



**FY 2012 OHIO COMMUNITY DEVELOPMENT CORPORATION MICROENTERPRISE
BUSINESS DEVELOPMENT PROGRAM**

APPLICATION INSTRUCTIONS

The application must be received by the Office of Community Development (OCD) by **5 p.m. on August 3, 2012**. OCD will not consider any applications that either arrive after that deadline or are incomplete.

Eligible nonprofits must submit **one original and one copy** of the application to OCD at 77 South High Street, 24th Floor, P.O. Box 1001, Columbus, Ohio 43216-1001. These copies must be bound and tabbed as explained below.

How to Organize the Application

The application should be organized in the same sequence as the instructions. Each section and exhibit should be tabbed. The entire application should be submitted in a three-ring binder. Eligible nonprofits must submit **one original and one copy** of the application to OCD.

Note: In order for the application to be considered complete by OCD, the required sections and exhibits must be included in the applicant's submission. Applications missing any of the required exhibits will not be eligible for funding. A checklist has been enclosed to assist with application preparation.

The Microenterprise Program application package consists of four sections:

1. Tables

- A. Information Profile
- B. Authorizing Resolution (Community Development Corporation board)
- C. Table I -- Past Performance (**existing programs only**)
- D. Table II -- Budget Summary
- E. Table III -- Administration

2. Description of Organization

A. Agency Description

- 1) Define the organization's mission statement.
- 2) Provide an organizational chart of the agency.
- 3) List staff that will be involved with the microenterprise business development program and explain which staff member will be responsible for each aspect of the program. **Include résumés and credentials for all staff involved in program administration.** Be specific.
- 4) Document the need for a microenterprise program in your community. **Please include data, studies, survey results and community input**

(new programs only). How has the agency used this information to establish goals and objectives for the program?

OR

Provide a detailed description of agency's past experience in microenterprise business development. Outcomes from existing CDC program should be listed in Table I **(existing programs only).**

- 5) Provide an assessment of existing financial resources for microenterprise development. Discuss how the agency has leveraged funds in the past and how the agency hopes to leverage funds in the future in coordination with its microenterprise efforts.
- 6) Document the organizations' membership in the Ohio CDC Association.

B. Service Area

Identify the agency's service area and provide a map which clearly outlines the service area.

3. Program Design

Provide a complete description of the proposed microenterprise program on each of the following points:

A. Target Population and Marketing Plan

Characterize your target population. Include socio-economic and demographic information of the population for whom this program is designed and address how the program will be marketed to encourage low- and moderate-income applicants. Please explain how your organization plans to partner with community agencies, disseminate information and develop a public relations network for the program.

B. Eligibility for the Program

Please explain the organization's process for screening clients and criteria for program acceptance. Enclose any supporting materials, including questionnaires, surveys and applications.

C. Training and Technical Assistance

- 1) Describe the training and technical assistance component(s) of the program, including orientation, duration (number of classes, length of class, and number of weeks) graduation requirements and follow-up support.
- 2) Identify courses available through the training program and technical assistance available to program participants. Technical assistance may include one-on-one counseling, reference and referral, mentoring programs, and on-call consultants. Discuss the training curriculum in terms of the program goal and agency focus. **Include course curriculum or syllabus.**

- 3) Explain which organizations and individual staff members will be responsible for the training and technical assistance component of the program. Be specific. **Include résumés and credentials of all staff and non-staff training and technical assistance providers, including information on microenterprise training recently attended. If agency staff has not yet been hired, a job description for the position should be provided. An agency description, which includes a discussion on microenterprise experience, should be provided for any agency that plans to partner with the applicant to provide training and technical assistance services.**
- 4) Outside organizations involved in training and technical assistance should also provide commitment letters outlining services to be provided.

D. Loan Approval/Servicing Process

- 1) Describe how client eligibility for loan application is determined? Discussion should include an explanation of the agency's underwriting criteria.
- 2) Describe in detail loan structuring policies, including loan size, rate and term structure, and collateral requirements.
- 3) Describe loan review procedures, including board structure, approval, and appeals.
- 4) Describe the process for monitoring loan repayment and program progress. Describe the agency's loan tracking system and include information on loan packaging software, if applicable.
- 5) Describe policies and procedures in place for delinquencies, collections and workouts.
- 6) Explain which organizations and individual staff members will be responsible for carrying out the lending component of the program. **Include résumés and credentials of all staff and non-staff involved in loan administration. An agency description, which includes a discussion on lending experience, should be provided for any agency that will be assisting the applicant with the project's loan servicing component.**
- 7) Outside organizations involved in financial management should also provide commitment letters outlining services to be provided. If another agency or organization is providing loan dollars, firm commitment letters, which include the amount of funds dedicated for the applicant's use during the FY 2012 Microenterprise Business Development Program grant period, should be included.

E. Program Goals and Objectives

- 1) What broad goals does the agency hope to achieve with successful completion of its microenterprise program?

Estimate outcomes for the proposed program including, at minimum, the following list:

- Number of individuals enrolling in training.
 - Number of individuals completing training (include agency's definition of course completion).
 - Number of individuals applying for loans.
 - Number of individuals receiving loans (indicate source of loan – applicant agency or other).
 - Number of business starts (list those receiving loans and those not receiving loans separately).
 - Number of jobs created/retained.
- 2) Incorporate anticipated outcomes in a timeline for project completion. The timeline should correspond with the FY 2012 Microenterprise Business Development Program grant year.

F. Other Private/Public Funds

- 1) Attach definite signed commitment letters for any other funds, including any funds the applicant will provide for the program. In addition, provide written agreements with other agencies and individuals for in-kind services to be provided in support of microenterprise business development.
- 2) Please discuss any plans the agency has for program sustainability. For example, does the agency plan to return repayments on loans to establish a revolving loan fund for microenterprise lending? Will the agency be able to leverage other resources in the future to keep the program going without CDC assistance?

4. Exhibits for CDC Applicants

- A. Documentation of incorporation for two years with the Ohio Secretary of State.
- B. Documentation of 501(c)(3) status.
- C. Official audit from previous year. If applicant agency was not audited last year, include most recent audit and tax return from previous year.
- D. List of board members (identify low- and moderate-income (LMI) members – at or below 80 percent of Area Median Income or qualify under CDBG Section 8 guidelines or represents an organization or agency which provides services to low- and moderate-income populations). At least one-third of the applicant board must be LMI to qualify for funding.
- E. Authorizing Resolution (CDC Board)