

ALLOCATING \$125,000 FROM THE FY2024 COMMUNITY DEVELOPMENT BLOCK GRANT ("CDBG") BUDGET IN SUPPORT OF OPPORTUNITY DEKALB'S "PROJECT LAUNCHPAD".

WHEREAS, the City of DeKalb (the "City") is a home rule unit of local government which may exercise any power and perform any function pertaining to its government and affairs pursuant to Article VII, Section 6, of the Illinois Constitution of 1970; and

WHEREAS, pursuant to due notice, the City's corporate authorities intend to consider the Community Development Block Grant ("CDBG") annual action plan for program year 31 during the City's FY2024; and

WHEREAS, Opportunity DeKalb is an Illinois non-profit corporation that is dedicated to achieving the revitalization efforts provided by the Annie Glidden North ("AGN") Revitalization Plan; and

WHEREAS, Opportunity DeKalb's "Project Launch" intends to provide a community business academy and other related services to social entrepreneurs in the AGN area as contemplated in the AGN Revitalization Plan; and

WHEREAS, Opportunity DeKalb is applying for a time-sensitive grant of \$250,000 with the Illinois Department of Commerce and Economic Opportunity (the "DCEO") to fund Project Launch which requires Opportunity DeKalb to raise a total of \$250,000 in cash or in-kind services from local private and public entities; and

WHEREAS, Opportunity DeKalb requested that the City provide \$125,000 in support of Opportunity DeKalb's DCEO grant application for Project Launch; and

WHEREAS, the City intends to provide \$125,000 from its FY2024 CDBG funds to support Opportunity DeKalb's DCEO grant application for Project Launch, subject to the required procedures and subsequent approval(s) required by law; and

WHEREAS, the City's corporate authorities find that is in the City's best interests to adopt this Resolution for the protection of the public health, safety, and welfare; and

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF DEKALB, ILLINOIS:

SECTION 1: The recitals to this resolution are true, material, adopted and incorporated as Section One to this Resolution.

SECTION 2: The City's corporate authorities approve, authorize, and direct the City Manager to take all such necessary acts to support Opportunity DeKalb's DCEO grant application for Project Launch including, but not limited to, providing \$125,000 from the City's FY2024 CDBG funds subject to the procedures and subsequent approval(s) required by law.

SECTION 3: This resolution and each of its terms shall be the effective legislative act of a home rule municipality without regard to whether such resolution should (a) contain terms contrary to the provision of current or subsequent non-preemptive state law, or (b) legislate in a manner or regarding a matter not delegated to municipalities by state law. It is the intent of the corporate authorities of the City of DeKalb that to the extent that the terms of this resolution should be inconsistent with any non-preemptive state law, that this resolution shall supersede state law in that regard within its jurisdiction.

SECTION 4: This resolution shall be in full force and effect from and after its passage and approval as provided by law.

PASSED BY THE CITY COUNCIL of the City of DeKalb, Illinois at a Regular meeting thereof held on the 27th day of November 2023 and approved by me as Mayor on the same day. Passed by an 8-0 roll call vote. Aye: Zasada, Larson, Smith, Perkins, McAdams, Verbic, Walker, Barnes. Nay: None.




COHEN BARNES, Mayor

ATTEST:

Ruth A. Scott, Executive Assistant



Project Launchpad



**Where urban and rural meet to lift lives and
communities through entrepreneurship and
employment.**

DRAFT

November

2023

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Vision



Project Launchpad will create a network of places that connects urban and rural in the multicultural pursuit of the American Dream. Central to that pursuit is the opportunity for social mobility tied to inclusive economic empowerment. Using a hub and spoke model, Project Launchpad will be centered in northwest DeKalb, the region's most densely-populated area and home to people from across the state and all around the world who have come here to get from where they are in life to where they want to be for themselves and their families. Partner locations will be selected to maximize participation of all with a particular emphasis on recruitment of minorities, women, individuals with a disability, dislocated workers, veterans, youth, and our rural neighbors.



Challenge

Economic Data



September 2023
Unemployment Rate

5.1%

DeKalb County

5.5%

City of DeKalb

5.0%

Local Workforce
Innovation Area 5



Household Income

<\$34,100

Geographic area in
northwest DeKalb
around Project
Launchpad hub.



