

Robert P. Astorino
County Executive

Office for Women

Camille Failla Murphy
Director

April 30, 2010

To: Board of Acquisition and Contract

From: Camille Failla Murphy
Director, Office for Women

Re: Request for authority to enter into an agreement with the Women's Enterprise Development Center, Inc. to provide micro-enterprise training and assistance to poor and minority women for a period of one year commencing January 1, 2010 and terminating December 31, 2010 in an amount not-to-exceed Sixty Thousand Two Hundred Ninety Dollars (\$60,290) to be paid quarterly pursuant to the attached Schedules A and B.

Attached for your consideration is a Resolution, which, if approved by your Board, would authorize the County of Westchester to enter into an agreement (the "Agreement") with the Women's Enterprise Development Center, Inc. (the "Center"), to provide micro-enterprise training and assistance to poor and minority women to assist them in reaching economic self-sufficiency. The Agreement would be for a period of one year commencing January 1, 2010 and terminating December 31, 2010, in an amount not-to-exceed Sixty Thousand Two Hundred Ninety Dollars (\$60,290) to be paid quarterly pursuant to the attached Schedules A and B, of which

- o The County's share will be \$57,001: \$54,809 through the budget of the Office for Women, and \$2,192 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;
- o New York State's share will be \$2,138, 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
- o The Federal government's share will be \$1,151, 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 grant 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 promote the public health, safety and general welfare 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. In 2009, nearly 1,200 women participated in 38 workshops/seminars. In addition, over 130 women received one-on-one technical assistance. The Center anticipates holding 25 workshops/seminars for 850 women and providing technical assistance to approximately 125 women during the proposed contract term.

In accordance with the attached workplan, 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. In addition, more than 75% of women participating in the Microenterprise Fairs are expected to increase their sales and customer base. For example, in 2009:

- 83 women completed the training program
- 100% of women who participated in the Microenterprise Fairs increased their sales and customer base

If this resolution were not approved, many women and their families would remain or become economically needy. This may consequently cause many of these individuals to seek government intervention, including but not limited to TANF, food stamps and/or Medicaid.

The Center has had contracts with Westchester County for the last nine years to provide these services, during which about 100 women a year have received training. Of these, approximately two-thirds go on to successfully set up their own businesses in the follow-up period.

Payments will be made to the Center on a quarterly basis for services rendered, in accordance with the attached Schedules A and B. The Westchester County Office for Women will be responsible for monitoring the Center's performance under this Agreement by means of site visits, as well as their monthly statistics and quarterly narratives.

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.

I recommend approval of the attached proposed Resolution.

RESOLUTION

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

RESOLVED, that the County of Westchester is hereby authorized to enter into an agreement with the Women's Enterprise Development Center, Inc., to provide micro-enterprise training and assistance to poor and minority women to assist them in reaching economic self-sufficiency in accordance with the workplan annexed as Schedule A, for a period of one year commencing January 1, 2010 and terminating December 31, 2010, in an amount not-to-exceed Sixty Thousand Two Hundred Ninety Dollars (\$60,290) to be paid quarterly pursuant to the attached Schedules A and B, of which

- o The County's share will be \$57,001: \$54,809 through the budget of the Office for Women; and \$2,192 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;
- o New York State's share will be \$2,138, 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
- o The Federal government's share will be \$1,151, 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
101	11	0900	4380	N/A	\$54,809
263	11	111K	4380	T111	\$ 5,481

Budget Funding Year(s) 2010 Start Date 1/1/2010 End Date 12/31/2010
 (Must Match Resolution) FUNDING SOURCE Tax Dollars \$57,001
 State Aid \$ 2,138
\$60,290 Federal Aid \$ 1,151
 (Must Match Resolution) Other _____

APPROVED BOARD OF ACQUISITION & CONTRACT - 5-13-2010 - JOMARY VIEIRA, SECRETARY



SCHEDULE A - 2010
WOMEN'S ENTERPRISE DEVELOPMENT CENTER
2010 ENTREPRENEURIAL TRAINING PROGRAMS AND SERVICES

PROGRAMS AND SERVICES

WEDC will provide five cycles per year of its comprehensive program of 60+ hours of entrepreneurial training to low-to-moderate income women, including women who are transitioning off of public assistance, displaced homemakers, survivors of domestic violence, Latinas and women of Hispanic descent, 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 (15 weeks): 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 empower and motivate her to realize her strengths, to set priorities and to focus on specific goals. Business communication, time management and presentation skills are addressed.

WEDC also offers the following programs and services to all program graduates.

Additional Training Opportunities: Seminars and workshops are offered throughout the year to program graduates and interested entrepreneurs on small 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. These sessions are held monthly and approximately 40-45 people attend each workshop. In addition, WEDC also offers multiple networking events for women entrepreneurs.

