

## **Funding Recommendation For Board Initiative Activities 2011**

The Sacramento Works Board approved the release of a Request for Proposals for Board Initiative funds to recruit qualified vendors for delivery of innovative proposals that provide new approaches to:

### **Workforce Research**

- Conduct labor market research to identify and quantify growing and emerging sectors and occupations in the region.
- Research and analyze the skills and competencies necessary to build a workforce for a sector identified by Sacramento Works as a critical occupational cluster.

### **Employer Outreach**

- Provide services that support and complement the outreach and public relations campaign that is currently overseen by the Employer Outreach Committee
- Provide services to include strategies to avert layoffs, retain or save jobs, and identify pending closures or substantial layoffs, and help companies make changes so that layoffs are reduced or completely avoided.

### **Business Retention and Expansion**

- Link existing businesses to programs, services and resources that will ensure that they continue to thrive in the region,
- Coordinate with appropriate City and County departments to facilitate retention, expansion, and/or relocation of existing businesses within the region, and/or
- Target small, minority and women owned businesses to help them survive in difficult times.

The Board was seeking proposals that promoted partnerships, supported regional workforce development, strengthened existing companies, and provided businesses with new opportunities for business expansion.

A subcommittee of the Executive Committee and SETA staff reviewed the fourteen proposals received and has developed the following funding recommendations:

Due to regulatory limitations on using WIA funds for economic development activities, and because the majority of proposals were to fund existing services and outreach efforts, the committee is recommending funding for only two of the proposals submitted in response to the RFP:

- Valley Vision for Workforce Research and stakeholder engagement in the Next Economy Job Growth Plan for \$10,000.
- Veterans Business Outreach Center to provide direct services to 60 veteran clients interested in starting-up or growing their existing businesses for \$15,000.

If approved, the remaining Board Initiative funds of \$28,964 will be utilized for future board projects.

**WIA Board Initiative Funding**  
**Workforce Research, Employer Outreach, Business Retention/Expansion Services**  
**Summary of Funding Recommendations**

<b>Proposer</b>	<b>Funding Request/ Activity</b>	<b>Funding Proposed</b>	<b>Proposal Summary</b>
<b>Valley Vision</b>	\$15,000/ WR	\$10,000	<ul style="list-style-type: none"> <li>• Conduct a “cluster analysis” - an in depth look at the regional economy to identify what we do well, what we do better than others, and where our best areas of specialization are</li> <li>• Increase jobs and new investment in the Capital Region</li> <li>• Creation of new partnerships or joint ventures that will execute our Next Economy strategies and action in the areas of select industry cluster support, innovation and investment, international trade, capital formation, the removal of job creating impediments, workforce and education, and others</li> <li>• The completion of the Capital Region’s first-ever region-wide Comprehensive Economic Development Strategy, that will overcome a gap limiting the Capital Region’s public and private institutions from being highly competitive in the pursuit of US Dept. of Commerce grant investments</li> </ul>
<b>California Employers Association</b>	\$10,140/ EO/ BR & E	0	<ul style="list-style-type: none"> <li>• Develop and facilitate 12 monthly webinars</li> <li>• Each one hour session will be designed to re-tool and improve a small business operation.</li> <li>• 10 businesses per month will be targeted for webinar seminar participation</li> </ul>
<b>California Employers Association</b>	\$14,400/ EO/	0	<ul style="list-style-type: none"> <li>• 12 monthly Executive Roundtable Series designed to bring minority, women-owned and small business owners together to exchange ideas, share experiences, offer advice and act a a business and personal confidant and advisory board.</li> <li>• Facilitate a process that brings together 10-15 top executives from similar sized, non-competing companies on a monthly basis for a two-hour meeting.</li> </ul>
<b>Los Rios Centers of Excellence</b>	\$14,760/ WR	0	<ul style="list-style-type: none"> <li>• Develop a study that will crosswalk occupations in decline to those in demand, based on transferable skills and education</li> <li>• Develop an occupational roadmap that will assist job seekers to identify high growth occupations that correlate to their current sill sets and education level.</li> <li>• Identify skill and education gaps needed to transition and successfully compete for a position in the demand occupation.</li> <li>• Assist career counselors/job coaches working with job seekers in developing a personal training and education plan.</li> <li>• Provide the business community insight into the pool of available workers in the region.</li> </ul>