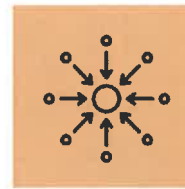
DeKalb's Annie Glidden North Revitalization Plan outlines current challenges as well as opportunities for community revitalization and economic empowerment.

Solution

A peri-urban network to transform lives and communities through economic empowerment.



NETWORK COMPONENTS



**OPPORTUNITY
HUB**



**JOB
CONNECTIONS**



**COMMUNITY
BUSINESS
ACADEMY**



**BUSINESS
GROWTH
SERVICES**

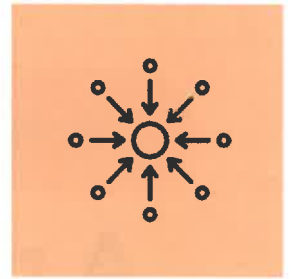


**ACCESS
TO
CAPITAL**



Opportunity Hub

One-Stop Shop for connection
to economic empowerment
resources.



Staffed through employment opportunities for local residents and students, the Opportunity Hub will be the combination of a high-touch, in-person location in northwest DeKalb and the innovative use of technology to connect individuals pursuing economic empowerment with the resources to build economic and social capital.





Job Connections

Workforce Development



Channels to educational and workforce development opportunities for individuals to build the knowledge and skills necessary to fill the jobs of today and the new opportunities of tomorrow. Expansion of access and awareness of employment opportunities from regional employers.





Community Business Academy

New Business Starts



Helping turn passion into profit, the Community Business Academy will be a 12-week offering featuring hands-on training on business planning and management to include budgeting, marketing, bookkeeping, and financing. Cohort-based classes offered in both the spring and fall.





Business Growth Services

Next Level for Businesses



Business Acceleration will be a range of year-round, wraparound support services for entrepreneurs and individualized business support services. Working one-on-one with a coach to set objectives, create a plan, and take meaningful steps towards accomplishing goals.





Access To Capital

Expanding access to capital and investment to start and grow businesses.



Assistance to identify and acquire the source of capital that best suits the needs of new or growing business. Whether looking to invest in equipment, inventory, staff, or other business need, a new entrepreneur or existing business must understand what investors are looking to get the financing they need.



Empower Community Benefit Package

The Empower Community Benefit Package is an aspirational effort to assemble a community benefit package that would attract and retain entrepreneurs to northwest DeKalb to live and build their businesses, products, and services in proximity to the hub.



Conversion of a vacant rooming house into the Empower House for young entrepreneurs.



Subsidized rental housing for participating entrepreneurs and their families.



Network of local legal partners to assist entrepreneurs.



Network of local insurance providers to assist entrepreneurs.



Micro-staffing agency to pair entrepreneurs who need supplemental income with interested employers with flexible employment opportunities.

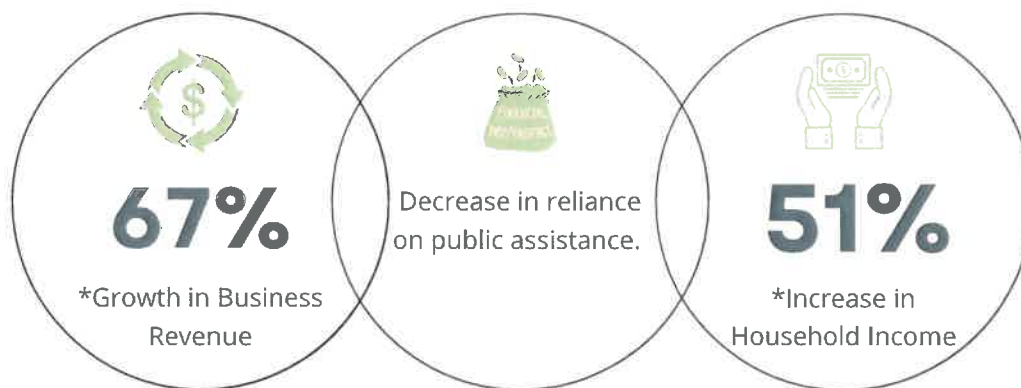
Project Launchpad Goals



Below are goals of Project Launchpad at the community, neighborhood, and individual levels.



