

17779

**TO:** Honorable Members of the Board of Acquisition and Contract

**FROM:** Diane G. Balistreri  
Coordinator, Office for Women

**DATE:** March 15, 2011

**SUBJECT:** Authority to enter into an agreement with the Women's Enterprise Development Center, Inc. to provide microenterprise training and assistance to poor and minority women for an amount not-to-exceed \$59,790 for the period January 1, 2011 to December 31, 2011

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The attached Resolution, if approved by your Honorable Board, would authorize the County of Westchester (the "County") to enter into an agreement (the "Agreement") with the Women's Enterprise Development Center, Inc. (the "Center") to provide microenterprise training and assistance to poor and minority women to assist them in reaching economic self-sufficiency, for the period January 1, 2011 to December 31, 2011, for an amount not-to-exceed Fifty-Nine Thousand Seven Hundred Ninety Dollars (\$59,790), to be paid quarterly pursuant to an approved budget, of which

- The County's share will be \$56,556: \$54,309 through the budget of the Office for Women; and \$2,247 which is the County's share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services;
- New York State's share will be \$1,973, which is the State share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services; and
- The Federal government's share will be \$1,261, which is the Federal share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services.

The Center was founded in 1997 to provide women with personal skills and business training they need to start their own businesses and achieve economic self-sufficiency. No other entrepreneurial training program in the county focuses specifically on women, despite the fact that needs assessment research has shown that women face greater obstacles in setting up and

maintaining businesses than do men. Specifically targeted by the Center under this contract are women on public assistance, displaced homemakers and Latina women. Within these categories, priority will be given to domestic violence victims. Services to be provided include recruitment and assessment; entrepreneurial training; life skills training; post training technical assistance and peer support; mentoring; ongoing technical assistance and access to capital.

The proposed Agreement will serve a public purpose by providing women with the training necessary to become economically self-sufficient. The skills learned by participants enable them to depend less on government entitlements or not at all. Some graduates augment their low incomes with entrepreneurship, while others are able to support themselves entirely. Some even hire staff, creating new avenues for employment for Westchester residents.

The goals and objectives of the proposed Agreement are for the Center to provide:

- 25 workshops/seminars for 850 women
- one-on-one technical assistance to approximately 125 women
- financial resource counseling and referrals to 250 women
- peer support groups for 16-20 women
- 2 microenterprise fairs

During the previous contract term, nearly 1,000 women participated in workshops/seminars, 127 women received one-on-one technical assistance, over 450 women utilized resource counseling and 27 women received peer support.

The goals and objectives of the proposed agreement will be tracked and monitored by the Westchester County Office for Women, which will be responsible for monitoring the Center's performance under this Agreement by means of site visits, as well as their quarterly statistics and narratives. The effectiveness of this program will be determined in a variety of ways. By the end of the proposed contract term, 65-95 women will have completed the entrepreneurial training; 60-90 will have completed business plans; and 50-70 women will have opened their own businesses. Of the 850 anticipated workshop participants, besides gaining business information, more than 90% will return positive evaluations. At least 75% of women participating in the Microenterprise Fairs are expected to increase their sales and customer base. For example, in 2010:

- 89 women completed the training, and of those graduates:
  - 86 women completed business plans
  - 69 women opened their own business
- 100% of women who participated in the Microenterprise Fairs increased their sales and customer base

In addition, the Center will track outcomes of graduates for up to two years after completing the course. Outcome data will be reported to the Office for Women.

The Center has had contracts with the County for the past ten years to provide these services, during which nearly 100 women per year have completed the training course. Of these, approximately two-thirds go on to successfully set up their own businesses in the follow-up period.

Authority to exempt this Agreement from the requirements of the Westchester County Procurement Policy pursuant to Section 3(a)(xxi) thereof has been granted by your Board in accordance with a separate resolution of same date hereof.

Accordingly, I recommend approval of the attached Resolution.

APPROVED BOARD OF ACQUISITION & CONTRACT - 4-7-2011 - JOMARY VIEIRA, SECRETARY

# RESOLUTION

Upon a communication from the Coordinator of the Office for Women, be it hereby

**RESOLVED**, that the County of Westchester is hereby authorized to enter into an agreement (the "Agreement") with the Women's Enterprise Development Center, Inc., to provide microenterprise training and assistance to poor and minority women to assist them in reaching economic self-sufficiency, for the period January 1, 2011 to December 31, 2011, for an amount not-to-exceed Fifty-Nine Thousand Seven Hundred Ninety Dollars (\$59,790), to be paid quarterly pursuant to an approved budget, of which

- The County's share will be \$56,556: \$54,309 through the budget of the Office for Women; and \$2,247 which is the County's share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services,
- New York State's share will be \$1,973, which is the State share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services, and
- The Federal government's share will be \$1,261, which is the Federal share of the Federal/State/County domestic violence money administered by the Office for Women under an Interdepartmental Cooperative Plan with the Department of Social Services; and be it further

