



September 7, 2018

Jeff Castello, Executive Director
Community Redevelopment Agency
City of Delray Beach
100 NW 1st Avenue
Delray Beach, FL 33444

Dear Jeff:

This letter is written in response to our recent conversation with Joan Goodrich regarding the proposed grant to the Center for Technology, Enterprise and Development, Inc. (TED Center) and Florida Women's Business Center (FWBC).

Request: This is to request a grant of \$65,000 to provide customized training and support services for businesses and residents of the City of Delray and the CRA targeted district.

The TED Center's mission is to foster community revitalization by empowering and promoting business opportunities to ensure economic growth and development. Founded in 1992, the Center for Technology, Enterprise and Development, Inc. (TED Center) is a Florida-based non-for-profit organization with IRS 501(c)(3) tax-exempt status. It is formally recognized and promoted by the City of Delray Beach, Delray Beach Community Redevelopment Agency and the TED Center through a Tri-Party Agreement.

The TED Center was founded and headquartered in Delray Beach for more than 25 years. Our Goal is to actively empower youth and adults with skills and knowledge that will afford them the opportunity for a meaningful and rewarding life, by providing the tools to create innovations of tomorrow. The continuous goal is to support the successful development of entrepreneurs, small companies, and startup businesses. The TED Center offers an array of business support resources and services that are coordinated through strategic management and a network of professional associates. The services are developed to increase the probability that small and start-up companies will remain in business for the long term.

OUR APPROACH: We are an organization that prides itself on innovation and implementing novel ideas and strategies--however, our success is rooted in our fundamental four-phase approach.

Phase I: DIAGNOSIS - We get to know the client, identify problems, determine their causes from data gathered via observations, interviews, surveys, focus groups and documents.

Phase II: STRATEGY - We research best practices, locate resources, coordinate and facilitate open discussions when analyzed, generate solutions.

Phase III: IMPLEMENTATION - We coordinate activities, prepare materials, design, develop and revise programs, policies & procedures and measure progress.

Phase IV: ASSESSMENT - We assess the project/program results and if necessary make adjustments.



Service Offerings: The TED Center is continuing its traditional services to individuals in Delray Beach by providing the following services:

Training:

We will provide micro and small business training to small business concerns - nascent entrepreneurs, those looking to start their small business and existing business. We propose to conduct customized workshops in the CRA district on Small Business Start-up, growth and expansion to promote economic empowerment.

Training is provided on a variety of business topics, including how to start a business, business plan development, securing loans, legal considerations, marketing, and financial management, QuickBooks, certification, License and Insurance requirements.

Technical Assistance:

The biggest hurdle for would-be entrepreneurs is the unknown. Learning for the first time about tax rules, incorporation requirements and obligations, financing, payroll procedures, liability, and marketing on the job is fraught with risk. It can be costly, if not fatal. Rather than chance missing crucial information, it is far better to learn at the start and in a timely manner from business incubator training and counseling support services. Longitudinal analyses by the Department of Commerce show that 85% of business incubator clients are still in business after the critical first five years of operations. The TED Center business incubator specializes on helping the newcomer get up and running.

We also provide a variety of management and technical assistance in the areas of business plan development, loan packaging, and facilitation of loan process, financial literacy, incorporation services and procurement.

Business Incubation:

Designed to assist new and emerging businesses, managing risk and maximizing resources. The Incubator provides business support services, information technology support, consultation by experienced business people and Florida Women's Business Center professionals, and business-related workshops. Professional alliances and partnerships are often formed among businesses in an incubator, thereby increasing their capabilities and marketability. Incubator clients are typically business owners who need assistance starting up or expanding their business, therefore, the Incubator program will include counseling, technical assistance, office support and ancillary services.

The client has the opportunity to interact with the Center at whatever level is most critical for the business owner.

The Business Incubator gives access to financing, market information, technology, training support, quality standardization, and certification. They would also bring into being inter-firm linkages and, more concretely, provide office space. This is where a business incubator comes in. Such a system can nurture start-up and newly established firms by providing the above-mentioned services and office space on a shared, affordable basis. However, its core is the financial, marketing and design support and the managerial training given to the emerging entrepreneur.