- **Holistic Community Economic Development** - Pairing the historic corporate investment in DeKalb County with a dynamic entrepreneurial ecosystem and small business base rooted in our shared goals of belonging and inclusion.
- **Annie Glidden North Redevelopment** - Seeding the commercial redevelopment of northwest DeKalb through the talents, gifts, and grit of its current and future residents.
- **Individual and Family Economic Empowerment** - Growth in business revenue and corresponding increase in household income leading to a decrease in reliance on public assistance.



*Target goals based on past performance of Rising Tide partner communities.

Partners

Lead



Supporting

CITY OF DEKALB, DEKALB COUNTY GOVERNMENT, DEKALB COUNTY ECONOMIC DEVELOPMENT CORPORATION, DEKALB CHAMBER OF COMMERCE, AND KISHWAUKEE COLLEGE. EXPECTATION OF ADDITIONAL SUPPORTING PARTNERS IN THE COMING MONTHS.

Affiliate

LOCAL CHURCHES, LOCAL BUSINESSES, OTHER NONPROFIT ORGANIZATIONS. EXPECTATION OF ADDITIONAL SUPPORTING PARTNERS IN THE COMING MONTHS.

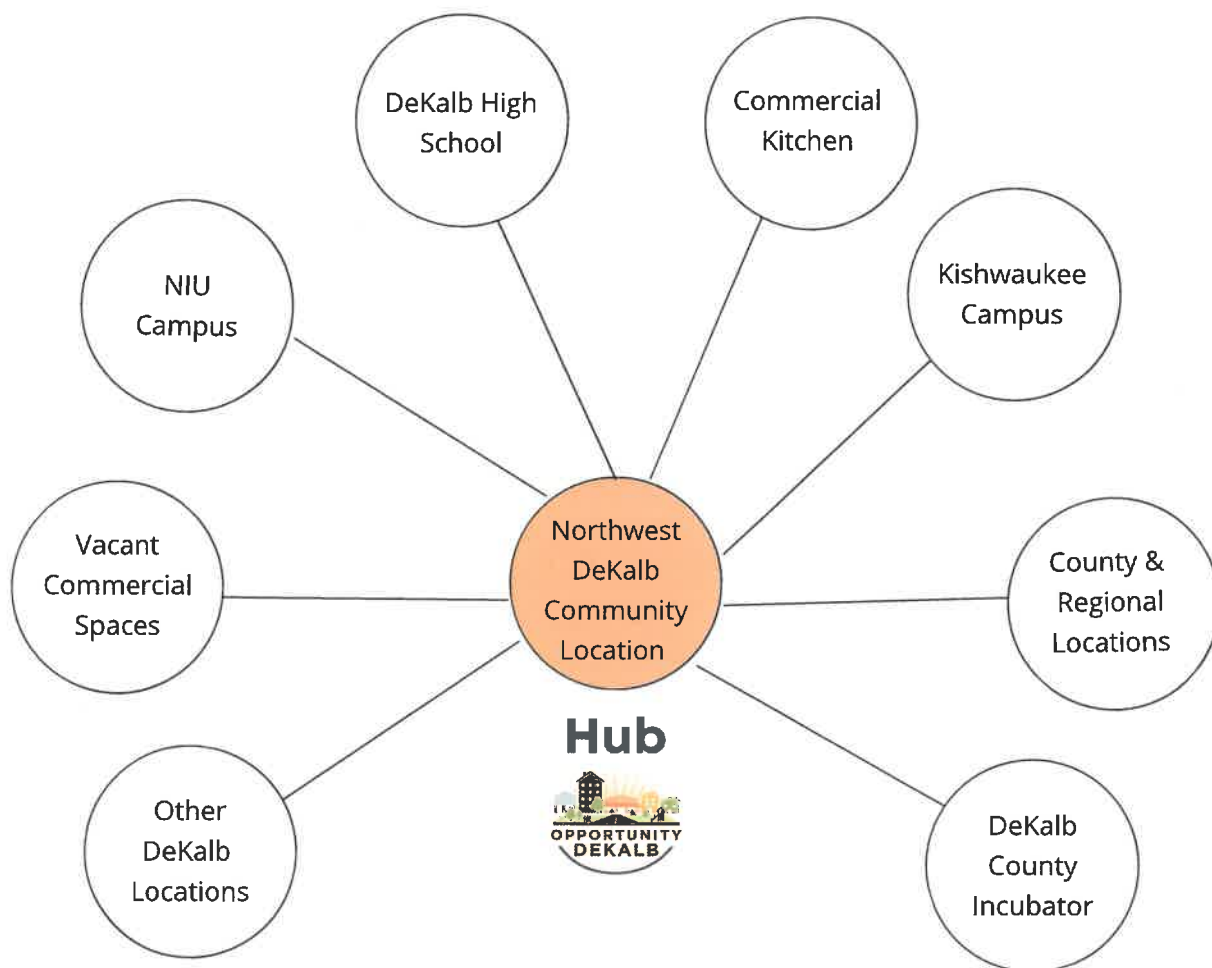
Champions

