



Date: May 16, 2022

To: Wanda S. Page, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Andre Pettigrew, Director, Office of Economic & Workforce Development
Subject: National League of Cities' Hispanic Entrepreneurs Program Grant Award and Grant Project Ordinance

Executive Summary

The Office of Workforce Development (OEWD) is participating in the National League of Cities Institute (NLCI) City Inclusive Entrepreneurship (CIE) Program, focusing on the commitment "Hispanic Entrepreneurship". The NLCI has awarded OEWD a \$15,000 grant as a part of this initiative. The grant funds will be used to contract with our partner organization and technical assistance provider, Prospera USA, to implement a pilot technical assistance program for Durham's Hispanic entrepreneurs. The \$15,000 will be allocated to cover the cost of all instructional hours, program materials, translation services, marketing and recruiting, and post-program reporting to be completed by Prospera USA. All funds must be expended by August 31, 2022.

The pilot program, sponsored and coordinated by the OEWD and implemented by Prospera USA, will provide local Hispanic entrepreneurs in the trade industry with the financial skills necessary to formalize their business and gain access to capital. The method will be a combination of cohort-style sessions and one-on-one consulting. The program is modeled after the success of the Momentum 360 Financial Academy, while taking into account the bilingual and bicultural needs of the community.

Motion

To authorize the City Manager to accept the National League of Cities Institute City Inclusive Entrepreneurship Program grant to implement the Hispanic Entrepreneurs Pilot Program; and

To adopt the National League of Cities Institute City Inclusive Entrepreneurship Program Grant Project Ordinance in the amount of \$15,000.

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Background

The City Inclusive Entrepreneurship network asks city leaders to commit to creating policies, programs and practices that drive inclusive, entrepreneurship-led economic growth in their community. The CIE network emphasizes the efforts of participating cities to leverage entrepreneurship to reduce income inequality and provide greater financial security for residents.

The City of Durham's OEWD entered into this network in November, 2021 and committed to supporting Hispanic entrepreneurs. The NLCI and the City of Durham entered into a Memorandum of Understanding (MOU)/Grant Award Agreement to support a partnership in this commitment to reduce barriers for Hispanic entrepreneurs in Durham.

Issues and Analysis

The OEWD commits to achieving our previously determined outcome (Hispanic Entrepreneurs Pilot Program) by the end of the grant performance period. OEWD is required to complete interim and final reports regarding allocation of the funds.

The OEWD will report the allocation of the funds to our consultant to the NLCI. The consultant will use a portion of the funding toward formal reporting on program progress and outcomes.

Alternatives

City Council can decide not to accept the \$15,000 grant, resulting in significant changes to the Hispanic Entrepreneurs pilot program curriculum and budget.

Financial Impact

There will be no financial impact to the City's General Fund by accepting this grant award. There are no matching fund requirements.

Equal Business Opportunity Summary

This item relates to NLC private grant funds and was not reviewed by the Equity & Inclusion Department for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

Contractor Workforce Diversity & Hiring Practices

Due to the nature of this agenda item, obtaining Contractor Workforce Diversity & Hiring Practices information is not applicable.

Attachments

- Grant Project Ordinance
- Memorandum of Understanding/Grant Award Agreement between the National League of Cities Institute and City of Durham