**RESOLVED**, that this Agreement is subject to County appropriations; and be it further

**RESOLVED**, that this Agreement is also subject to further financial analysis of the impact of any New York State Budget (the "State Budget") proposed and adopted during the term of this Agreement. The County shall retain the right, upon the occurrence of any release by the Governor of a proposed State Budget and/or the adoption of a State Budget or any amendments thereto, and for a reasonable period of time after such release(s) or adoption(s), to conduct an analysis of the impacts of any such State Budget on County finances. After such analysis, the County shall retain the right to either terminate this Agreement or to renegotiate the amounts and rates approved herein. If the County subsequently offers to pay a reduced amount to the Contractor, then the Contractor shall have the right to terminate this Agreement upon reasonable prior written notice; and be it further

**RESOLVED**, that the County Executive or his duly authorized designee be and hereby is authorized and empowered to execute any and all documents and take any actions necessary to effectuate the purposes hereof.

Account to be charged/credited:

FUND	DEPT	Major Program, Program & Phase, Or Unit	Object/ Sub-Object	Trust Account	Dollars	Funding Year
101	11	0900	4380	N/A	\$54,309	2011
263	11	111L	4380	T111	\$5,481	2011

**Budget Funding Year(s)** 2011  
(must match resolution)

**Start Date:** 1/1/2011      **End Date:** 12/31/2011

\$59,790

(must match resolution)

**Funding Source:**

Tax Dollars \$56,556

State Aid \$1,973

Federal Aid \$1,261

Other \_\_\_\_\_

APPROVED BOARD OF ACQUISITION & CONTRACT - 4-7-2011 - JOMARY VIEIRA, SECRETARY



## SCHEDULE A

### **WOMEN'S ENTERPRISE DEVELOPMENT CENTER 2011 ENTREPRENEURIAL TRAINING PROGRAMS AND SERVICES**

#### **PROGRAMS AND SERVICES**

WEDC provides five cycles per year of its comprehensive 60+ hour entrepreneurial training program to our target market, which consists of low-to-moderate income women, including women who are transitioning off public assistance, displaced homemakers, survivors of domestic violence, Latinas and women of Hispanic descent, disabled individuals, dislocated workers, mature adults 50+, and child care providers, training approximately 100 participants each year. Each cycle will include the following components:

**Entrepreneurial Recruitment and Assessment:** Women wishing to enter the program are evaluated to assess their capacity and willingness to learn and to operate a small business.

**Entrepreneurial Training (60+ hours):** In the classroom training, participants learn “what it takes” to be a successful entrepreneur and receive a thorough introduction to planning, establishing, and operating a business. Topics include business structures, management, finance, marketing, accounting, credit and insurance. Participants prepare detailed and professional business plans, and present them to an executive panel, which includes representatives from the community and banking sector. Approximately 10 hours of computer training is included, as well as approximately 10 hours of Success Planning seminars (detailed below).

**Success Planning Seminars:** Specifically designed for WEDC, Success Planning seminars enable each participant to confront her personal barriers to success, and become empowered and motivated to realize her strengths, to set priorities and to focus on specific goals. Business communication, time management and presentation skills are addressed.

**One-on-One Technical Assistance:** is provided to program participants and entrepreneurs in Westchester and the lower Hudson Valley. Assistance topics include business plan review, financing, and marketing.

WEDC also offers a variety of business support programs and services to program graduates and other women entrepreneurs:

**Additional Training Opportunities:** Seminars and workshops are offered throughout the year to program graduates and interested entrepreneurs on business issues including business taxes, accessing start-up capital, writing successful proposals, and licensing and certifying a business as a Minority or Woman-Owned Business.

**Mentoring Opportunities:** Mentoring opportunities are offered to program participants who have completed a business plan, through volunteers from the business community and WEDC's partners, which include the Ben Applebaum Foundation and the Volunteer Center.



**Peer Support (PEP):** WEDC graduates are eligible to participate in a Peer Support Group, provided by a trained facilitator, which is designed to support them and provide technical assistance through the business opening phase. In 2010 two Green Peer Support Group sessions were offered to help entrepreneurs to start and to grow green businesses or green existing businesses.

**Business Opportunities Strategies and Success Program (BOSS):** A new program in which trained facilitator assists participants in developing structured and specific ways to strengthen and grow their businesses and to plan for short term and long term goals. For entrepreneurs in business more than one year.

**Access to Capital:** In October 2010, WEDC created the WEDC Microloan Program, a collaboration with the Business Outreach Center (BOC) Network with its BOC Capital Program. WEDC is now able to process \$500-\$50,000 microloans directly from its office.

**Scholarship Program:** Each year, through a grant from EILEEN FISHER, WEDC is able to offer approximately six scholarships to WEDC graduates interested in enrolling in a class at area colleges to pursue training related to the development of their small business.

**Microenterprise Fairs and Marketing Opportunities:** WEDC graduates are invited to market their products and services through multiple venues. Graduates may participate in sales events, promote their businesses on the WEDC Web site and network with prospective clients.

**WEDC Newsletter:** WEDC students, graduates and the small business community can stay up-to-date on WEDC programs and services through the WEDC newsletter, which is published quarterly.