INDIVIDUAL SUPPORTERS WHO COMMIT TO CONTRIBUTE IN ONE OR MORE DEFINED WAYS.



Project Launchpad

Hub and Spoke Model



*Synergistic collaborative opportunities exist with other projects in various stages of planning and development like the CHEF Center, District 428 Elementary School, and Project H.O.P.E Community Center .

Staffing

Executive Director

POSITION DESCRIPTION FORTHCOMING. THIS ROLE COULD BE A SHARED EXECUTIVE DIRECTOR ROLE WITH OPPORTUNITY DEKALB.

Program Director

POSITION DESCRIPTION FORTHCOMING. DEPENDING ON THE COHORT TEACHING MODEL, THE PROGRAM DIRECTOR COULD BE THE SOLE INSTRUCTOR OR BE THE LEAD INSTRUCTOR WITH TEACHING ASSISTANTS OR ADDITIONAL INSTRUCTORS.

Outreach Coordinator

POSITION DESCRIPTION FORTHCOMING. RESPONSIBLE FOR OUTREACH ACTIVITIES AND OVERSEEING OPERATIONS OF THE OPPORTUNITY HUB.

Additional Staff

STAFF NECESSARY TO OPERATIONALIZE THE OPPORTUNITY HUB AND EMPOWER COMMUNITY BENEFITS AS WELL AS ANY ADDITIONAL INSTRUCTORS AND/OR COACHES NEEDED FOR THE ENTREPRENEUR AND BUSINESS SERVICES.



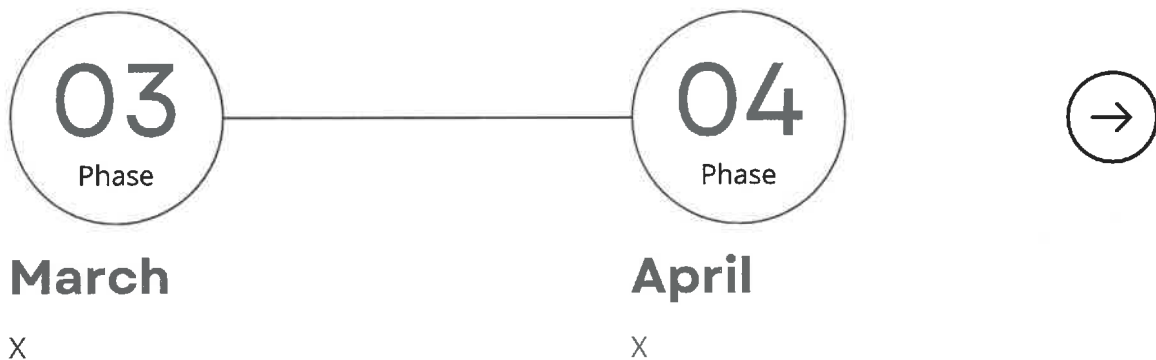
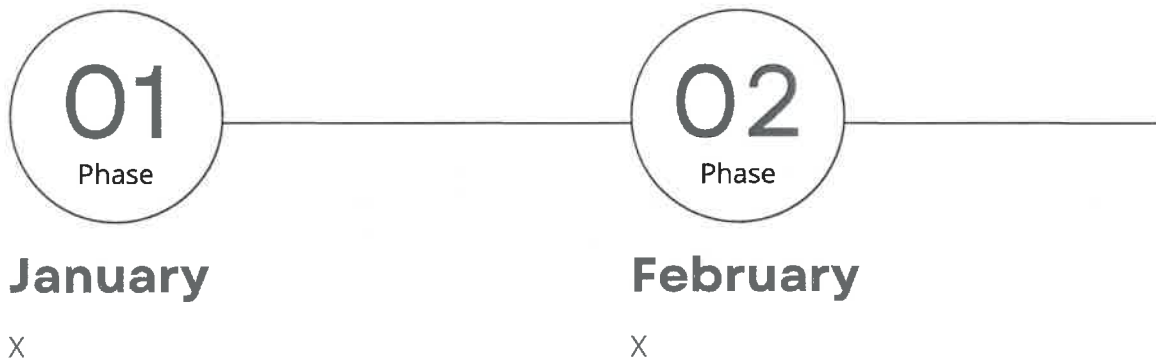
Budget