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Web: www.TEDcenter.org Email: seabron1@TEDcenter.org

Youth Entrepreneurship:

Youth Entrepreneurs wanting to start a new business venture are provided with general information on the legal, accounting, and other requirements for starting a business and these services are complemented with advice and counseling on a one-to-one basis. The program is designed to assist the development of youth businesses. These services include financial literacy, budgeting, banking services, management strategies, social media marketing, etc. (*see attached program overview*)

Business and Employment Resource Center:

The TED Center understands the challenge in achieving economic sufficiency for new and existing businesses. Guiding, directing, training, and mentoring are solutions are customized solutions to meet the needs of businesses.

The TED Center currently partner with AARP, CareerSource and Florida Career College. The Business Resource and Employment Center has an aggressive outreach program to market and address the issues facing many small to medium size businesses.

Presentations will be made to civic organizations, churches, and any organization that may have prospective clients. As potential clients are identified, staff will meet with these individuals to further evaluate, educate, register and prepare them for employment opportunities.

Challenge 1: General Contractors with local projects that's having difficulty finding qualified experienced professionals.

Action Plan: Identify and generate a pool of registered/certified sub-contractors with the necessary skills to perform. A wide range of advanced and developing cities are challenged to do so.

Challenge 2: Professionals that have transferable skills but lack experience that are having difficulty finding employment.

Action Plan: match skills and capabilities to the supply of jobs utilizing local service providers. These individuals would be perfect for short term contract work. (light manufacturing, sewing, assembly, packaging, shipping, etc.)

Challenge 3: Employers that can't find skilled available employees. The most difficult thing assisting individuals to transition to employment is developing realistic self-confidence at work and developing practical skills in the workplace.

Action Plan: As local service providers that specialize in employability skills training, we have perfected a delivery approach that starts with the initial contact, prepare and conduct an intake application/assessment to obtain information about the individual and their skills level. This information will identify their needs, challenges, and obstacles they face.

Based on the Economic Prosperity Element Document Draft, our request aligns the goals and objectives of the City. This includes but not limited to:

IMPROVE DELRAY BEACH'S GROWING BUSINESS REPUTATION BY STRENGTHENING OUR SMALL BUSINESS ECOSYSTEM WHILE REDUCING RACIAL, GENDER, ETHNIC, AND DISABILITY RELATED DISPARITIES IN ENTREPRENEURIAL OPPORTUNITIES.

- ✓ **Policy ECP 2.1.2** Collaborate with organizations to bring more entrepreneurial programming and services to Delray Beach particularly for youth entrepreneurs and entrepreneurs of color.
- ✓ **Policy ECP 2.4.3** Develop an Entrepreneur in Residence program and provide a cohort of local, diverse entrepreneurs access to entrepreneurial mentoring, relationships, business tools and access to capital.

GROW A DIVERSE AND RESILIENT ECONOMY BY SUPPORTING LEGACY INDUSTRIES AND ESTABLISHING NEW INDUSTRY CLUSTERS THAT ESTABLISH DELRAY BEACH'S ROLE AS A SOUTH FLORIDA CENTER FOR INDUSTRY AND COMMERCE.

- ✓ **Policy ECP 3.2.1** Promote the advantages of relocating and expanding businesses in the city in cooperation with economic development partners.
- ✓ **Policy ECP 3.2.4** Create and/or support public-private partnerships to organize and target economic development efforts.

CULTIVATE A MORE INNOVATIVE BUSINESS-FRIENDLY ENVIRONMENT AND DYNAMIC ENTREPRENEURIAL ECOSYSTEM WHICH ALLOW LOCAL ESTABLISHMENTS TO GROW IN PLACE, ATTRACT NEW INDUSTRY CLUSTERS AND FIRMS AND PRODUCE NEW HOMEGROWN ENTERPRISES.

- ✓ **Policy ECP 4.1.1** Support organizations and business partners which assist in growing the local economic capacity.
- ✓ **Policy ECP 4.2.6** Cultivate or improve partnerships with existing non-profit organizations who provide high quality business assistance services.
- ✓ **Policy ECP 5.2.1** Collaborate with local organizations to provide community events which focus on opportunities for new and small start-up businesses to become a permanent business in the city.

The services provided by the TED Center/FLWBC are harmonized with the City goals and do not constitute a one-time-only project. Each year hundreds of new businesses are formed; additionally, hundreds of current business owners seek support to grow their business prudently. At any one time, the TED Center/FLWBC are working with brand new clients for the first time to owners who are in a series of five or more training workshops.

Best Regards,



Seabron A. Smith

Seabron A. Smith,
Executive Director

Center for Technology, Enterprise & Development, Inc.

