

RESOLUTION NO. 2013- 341

A RESOLUTION APPROVING THE USE OF **SECOND GENERATION ENTERPRISE ZONE ASSISTANCE FUNDS TO ISSUE A GRANT TO CUMBERLAND EMPOWERMENT ZONE CORP.**

WHEREAS, the City of Vineland Revolving Loan Fund Second Generation Loan Committee has submitted a proposal dated July 24, 2013, for use of Second Generation Enterprise Zone Assistance Funds to issue a grant for the following project:

Cumberland Empowerment Zone Corp.	\$4,100.00
To support the Small Business Development Corp. (SBDC) Partnership. Partnership consists of Cumberland Empowerment Zone, Vineland, Millville, Bridgeton & the Cumberland Development Corp. Said funding is based on a prorated share of clients served from the municipality the previous year.	

WHEREAS, it is considered to be in the best interest of the City of Vineland and the community in particular that Second Generation Enterprise Zone Assistance Funds be utilized for the above-mentioned project; now, therefore,

BE IT RESOLVED by the City Council of the City of Vineland that said Council does hereby approve the use of Second Generation Enterprise Zone Assistance Funds for the above project, in accordance with the proposal submitted by the City of Vineland Revolving Loan Fund Second Generation Loan Committee;

BE IT FURTHER RESOLVED that the Mayor is hereby authorized to execute all documents associated with this grant.

Adopted:

President of Council

ATTEST:

City Clerk



Memo

To: City Council Members
From: Sandy Forosisky 
Date: July 24, 2013
Re: SBDC Partnership - \$4,100 UEZ Second Generation Grant

The UEZ Loan Committee approved second generation funding in the amount of \$4,100 to support the SBDC (Small Business Development Corp.) Partnership. The partnership consists of the Cumberland Empowerment Zone, Vineland, Millville, Bridgeton, and the Cumberland Development Corp. Funding for the partnership comes from a \$10,000 grant from PNC and the other partners pay based on a prorated share of clients served from the municipality the previous year. This partnership has been very useful to the Office of Economic Development because it allows us to send prospective entrepreneurs to their office to get technical assistance in preparing business plans.

The grant will be payable to the Cumberland Empowerment Zone Corp.



Memorandum

To: City of Vineland
From: Jeannine MacDonald
Date: July 11, 2013
Re: SBDC Partnership

Attached please find a proposal submitted from the Small Business Development Center at Stockton for business planning and technical assistance services to clients in Cumberland County. Under the proposal, SBDC would have a staff person in Vineland at the CEZC offices one day per week for a one-year period. The representative would conduct seminars and provide one-to-one technical assistance and business planning services to county residents and business owners. There would be no charge to the client for these services. The proposed cost is \$20,000.00.

This is an extension of the extremely successful SBDC partnership that partners throughout the County undertook previously, and for which the CEZC served as facilitator. CEZC staff has been proactive about seeking funding to support the SBDC partnership. To that end, we were recently informed that PNC Foundation approved grant funding in the amount of \$10,000.00 toward the program. Accordingly, there is only a \$10,000 gap in funding for the proposed services. In the past, we have divided costs among county municipalities according to the percentage of clients served. Following that same formula, the City of Vineland's cost division for this proposal would be \$4,100.00.

It should be noted that in 2012, SBDC provided one-to-one assistance to 125 county residents, and another 450 residents attended seminars. In the first 6 months of 2013, 58 county residents have received SBDC services even though appointments took place outside of the county. As such, the demand for this partnership remains strong.

CEZC staff included funding in its CDFI grant application for this partnership and is also pursuing potential other funders for the program. Should additional funding become available, we will work with SBDC to increase the number of days their representatives are available within the County. For now, this modest investment will provide county residents an opportunity to meet with SBDC at a local office on a regular basis, and will maintain the momentum and support generated from our partnership.

Cumberland County / SBDC **Customized Technical Assistance** **Program Description**

The New Jersey Small Business Development Center at The Richard Stockton College of New Jersey (SBDC at Stockton) will provide customized technical assistance in the form of counseling and training to both existing and new businesses in Cumberland. The SBDC at Stockton is a qualified member of the regional economic development community. The funds provided will be used exclusively within the boundaries of Cumberland County. The SBDC at Stockton will customize and expand the training and counseling that are currently being performed in Cumberland County.

The SBDC at Stockton is available for businesses and entrepreneurs to receive counseling and training assistance with business plans, credit repair, loan packaging, market identification, marketing and general business operating questions.

Through this program the SBDC at Stockton will continue work closely with all partners involved in Cumberland County economic development to provide the business community one to one technical assistance, trainings, and forums that assist and introduce both existing and prospective businesses to partnering programs and their representatives.

Staff and Consultants for the Small Business Development Center serving Cumberland County provide a quality supplemental support to clients. They provide guidance and assistance to aspiring and existing entrepreneurs by directing the development of skills necessary to establish and strengthen their businesses. The staff and consultants will be presenters at seminars, training sessions and will counsel both start up and existing businesses in Cumberland County. All clients will be provided information about the Cumberland economic development resources and programs. All trained and counseled clients will receive follow up program information provided by program partners. Both individuals and businesses will be directed to partnering offices for more specific assistance and information.

The funds will be strictly used for the training and counseling of businesses (both start-up and established), as well as for customized educational workshops. There will be no charge for any businesses and residents of Cumberland County. The funding will pay for consultants, supplies, salaries, etc. needed to operate the Customized Technical Assistance Program in Cumberland.

The Staff and Consultants, through a one-on-one interaction with clients and trainings, will provide technical assistance including but not limited to the following service areas:

- Business Plans (Content and Purpose)
- Starting a Business (How to and Development Activities)
- Legal Structure and Entity
- Growth Strategies for Small Business

- Municipal Contacts and Municipal Information
- Competitive Analysis
- Market Research and Segmentation
- Marketing Plan Development
- Business Recordkeeping and Financial Statements
- Financial Management
- Tax Responsibilities
- Employee and Human Resource Concerns
- Financial Packaging Assistance

The SBDC is responsible for providing quarterly and annual reports, which measure the impact of the services provided. The project will be measured by the number of businesses that open in Cumberland, as well as growth of existing businesses. Client participation and client satisfaction of services received will also be measured.

Although there is no requirement that Cumberland business owners take advantage of all of the economic development programs available to them in Cumberland County, all eligible businesses will be provided program partner information and participation benefit analysis through counseling and trainings. .

The SBDC Customized Technical Assistance Program will compliment the activities of the partnering programs. The program will also link businesses and entrepreneurs to the educational sector of Cumberland so that the community educators and resource programs can continue to work to meet the needs of growing businesses.

During the term of this program the SBDC at Stockton will provide one full day per week consisting of a combination of both training and one to one counseling at a location identified by Cumberland County. Required space includes access to training room with a minimum capacity of 30 people and a private area to conduct confidential one to on counseling with both start up and existing business owners.

The SBDC at Stockton respectfully requests \$20,000 for CY 2013 to fund and operate the SBDC Customized Technical Assistance Program in Cumberland County.