Project Launchpad

X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
Estimated Total			X

X

Project Launchpad Timeline





Opportunity DeKalb Board of Directors



**Glenn
Roby**
President



**Ellingsworth
Webb**
Vice President



**Mike
Pittsley**
Treasurer



**Earl "Gip"
Seaver**
Secretary



**Karen
Baker**



**Will
Heinisch**



**Bill
Nicklas**
DeKalb City Manager

Staff



**Chad
Glover**
Contractual Staff / Volunteer

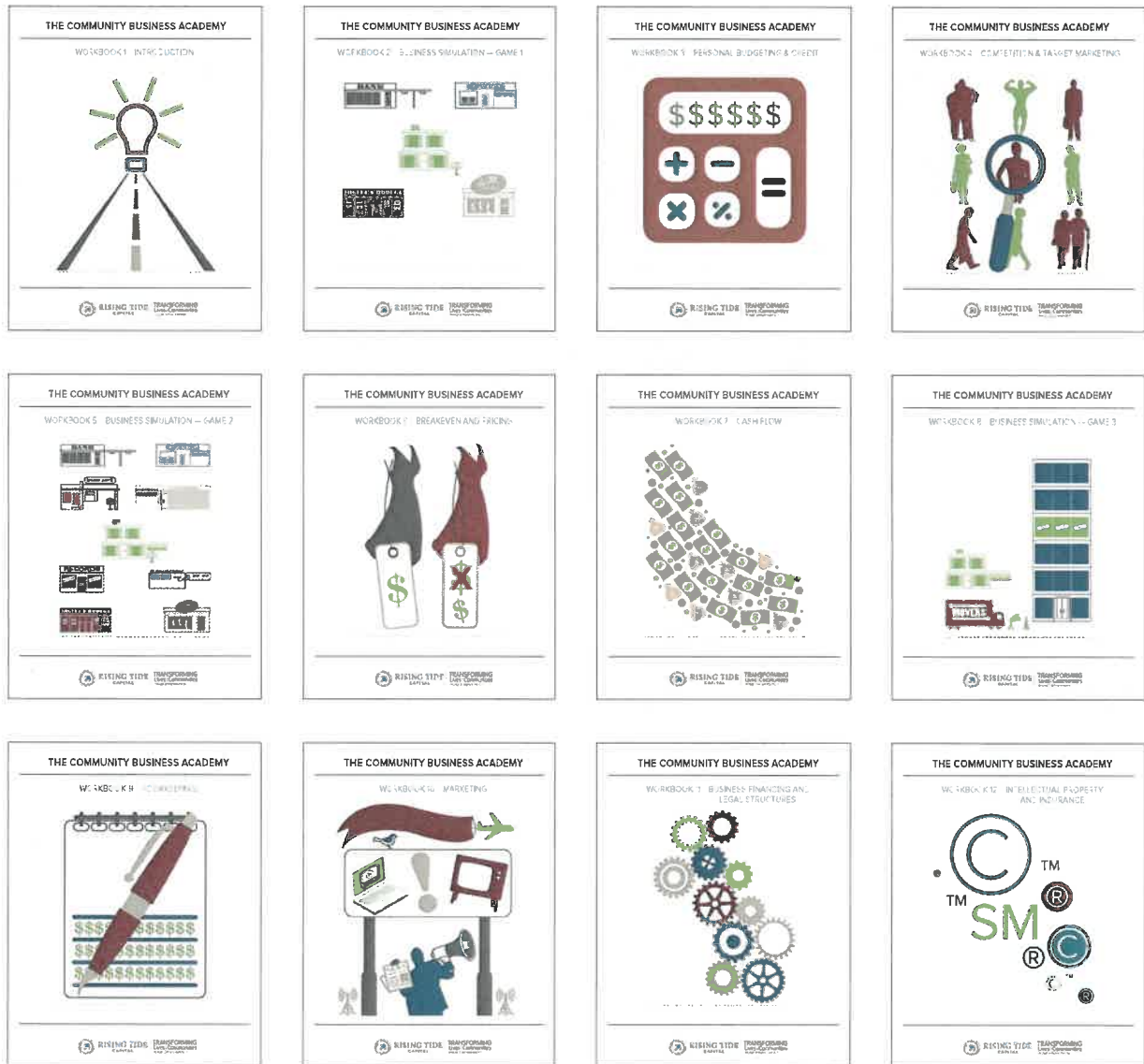
**For more information, contact
Opportunity DeKalb at
outreach@opportunitydekalb.org**