Youth Entrepreneurship Program (TEDYEP)

Goal

The overall goal of the TEDYEP will be to provide selected youths with the skills and knowledge necessary to start, own and operate their own business. The specific objectives will be to:

- * Reveal the process involved in the Innovation of a business concept
- * Promote the understanding of all the Administrative functions of a chosen business
- * Help identify suitable and profitable business opportunities
- * Provide a full scope of time and money management techniques
- * Explain the procedures and components required for the development of a successful business plan
- * Help to obtain the start-up funding required for the operation of a selected business

Curriculum

The curriculum topics to be covered will include, but not be limited to the following:

- * Negotiating
- * Brainstorming
- * Record Keeping
- * Key stoning
- * Memo Writing
- * Business Plan Development
- * Return on Investment
- * Legal Structures
- * Pricing
- * Re-investment
- * Types of Business
- * Marketing

Extra-curricular Activities

The schedule for extra-curricular activities will include, but not be limited to the following:

- Visiting a bank/opening an account
- Designing of business cards/Marketing Materials
- Registering a business
- Touring of businesses
- Visiting a brokerage firm
- Negotiating and purchasing for manufacturers/wholesalers

The Center for Technology, Enterprise and Development, Inc.

Organization Mission The mission of the Center for Technology, Enterprise, Development, Inc., (TED Center) is to be an economic development engine that promote economic empowerment by fostering small business and microenterprise training, counseling, and networking; business incubation; and microenterprise information technology services to train and nurture aspiring, emergent, and growing small businesses and microenterprises, especially among disadvantaged minorities, women, youth, and immigrants.

The TED Center/Florida women's Business Center has served more than 2200 entrepreneurs/small businesses in FY 2017-18.

Organization History Celebrating 26 years of service to communities in Palm Beach and Broward Counties, the TED Center was created to address the concerns of housing, employment and economic development.

The TED Center serve individuals and small and start-up businesses from the economically disadvantaged community. Fledgling businesses are assisted through the early stages of development, and existing business owners, as well as start-up businesses, with marketing, capacity building, and technical assistance.

The TED Center received a five-year contract in 2004 from the U.S. Small Business Administration to establish and operate an SBA-resource Women's Business Center program in an 18-county region. Due to the increase of women owned businesses, that footprint has been reduced to 2, which is Palm Beach and Broward Counties.

There are currently 114 WBCs in the nation. The great majority employs less than 5 people; over half are one-person businesses; and at least 80% are owned by women.

Organization Description The TED Center is a Florida-based not-for-profit corporation founded in 1992 to foster economic development. It is tax-exempt under section 501(c)(3) of the Internal Revenue Code.

Organization Purpose The TED Center/FWBC offers aspiring business owners, entrepreneurs, including those who are economically or socially disadvantaged, comprehensive training and counseling on a vast array of topics to help them start, grow and run their own businesses. The services are tailored to the needs of the community and provides training in finance, money management, operational management, marketing, online retailing, exporting, paths to certification(s) as well as offering access to all of the SBA's financial and procurement assistance programs. Services also include small business counseling, training, mentoring & networking, and referrals to business assistance programs and financial institutions. Training courses cover a wide range of topics, including business startup, business plans, financing, marketing, human resources, accounting and operations. The "Money Smart Series" has been an enlightening workshop.



The Center for Technology, Enterprise and Development, Inc

401 W. Atlantic Avenue, Suite 09

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www.TEDcenter.org

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Seabron A. Smith
Executive Director

Delray Beach CRA – Program/Project Logic Model

GOAL 1: To train small business owners who are registered vendors with the city of Delray Beach purchasing on the process of identifying potential contracting opportunities

GOAL 2: To support the learning process for small business owners to develop knowledge regarding certifications for small businesses.

GOAL 3: To support the learning process for youth in Delray Beach Communities to develop knowledge regarding business ownership and business opportunities