**WEDC E-Newsletter:** E-mailed to WEDC distribution list every two weeks. It provides information on upcoming programs and events.

**WEDC Web Site:** A resource for entrepreneurs in Westchester and the Lower Hudson Valley. It includes information about training programs and upcoming events, and provides a comprehensive list of governmental and supportive entrepreneurial resources.

**WEDC LinkedIn Group:** One hundred thirty-one people are currently members of this group. LinkedIn is an effective networking tool. Group discussions include topics such as tax laws, procurement opportunities, funding available through the American Reinvestment and Recovery Act, and WEDC events.

**WEDC Facebook Fan Page and Twitter Account:** WEDC provides updates on its activities and resource information on Facebook and Twitter. WEDC currently has fifty Facebook friends.

**Networking Opportunities:** In addition to its annual networking event, WEDC provides numerous opportunities for women business owners to network and build a base of contacts and relationships.



### 2008-2010 Program Demographics - WEDC Training Statistics

	2008	2009	2010
<b>15 Week Entrepreneurial Training</b>	87	71	109
<b>Workshops and Counseling</b>	1589	1526	1582
<b>Total Clients</b>	1676	1597	1691

### WEDC Demographic Statistics\*

	2008	2009	2010
<b>African American</b>	34%	36%	33%
<b>Latino</b>	19%	33%	38%
<b>Native American</b>	1%	1%	0%
<b>Asian</b>	3%	1%	1%
<b>Caucasian</b>	41%	27%	24%
<b>Other ethnic minorities</b>	2%	2%	4%
<b>Immigrants/refugees</b>	N/A	N/A	N/A
<b>Women</b>	92%	94%	81%
<b>150% below fed. poverty level</b>	22%	22%	24%

\*Based on clients in WEDC's 15 Week Entrepreneurial Training Program

#### **Goals and Objectives:**

WEDC's main goal is to train low and moderate income women in Westchester and men and the Lower Hudson Valley to achieve economic self-sufficiency through self-employment. In 2011, WEDC plans to continue providing the programs and services we offered in 2010. We will offer five cycles of our 60+ hour entrepreneurial training program, monthly workshops, and one-on-one business counseling. Our anticipated objectives are detailed in the addendum below. If we receive sufficient funding, we will continue to offer our First Steps, Peer Exchange and Business Opportunities Strategies and Success (BOSS) Programs, as well as our new fall 60+ hour Entrepreneurial Training Program in Spanish, and implement our new Microloan Program.





### Schedule A - Addendum

PROGRAMS AND SERVICES	GOALS	OBJECTIVES
Entrepreneurial Training (60+ hours) Program*	75-100 Women in 5 cycles:	65-95 complete training
	· 4 English cycles	65-95 inc financial literacy and computer skills
	· 1 Spanish cycle	60-90 complete business plans
		50-70 open businesses
Workshops/ Seminars	850 Women participating in 25 post-graduate workshops and programs for existing women business owners on topics such as marketing, certification as a minority or woman-owned business, business communication, networking, etc.	850 women participate- gain business info – more than 90% of the workshop evaluations are positive.
One-on-One Technical Assistance	125 thirty - sixty minute counseling sessions	Follow up (random) surveys indicate the sessions helped them w/ their business challenge
Financial Resource Counseling and Referrals	250 women will receive counseling on accessing capital, referred to microlenders, banks, IDAs and grants	30 women will access some form of capital to grow their businesses
First Steps Program	Two two-part sessions designed for women who need to develop their business ideas and learn basic computer training. 5-10 attendees per session.	10-20 women will learn basics about small business ownership and determine if entrepreneurship is right for them.
Peer Support (PEP) and Business Opportunities and Success Strategies (BOSS) Programs	16-20 Women enroll in (2) Peer Support Groups who are ready to open their businesses. Eight monthly sessions (3 hours) of peer support with a trained facilitator.	16- 20 women identify goals for their businesses and receive support from their peers. Facilitator documents their progress.



Microenterprise Fairs	2 Fairs involving a total of 20 women. Opportunity to sell merchandise, network and build business resources.	15 women will increase sales and customer base.
WEDC Scholarships	6 clients will receive WEDC scholarships for continuing education related to small business.	6 clients will increase their knowledge to expand their businesses.
WEDC Microloan Program	2-5 clients will be awarded WEDC microloans.	2-5 clients will receive funding to help them grow their businesses

Office for Women financing accounts for approximately 12% of WEDC's 2011 budget.

\* Clients will sign a document stating that they will complete surveys/questionnaires for a minimum of two years post-course completion. Questionnaires will be sent quarterly for two years follow-up so that WEDC can assess their programming and also provide this data to their funder, Westchester County Office for Women. WEDC will continue to emphasize to its clients the importance of providing follow-up information. However, it is understood that even though the clients will sign the document, there's no guarantee they will all follow through.

APPROVED BOARD OF ACQUISITION & CONTRACT - 4/1/2011 - JONATHAN VIEIRA, SECRETARY