**www.opportunitydekalb.org
www.facebook.com/OpportunityDeKalb**

THE COMMUNITY BUSINESS ACADEMY

PROGRAM OVERVIEW



RISEING TIDE
CAPITAL

TRANSFORMING
Lives & Communities
through Entrepreneurship™

OUR PROGRAM

The Community Business Academy (CBA) consists of 12 consecutive, three hour-long sessions taking place once a week on weekday evenings or Saturday mornings for maximum convenience and accessibility to applicants with full-time jobs or weekend obligations. Classes are taught twice per year from March through May and from September through December.

In order to be considered for the Community Business Academy, prospective students must attend an Information Session. This free orientation provides insight into the CBA program and allows our staff to evaluate each applicant and their business on an individual basis.

Every applicant accepted into the Community Business Academy receives a full tuition waiver worth \$3,000 thanks to the generosity of our funding partners. Our students' only financial responsibility is a nominal registration fee based on household income.

OUR METHODOLOGY



Our curriculum is designed around best practices in adult participatory learning methodology, with a focus on management skills necessary to start and grow a successful, small business. This approach emphasizes experiential problem-solving, allowing us to ensure that complicated concepts like financial management are easily understood by individuals with varying educational backgrounds.

To reinforce our methodology, Rising Tide Capital has developed a cohesive series of components to consistently emphasize each of the 10 core concepts within the curriculum. Each chapter follows a carefully designed, step-by-step approach to the introduction, reinforcement, and practice of each new concept.



NEW CONCEPT

A series of key concepts relevant to a practical application of entrepreneurship introduced to students during each session of the Community Business Academy.



THINGS TO KNOW

Based on discussion, the Instructor facilitates a conversation that leads to an understanding of why their experiences during the exercise are important to their abilities to start and grow a business.



DEFINITION

Relevant vocabulary for each business concept is introduced and defined for students.



HOMEWORK

Students are given homework as a practical tool to apply the concepts learned in class directly to their business. Homework workbooks are provided to students at the end of each class. Homework can take anywhere from 3-5 hours per class.



EXAMPLES

Each chapter includes real life examples to reinforce the key concept from each class.



HOMEWORK REVIEW

The beginning of each class is used to review the homework from the previous class. The Instructor answers questions generated by the homework. Participants submit homework at the end of class to be reviewed by the Instructor for further feedback and additional support.



EXERCISE + ACTIVITIES

Students engage in an exercise (i.e. group activities around case studies, field trips, business simulation games) that demonstrate the new concepts introduced during each class.



DISCUSSION

Students discuss and reflect on the exercise to grasp what occurred and its relationship to the new concepts that they just learned.



ASSESSMENT

Various assessment tools are used throughout the Community Business Academy to measure the progress of participants' understanding of key business concepts and skills.

