or volume, e.g., e-commerce, digitizing inventory and invoicing, electronic POS, etc.

2) Digital content transformation
   - Deploying digital content and assets to improve marketing and sales conversion, such as blogs, SEO, marketing automation, etc.

3) Purchasing fixed assets
   - Deploying hard assets in the business, including bidding, insurance and liability, depreciation, etc.

4) Remodeling and renovations
   - Overseeing capital improvements, including working with GC and vendors, permitting, building code, etc.

5) Commercial real estate acquisition
   - Engaging in the CRE buying process, potentially including information about shared equity models (tenancy in common, etc.)
While providers can serve any organization, **priority TA participants** are businesses potentially eligible for or that have received grants or loans through OFB:

- Small **nonprofit** or **small business** located in Miami-Dade County
- Owned or led by an individual(s) from a **historically underserved** background (i.e., Black, Latino, LGBTQ+, veteran, person with disabilities)
- Been in existence for **at least 2 years**
- **Less than $1,000,000** in annual gross revenue or operating budget
- Provides a good or service with **local economic development** benefits (i.e., excluding businesses in ‘sin’ industries or exclusively international focus)
TA Provider Grant | Application Details
Proposal Questions

Experience
• Please describe your experience providing technical assistance to small businesses.
• If possible, include an example/summary of one type of programming you have successfully delivered in the past.
• Please share your organization’s track record for working with marginalized communities as well as your team’s approach to ensuring their success.

Outreach and Recruitment
• What are the methods you employ to market your organization and its services to small businesses in your community(s)?
• If you plan on conducting new outreach for OFB-funded services, please describe your proposed outreach plan.

Impact
• What impact have you had on small businesses served in your community(s)? What is your process for collecting data and measuring impact?
• Please provide specific metrics such as an increase in revenue/sales for clients, increase in jobs, opening additional locations, increases in skills, $ of additional funding enabled, etc.

Curriculum Plan
• Please describe, in as much detail as possible, your proposed plan to serve prospective OFB applicants and OFB grant recipients in the community selected.
• Please describe your proposed curriculum plan and methodology for working with small businesses.
Application Logistics

Requested Attachments

- Project Budget
- Organizational Financial Statements and/or Operating Budget
- Staffing Roster
- Example Curriculum *Optional for Community-Based Guides
- Optional: Client Testimonials and/or Letter(s) of Support
Preview of Budget Template

- Allowable expenses include staffing, overhead, materials, travel, equipment, etc.
- Denote expenses over the **two-year** grant period
- Clarify whether any program costs are **covered by other sources** of funding

### The Miami Foundation Budget Form

<table>
<thead>
<tr>
<th>Expenses - Line Item</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OFR/Grant</td>
<td>Other Income</td>
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<tr>
<td>Project Staff (Position)</td>
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<td>$0.00</td>
</tr>
<tr>
<td>Project Staff (Position)</td>
<td>$0.00</td>
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<td>Project Staff (Position)</td>
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<tr>
<td>Project Staff (Position)</td>
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<tr>
<td>Services sub-contracted to key partners</td>
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<td>$0.00</td>
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<tr>
<td>Consulting Services</td>
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<tr>
<td>Other Contracted Services</td>
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</tr>
<tr>
<td>Materials / Supplies</td>
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<tr>
<td>Marketing/Publicity/Advertising</td>
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<tr>
<td>Printing &amp; Copying</td>
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<td>Postage &amp; Delivery</td>
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<td>Travel - Local</td>
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<td>Travel – Out of County</td>
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<td>Equipment Rental</td>
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<td>Equipment Purchase</td>
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<tr>
<td>Space Rental for project activities</td>
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<tr>
<td>Other Costs (please detail)</td>
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<td>$0.00</td>
</tr>
</tbody>
</table>

**TOTAL EXPENSES**: $0.00
A review committee will review each funding application and assess its strength along the following dimensions:

- **Experience and track record serving historically underserved entrepreneurs**
  - The organization specializes in serving businesses owned by a Black, Indigenous, Latino, LGBTQ+, veteran proprietor, or person with disabilities.
  - Organizations that can demonstrate successful community outreach tactics as well as specific success metrics and outcomes in serving these populations will be prioritized.
  - Organizations that can provide services in more than one language will be prioritized.

- **Strong organizational and financial capacity**
  - The organization can effectively steward and deploy the grant funding; organization has sufficient cash flow and projected revenue or fundraising to continue operating.
  - The proposed staffing model and experience of the personnel are appropriate for the programming.
  - The organization is properly incorporated and has accurate and updated registration information.

- **Thoughtful and effective curriculum**
  - The programming has specific learning objectives, the content is appropriate for the subject at hand, the lessons are actionable and provide entrepreneurs with specific tactics and strategies they can deploy in their business.
  - The curriculum includes multiple modalities of teaching to accommodate different learning styles.

- **Committed to collaborating with TMF, BSRI, and PSE**
  - The organization will be capable of collecting and remitting data on TA activities.
  - The organization is committed to initiating and/or receiving referrals from small businesses and is willing to collaborate with the other OFB partners to maximize TA participants’ success.
Miscellaneous Information

- Eligible providers include 501(c)3 charities, for-profit businesses, governmental entities.
  - Nonprofit providers will be awarded grants while any for-profit providers will be retained as an independent consultant
- Organizations can apply for more than 1 TA grant opportunity.
- Organizations can apply as a collaborative; however, the lead applicant will be responsible for sub-granting and reporting.
- While designed as a two-year grant, TMF reserves the right to renew or suspend the partnership contingent on year 1 performance.
Collective Real Estate Ownership (CREO) Funding

Miami Open for Business

Funding Eligibility
- Collaboration of historically underserved businesses and enterprises
- Miami Open for Business is looking for innovative approaches to support historically underserved businesses and enterprises

Prepare to Apply
- Applications are welcome through October
- Applications are due by 5PM
- Miami Open for Business is providing up to $500K in funding
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Get in Touch
- Applications are due by 5PM
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Collective Real Estate Ownership (CREO) Grants

Learn more at MiamiOpenforBusiness.org