Ongoing Technical Assistance: WEDC staff and entrepreneurial trainers are available for one-on-one counseling sessions by appointment.



Peer Support: 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.

Access to Capital: WEDC is not a direct source of business funding. However, it often serves as a conduit to financial institutions, community loan funds, microlenders and individual savings accounts (IDAs), a matched savings account program. Counselors are available for support and assistance with information on all our programs and general business funding.

Scholarship Program A limited number of scholarships are available to WEDC graduates interested in enrolling in classes at area colleges to pursue training related to the development of their small business.

Minority and Women Owned Business (M/WBE): WEDC is working with the Westchester County Office of Economic Development to increase the number of M/WBEs that do business with the County. It has been awarded a contract to conduct an eight part workshop series in 2010.

2009 Program Demographics

WEDC Training Statistics

	2007	2008	2009
15 Week Entrepreneurial Training	92	87	71
Workshops and Counseling	1441	1589	1526
Total Clients	1533	1676	1597

WEDC Demographic Statistics

	2007	2008	2009*
African American	33%	34%	36%
Latino	17%	19%	33%
Native American	1%	1%	1%
Asian	3%	3%	1%
Caucasian	44%	41%	27%
Other ethnic minorities	2%	2%	2%
Immigrants/refugees	N/A	N/A	N/A
Women	93%	92%	94%
150% below fed. poverty level	22%	22%	22%

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



GOALS for 2010

WEDC plans to continue to provide its core 15-week entrepreneurial training program and services to low to moderate-income women in five (15-week) training cycles. In addition, WEDC will provide seminars, workshops and one-on-one technical assistance to its clients as stated in the above narrative. See addendum below for additional details

SCHEDULE A – 2010: ADDENDUM

PROGRAMS AND SERVICES	GOALS	OUTCOMES
<ul style="list-style-type: none"> Entrepreneurial Training (60+ hours) Program 	75 - 100 Women in 5 cycles: <ul style="list-style-type: none"> 4 English cycles 1 Spanish cycle 	65 -95 complete training 65-95 inc Fin Lit and Computer Skills 60-90 complete Bus Plans 50-70 open businesses
<ul style="list-style-type: none"> 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.	750 women participate-gain business info – more than 90% of the workshop evaluations are positive.
<ul style="list-style-type: none"> One-on-One Technical Assistance 	125 thirty - sixty minute counseling sessions	Follow up (random) surveys indicate the sessions helped them w/ their business challenge
<ul style="list-style-type: none"> Financial Resource Counseling and Referrals 	110 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
<ul style="list-style-type: none"> Enhanced First Steps Program (EFSP) 	Two four-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.



<ul style="list-style-type: none"> Peer Support (PEP) 	<p>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.</p>	<p>16- 20 women identify goals for their businesses and receive support from their peers. Facilitator documents their progress.</p>
<ul style="list-style-type: none"> Microenterprise Fairs 	<p>2 Fairs involving a total of 20 women. Opportunity to sell merchandise, network and build business resources.</p>	<p>15 women will increase sales and customer base.</p>
<ul style="list-style-type: none"> WEDC Scholarships 	<p>6 Clients will receive WEDC scholarships for continuing education related to small business.</p>	<p>6 clients will increase their knowledge to expand their businesses.</p>

Office for Women financing accounts for approximately 13% of WEDC's 2010 budget.

APPROVED BOARD OF ACQUISITION & CONTRACTING 15/2010 - JOHANNY NEIRA, SECRETARY

SCHEDULE B

**Women's Enterprise Development Center Inc.
2010 Entrepreneurial Training Programs and Services**

1/1/2010 to 12/31/2010

Personnel:

Salaries

Name	Position	Yearly Salary	FTE	Amount
Anne M. Janiak	Executive Director	\$80,427	18.65%	\$15,000
Joy Rosenzweig	Associate Director	\$70,000	10.00%	\$7,000
Kenya Ajose	Office Manager	\$44,370	27.05%	\$12,000
Persephone Zill	Program Specialist/Business Counselor	\$40,165	23.65%	\$9,500
				\$43,500
Fringe (8.65%)			8.65%	\$2,941
Total Salaries & Fringe				\$46,441

OTPS (Other than Personnel Services)

Occupancy and Management		
Rent, phone, computer contract, copier lease		\$9,849
Other Operating Expenses		
Community outreach, advertising, development		\$1,000
Web site maintenance and hosting		\$1,000
Legal services, audit and accounting fees, insurance		\$2,000
Total OTPS		\$13,849

Overhead:

Total Budget **\$60,290**