CURRICULUM DESCRIPTION



Class 1 - Introduction: “You the Entrepreneur” and “The Business Idea”

The class begins with a practice elevator pitch given by each of the students which serves to introduce the entrepreneurs to each other. Then the class structure and materials for the entire course are reviewed. The necessary skills and talents required to run a business are then explored as well as the personality traits and characteristics that will make a successful entrepreneur. The elements that make up a good business idea (focus on needs, wants and desires or solving a problem) are introduced and discussed.



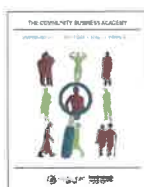
Class 2 - Business Simulation Game #1

The business simulation game is a hands-on exercise in the practical aspects of running and managing a business. The class is divided into three teams that compete to manufacture and sell a product. Game #1 introduces the Basic Business Cycle including budgeting, financial decision making, managing cash flow, and basic record keeping as well as types of business expenses.



Class 3 - Personal Budgeting and Credit

Understanding your personal income and expenses is the first step in being able to manage your financial life. This is a class in personal financial literacy. The goal is a clear idea of what income the business will be required to generate in order to support the needs of its owner. The fundamentals of personal credit and how credit history affects credit score are also reviewed since all small business lending is actually personal lending.



Class 4 - Competition and Target Market

The first half of the class examines the important role that knowing and understanding your competition plays in designing and running a successful business. The second part focuses on understanding what a target market is, how it is described for a specific business idea, and how to use that information to design a successful marketing strategy for a product or service.



Class 5 - Business Simulation Game #2

This second version of the game introduces a more complex business environment with multiple buyers and sellers as well as a wholesale and retail market. The focus of this simulation includes developing a pricing strategy, understanding your competition, determining market demand, and managing resources such as time and money.



Class 6 - Breakeven Analysis and Pricing Strategy

Knowing when your business is generating enough revenue to pay both variable and fixed expenses is the first step in learning how to operate a business that can ultimately generate a profit over time. The method of determining a business breakeven point is demonstrated. The class also learns how to develop an effective pricing strategy to ensure long term repeat customers while taking into account market demand, the competition, and the cost of the product or service.



Class 7 - Cash Flow

The heart of any small business is its cash flow. The fundamentals of cash flow are studied here, including identifying fixed and variable expenses, determining starting and ending cash, calculating net business cash flow on a monthly basis, and tools for keeping track of cash flow over time. The class explores the role that cash flow plays in effectively managing a business to become profitable and successful over the long term.



Class 8 - Business Simulation Game #3

The third version of the game operates with the most complicated scenario. Multiple marketing strategies, complex manufacturing processes, multiple marketing with differing needs as well as strict time pressures combine to create the stress and responsibility of operating a business in a complex environment. Key concepts introduced here include cash flow and the need for an ongoing bookkeeping system.



Class 9 - Bookkeeping

Keeping track of income and expenses is important for a business in order to determine net income, manage cash flow, project future business success, report on previous business activity, operate efficiently, and file tax returns as required. The class introduces the fundamentals of a legally compliant bookkeeping system and demonstrates the reasons for keeping track of income and expenses on an ongoing basis.



Class 10 - Marketing

Effective and low cost marketing strategies are key to getting customers and increasing sales. This class covers brand identity, essential marketing collateral, target market development, effective sales strategies, promotional opportunities, and publicity. Low and no cost guerrilla marketing techniques are demonstrated. We also explore the role the internet plays in marketing a small business and the importance of an effective web presence.



Class 11 - Business Financing and Legal Structures

The challenge of financing a small business is the focus for this class. Topics include small business lending requirements (from both commercial banks and micro lenders), borrowing money from friends and family, taking on investors or shareholders, and working with business partners. The difference between money lent to your business and money invested in your business is also explained. This class also explores what business structure (such as sole proprietor, LLC, C Corporation, S Corporation) will best suit the needs of the business and its owner. The students also receive a guide to registering their business in the manner that they choose at the local, state, and federal level.



Class 12 - Intellectual Property and Insurance

This class explains the basics of business intellectual property as well as the different classes of insurance that all businesses need to consider. How can a business owner protect its ideas, identity, and intellectual property through patents, trademarks, and copyrights? What kinds of insurance will be required to protect the business (such as business insurance, liability insurance, health insurance, unemployment insurance, disability insurance)?