Key Activities	Outputs	Outcomes	Impact(s)
<p>Local Government Contracts/Training</p> <hr/> <p>Number to be Served: 45</p> <hr/> <p>9 months 1st Q FY 19 - 3rd Q FY 19</p>	<p>Will host four workshops covering the following topics with hands on development of: Capability Statements, Definition of Terms Associated with RFP's and Proposals, How to search for opportunities, How to approach Purchasing & Contracting Officers</p>	<p>To support the registration of small businesses in the city purchasing department of Delray Beach. In an effort to identify opportunities and to be approved with the appropriate licensing and registrations.</p>	<p>Small business owners will understand the "process" and complete the necessary paperwork and structure to be considered for contracting opportunities. The number of proposals from small business owners to the City of Delray Beach will increase. The number of small business owners selected to complete contract work for the City of Delray Beach will increase</p>
<p>Small Business Certification</p> <hr/> <p>Number to be Served: 12</p> <hr/> <p>9 months 1st Q FY 19 - 3rd Q FY 19</p>	<p>Four hands-on workshops on the following topics: Register as a vendor; Delray Beach, Palm Beach County, State of Florida. Certifications including veteran owned, minority owned, woman owned,</p>	<p>Attendees will complete and submit applications to appropriate agencies. Small business owners will become certified and increase credibility.</p>	<p>Small business owners will be registered with agencies with documentation regarding capabilities. Agencies will have a pool of businesses with vetted credentials. Prime contractors will have choices regarding subs and will be able to evaluate potential small business utilization on projects.</p>
<p>Youth Entrepreneurship Training</p> <hr/> <p>Number to be Served: 20</p> <hr/> <p>6 months 1st Q FY 19 - 3rd Q FY 19</p>	<p>Outreach to youth ages 13 -17. - Via Churches - High School - Community Youth Programs</p>	<p>Over six months host 6 workshops focused on types of unique small businesses. Create a small business and allow participants to run/operate each department of the business</p>	<p>Provide knowledge about small businesses. Pair each participant with a small business owner to get hands on experience. Students will broaden the vision of their future in terms of employment opportunity</p>

CH COMMUNITY REDEVELOPMENT AGENCY

g Assistance Request – Budget Detail

orm below is offered as a guide. You may use any format of your choosing, given that you provide all required inform

REVENUE				
YEAR: 2018-2019		% of Total Budget	All Other Programs & Admin (B)	Total Agency Budget (A+B)
Program Fees			57,390	57,390
Sponsorships			133,800	133,800
Grants			376,000	376,000
Government Funding				0
In Kind (should match in kind expense)			75,000	75,000
Requested CRA Donation	65,000	100%		65,000
Total Revenue	65,000	100%	642,190	707,190
EXPENSES				
Personnel (wages, taxes, benefits, etc)			452,183	452,183
Office Expense (rent, utilities, etc)			64,291	64,291
Program Expense (please list)				
Contractual Training	35000	54%		35,000
Certification	10000	15%		10,000
Youth Entrupneurship	15000	23%		15,000
In Kind (should match in kind revenue)			75,000	75,000
Other:	5,000	8%	44,652	49,652
Total Expenses	65,000	100%	636,126	701,126
Net Revenue over Expenses	0		6,063	6,063



If the Delray Beach CRA does not fund the entire \$65,000 and something lower, how will that impact the following aspects of your proposed programs?

- 1) To train small business owners who are registered vendors with the City of Delray Beach on the process of identifying potential contracting opportunities
 - a. Number to be served: 45
[Seabron A. Smith] If reduced funding is approved, this number will be reduced based on the amount of funding is received.
 - b. 4 workshops conducted January – September 2019
[Seabron A. Smith] We will conduct 3 workshops. However, the number of participants per workshop would vary.
- 2) To support the learning process for small business owners to develop knowledge regarding certifications for small businesses
 - a. Number to be served: 12
[Seabron A. Smith] The number of small businesses would be determined by level of outreach and availability of those businesses needing certification.
 - b. 4 workshops conducted January – September 2019
[Seabron A. Smith] We will still do 3 workshops between the 1st and 3rd quarter
 - c. Register as a vendor for City of Delray Beach, Palm Beach County, State of Florida
[Seabron A. Smith] We will continue to counsel, train and assist qualified businesses for this registration.
 - d. Certifications including Veteran-Owned, Minority-Owned, Woman-Owned
[Seabron A. Smith] Also included
- 3) To support the learning process for youth in Delray Beach Communities to develop knowledge regarding business ownership and business opportunities.
 - a. Number to be served: 20 youth ages 13 – 17
[Seabron A. Smith] This number may be reduced to 15 depending on the funding amount. However, I don't see a problem with the Training.
 - b. 6 workshops focused on types of unique small businesses conducted January – September 2019
[Seabron A. Smith] Again, This number may be reduced to 4 depending on the funding amount. However, I don't see a problem with the Training.
 - c. Create a small business and allow participants to run/operate each department of the business.
[Seabron A. Smith] this will continue as stated.