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<b>Asian Pacific Chamber</b>	\$15,000/ EO	0	<ul style="list-style-type: none"> <li>• Implement “Network of Success” providing technical assistance to disadvantaged small businesses, while linking existing businesses to programs, services and resources that will ensure that they continue to thrive in the region.</li> <li>• 1,500 businesses will receive information about the Network of Success program by registering in YouConnectHere.com</li> <li>• Technical assistance and referral to services and resources will be provided to businesses that register on the website.</li> </ul>
<b>Veterans Business Outreach Center</b>	\$15,000/ BR & E	\$15,000	<ul style="list-style-type: none"> <li>• The VBOC will provide small business services to veterans to include one-on-one consulting services, small business educational workshops, conferences and training.</li> <li>• VBOC will provide direct services to 60 veteran clients interested in starting-up or growing their existing business.</li> <li>• VBOC will be utilizing \$65,858 cash match to support this project.</li> <li>• Program will provide assistance to underserved clients including economically disadvantaged, disabled, minority, women, veteran, service connected veteran owed small business enterprises and geographically isolated communities.</li> <li>• Program proposed to create 15 jobs; retain 30 jobs.</li> </ul>
<b>City of Rancho Cordova</b>	\$15,000/ BR & E	0	<ul style="list-style-type: none"> <li>• Follow-up visits with companies identified as high risk during 4<sup>th</sup> Annual Business Walk</li> <li>• Conduct One Business Walk with Metro Pulse Partners</li> <li>• 7 businesses to receive direct services</li> </ul>
<b>County of Sacramento</b>	\$14,629/ BR & E	0	<ul style="list-style-type: none"> <li>• Employer interviews via the business walk conducted in conjunction with Metro Pulse partners</li> <li>• Follow-up visits with companies identified through the business walk as either at risk for lay-offs or as prospects for regional expansion.</li> <li>• 29 business to receive direct services</li> </ul>
<b>Sacramento Metropolitan Chamber of Commerce</b>	\$14,757/ BR & E	0	<ul style="list-style-type: none"> <li>• Employer interviews via two business walks conducted in conjunction with Metro Pulse partners</li> <li>• Follow-up visits with companies identified through the business walks as either at risk for lay-offs or as prospects for regional expansion.</li> <li>• 14 employers to receive direct services</li> </ul>
<b>SARTA</b>	\$15,000/ BR & E	0	<ul style="list-style-type: none"> <li>• Undertake and complete an Innovation Scorecard analysis using a methodology developed by Grow-California</li> </ul>

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<b>City of Sacramento</b>	\$14,757/ BR & E	0	<ul style="list-style-type: none"> <li>• Expand business retention and expansion outreach services within the enterprise zones located within the City, with a focus on manufacturing/industrial businesses.</li> <li>• Conduct business walks to flag at-risk employers and identify existing expansion prospects</li> <li>• Follow-up services to 14 companies identified through the business walks</li> </ul>
<b>SACTO</b>	\$15,000	0	<ul style="list-style-type: none"> <li>• SACTO will enhance its regional business attraction and marketing activities by implementing a new proactive lead generation tool.</li> <li>• Tool will be used to pursue a new set of targeted lead leads for business expansion and relocation on behalf of the 29 jurisdictions it represents in the Sacramento Region..</li> <li>• Engage ROI-global business-to-business market research and lead generation firm.</li> </ul>
<b>Sacramento Regional Builders Exchange</b>	\$15,000/ BR & E	0	<ul style="list-style-type: none"> <li>• The Exchange will provide an array of services that help create a successful economic environment for construction business including business development education programs, workforce research and employer outreach services</li> </ul>
<b>Sacramento Business Services Center (Foundation of Hispanic Chamber)</b>	Unidentified Amount/ BR & E	0	<ul style="list-style-type: none"> <li>• To provide technical assistance and assess micro-small business owners understand the basics of banking, credit, how to budget and spend wisely to access capital.</li> <li>• Three 4-hour workshops delivered to 20 small businesses</li> </ul>

WR= Workforce Research

EO= Employer Outreach

BR & E= Business Retention and Expansion