

**32370**

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

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

**DATE:** February 25, 2013

**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 \$179,370 for the period January 1, 2013 to December 31, 2015

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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, 2013 to December 31, 2015, for an amount not-to-exceed One Hundred Seventy-Nine Thousand Three Hundred Seventy Dollars (\$179,370) to be paid quarterly pursuant to an approved budget. The funding amount per year will not exceed Fifty-Nine Thousand Seven Hundred Ninety Dollars (\$59,790). Additionally, the County seeks authority to license space at its property at 143 Grand Street in White Plains to the Center at no cost to the Center for the Center's spring and fall training programs. However, pursuant to the terms of the Agreement, since the County security contract only requires security presence between the hours of 8 A.M. and 6 P.M., the Center will be required to reimburse the County for all security overtime required as a result of the Center's use of County space.

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:

- 20 workshops/seminars for 750 women;
- one-on-one technical assistance to approximately 125 women;
- financial resource counseling and referrals to 180 women;

During the previous contract term, over 650 women participated in workshops/seminars, 153 women received one-on-one technical assistance and 182 women utilized resource counseling.

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; 55-85 will have completed business plans; and 35-65 women will have opened their own businesses. Of the 750 anticipated workshop participants, besides gaining business information, more than 90% will return positive evaluations. At least 80% of women participating in the Microenterprise Fairs are expected to increase their sales and customer base. For example, in 2012:

- 92 women completed the training, and of those graduates:
  - 83 women completed business plans
  - it is anticipated that at least 50 will open businesses within six months

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 twelve 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.

# 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, 2013 to December 31, 2015, for an amount not-to-exceed One Hundred Seventy-Nine Thousand Three Hundred Seventy Dollars (\$179,370), to be paid quarterly pursuant to an approved budget; and be it further

**RESOLVED**, that Agreement's annual not-to-exceed amount will not exceed Fifty-Nine Thousand Seven Hundred Ninety Dollars (\$59,790), and be it further

**RESOLVED**, that the County of Westchester is hereby authorized to license space at the County's property at 143 Grand Street in White Plains to the Center at no cost to the Center for the Center's spring and fall training programs. Pursuant to the terms of the Agreement, the Center will reimburse the County for all security overtime required due to the Center's use of County space at the then-current security contract rate; 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	\$59,790	2013
101	11	0900	4380	N/A	\$59,790	2014
101	11	0900	4380	N/A	\$59,790	2015

**Budget Funding Year(s)** 2013-2015      **Start Date:** 1/1/2013      **End Date:** 12/31/2015  
 (must match resolution)

\$179,370  
 (must match resolution)

**Funding Source:**      Tax Dollars \$179,370  
    State Aid \_\_\_\_\_  
    Federal Aid \_\_\_\_\_



**SCHEDULE A - 2013**  
**WOMEN'S ENTERPRISE DEVELOPMENT CENTER**  
**2013 ENTREPRENEURIAL TRAINING PROGRAMS AND SERVICES**

**PROGRAM DESCRIPTION**

WEDC provides five to six cycles per year of its comprehensive 60+ hour entrepreneurial training program to our target market, which includes 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 includes 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:** Provided to program participants by WEDC instructors. Assistance topics include marketing, business structures, cash flow, and social media.

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.

**One-on-One Business Counseling:** Provided to entrepreneurs in Westchester and the Lower Hudson Valley by WEDC business counselors. Assistance topics include marketing, business structures, cash flow, and social media.

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

**WEDC Web Site and On-line Community:** A resource for entrepreneurs in Westchester and the Lower Hudson Valley. It includes information about training programs and upcoming events, provides a comprehensive list of governmental and supportive entrepreneurial resources and has a business directory of woman-owned small businesses in



the Lower Hudson Valley with 234 members. A marketplace is currently under construction. The site is located at [www.wedcbiz.org](http://www.wedcbiz.org).

**WEDC LinkedIn Group:** 307 people are currently members of this group. LinkedIn is an effective networking tool. Group discussions include topics such as tax laws, procurement opportunities, funding resources including SBA Disaster Relief loans, and WEDC events.

**WEDC Facebook Fan Page, Twitter Account and Pinterest:** WEDC provides updates on its activities and resource information on Facebook and Twitter. WEDC currently has 248 Facebook followers and 369 followers on Twitter. Our Pinterest boards highlight clients and supporters.

**Networking Opportunities:** WEDC holds an Annual Networking Event, at which well-known speakers present the keynote addresses, and that attract approximately 100 attendees. In addition, we provide numerous opportunities for women business owners to network and build a base of contacts and relationships.

The following programs and services are offered by WEDC but not funded by the Office for Women:

**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.

**Business Opportunities Strategies and Success Program (BOSS):** A program in which a 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. BOSS is offered to entrepreneurs who have been in business more than one year.

**WEDC Microloan Program:** WEDC collaborates with the Business Outreach Center (BOC) Network with its BOC Capital Program to provide our clients with \$500-50,000 loans, which we are able to process directly from our office. In addition, we are a Kiva Zip Trustee, which enables us to recommend our clients as borrowers on this on-line, crowdfunding platform.

**Loan and MWBE Counseling:** WEDC provides counseling to clients interested in obtaining loans from banks, microlenders, and other financial institutions. We help clients get certified as Minority/Women-Owned Business Enterprises (M/WBEs) with NY State.

**Scholarship Program:** Each year, through a grant from EILEEN FISHER, WEDC is able to offer approximately six scholarships to 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 and network with prospective clients on the WEDC Web site.



### 2010-2012 Program Demographics- WEDC Training Statistics

	2010	2011	2012
<b>15 Week Entrepreneurial Training</b>	109**	79	92
<b>Workshops and Counseling</b>	1582	1531	1470
<b>Total Clients</b>	1691	1519	1562

\*\* This figure included two cycles for dislocated workers in addition to our standard offerings.

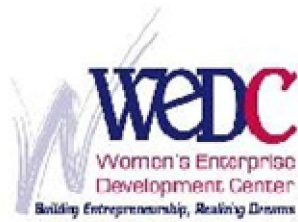
### WEDC Demographic Statistics\*

	2010	2011	2012
<b>African American</b>	33%	23	24%
<b>Latino</b>	38%	43	36%
<b>Native American</b>	0%	0	0
<b>Asian</b>	1%	0	0
<b>Caucasian</b>	24 %	29	37%
<b>Other ethnic minorities</b>	4%	5	3%
<b>immigrants/refugees</b>	N/A	N/A	N/A
<b>Women</b>	81%	87%	94%
<b>150% below fed. poverty level</b>	24%	24%	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 and men in Westchester and the Lower Hudson Valley to achieve economic self-sufficiency through self-employment. In 2013, we plan to continue providing the programs and services we offered in 2012. We will offer five or six cycles of our 60+ hour entrepreneurial training program, monthly workshops, and one-on-one business counseling. Our anticipated objectives are detailed in the attached addendum. 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 fall 60+ hour Entrepreneurial Training Program in Spanish.



### Schedule A- 2013 Addendum

<b>PROGRAMS AND SERVICES</b>	<b>GOALS</b>	<b>OBJECTIVES</b>
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	55-85 complete business plans 35-65 open businesses
Workshops/ Seminars	750 Women participating in 20 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.
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	180 women will receive counseling on accessing capital, referred to microlenders, banks, IDAs, grants and other resources	20-30 women will access some form of capital to grow their businesses