

State and Local Fiscal Recovery Funds Recovery Plan Performance Report

City of Oklahoma City **Recovery Plan**

State and Local Fiscal Recovery Funds 2023 Report

City of Oklahoma City
2023 Recovery Plan

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GENERAL OVERVIEW

Executive Summary

As part of the American Rescue Plan Act, the City of Oklahoma City received an allocation of \$122,507,590 from the Coronavirus State and Local Fiscal Recovery Funds. These funds were provided to assist government entities in recovering from the ongoing and lasting effects of the COVID-19 pandemic.

The City Council adopted a plan to allocate these funds on September 14, 2021, in the following broad categories:

- Revenue Replacement \$78,531,090
- Response to Negative Economic Impacts \$36,976,500
- Response to Public Health Emergency \$7,000,000

The following guiding principles were used in developing the plan for the use of Recovery Funds:

- Temporary Nature of Funds - Care should be taken to avoid creating new programs or add-ons to existing programs that require an ongoing financial commitment.
- Infrastructure Needs - Investment in critical infrastructure is particularly well-suited use of Fiscal Recovery Funds because it is a non-recurring expenditure that can be targeted to strategically important long- term assets that provide benefits over many years. However, care should be taken to assess any on-going operating costs that may be associated with the project.
- Coordination of Efforts - Try not duplicate efforts and be aware of potential enhancements available from state funding resources.
- Timing of Expenditures - Whenever possible, expenditures related to Fiscal Recovery Funds should be spread over the qualifying period (through December 31, 2024), but managed in a way to ensure projects are completed in the required timeframe (before December 31, 2026).

Uses of Funds

The City's Plan for use of ARPA Funds was adopted by the City Council on September 14, 2021 (Council Item XI.Q). The Plan provides for programs/projects under broad categories which may fall under multiple ARPA identified categories. Funding for some programs/projects will be provided in phases based upon the availability of Fiscal Recovery Funds.

1. REVENUE REPLACEMENT: RESTORING GOVERNMENT PROJECTS, INFRASTRUCTURE, AND SERVICES **TOTAL ALLOCATION \$78,531,090**

CATEGORY DESCRIPTION

The Revenue Replacement category provides for the use of Fiscal Recovery Funds to replace City revenue lost due to COVID-19 to ensure that governments can continue to provide needed services. This category is intended to restore City projects, infrastructure and services. The projects under this category contain any of the services specifically authorized under the ARPA Revenue Loss category including, but are not limited to, modernization of IT department hardware and software, maintenance of or building new infrastructure (roads, drainage, and

sewer), and capital improvements. Per the formula provided by the Department of Treasury, the City's amount of authorized recovery exceeds the amount allocated and unused amounts from other categories may be reallocated to Revenue Replacement on or after June 1, 2024, for City projects.

On February 1, 2022, the City Council adopted a list of twelve projects to be funded under the revenue replacement (Council Item IX. BJ). That list was amended to add two additional projects on May 24, 2022 (Council Item IX. AZ), amended to add three additional projects on November 8, 2022 (Council Item IX. BP) and amended to add four additional projects on May 9, 2023 (Council Item IX. BO). A description of the specific projects can be found in the Project Inventory section of the report.

2. RESPONSE TO NEGATIVE ECONOMIC IMPACTS

<u>TOTAL ALLOCATION</u>	\$36,976,500
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ESTIMATED SUBCATEGORY ALLOCATIONS

HOUSING	\$8,250,000
SMALL BUSINESS/NON-PROFIT ASST.	\$13,740,417
MINORITY/DISADVANTAGED BUSINESS TECHNICAL ASST.	\$4,150,000
JOB TRAINING	\$4,359,583
TOURISM RECOVERY	\$4,780,000
PROGRAM ADMINISTRATION	\$1,500,000
UNALLOCATED	\$196,500

CATEGORY DESCRIPTION

The Response to Negative Economic Impacts category allows for the use of Fiscal Recovery Funds for programs and projects to directly address a negative economic impact of the COVID-19 public health emergency. Assistance is available the areas of housing, small businesses, non-profits, and individual job training, as well as payment of administration costs of such programs. Examples of these programs/projects include, but are not limited to, workforce and affordable housing, job training and placement, small business technical assistance and retrofits, minority business assistance, and non-profit assistance.

3. RESPONSE TO PUBLIC HEALTH EMERGENCY

<u>TOTAL ALLOCATION</u>	\$7,000,000
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CATEGORY DESCRIPTION

The Response to Public Health Emergency category allows for the use of Fiscal Recovery Funds to provide programs related to COVID-19 vaccinations, testing, tracing, and COVID case monitoring, as well as payment of administration costs of such programs. This category may include, but is not limited to, vaccine promotion, public health facility construction and infrastructure, testing and vaccine equipment and supplies, and sewage monitoring.

One of the guiding principles for the City plan was to coordinate efforts to avoid duplication. As such, the City plan does not include rental assistance. The City received an allocation of about \$21,000,000 in Emergency Rental Assistance Program funds and about \$18,000,000 in Emergency Rental Assistance Program 2 that was included as part of the American Rescue Plan Act. Funding for airport improvements was also included in the American Rescue Plan Act through the Federal Aviation

Administration and so no projects were included for airports in the City plan for use of Coronavirus State and Local Fiscal Recovery Funds. While the City plan does contain funding to support affordable housing, the City did receive additional grants through the CARES Act and ARPA that are being used to supplement existing funding for programs like the Emergency Shelter program, CDBG, and HOME and other existing grant programs for social services.

Promoting Equitable Outcomes

Information on how Oklahoma City projects promote equitable outcomes are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

Community Engagement

The City of Oklahoma City management and City Council have been engaged with constituents, non-profits, organizations and elected leaders throughout the City to receive input on how the ARPA funds should be spent. Once broad categories of need were defined, the City and its partners worked together to identify additional inputs that were needed to customize programs to the needs of the community. City staff and partners that were hired to administer various programs performed multiple public outreach methods, including surveys, studies, targeted outreach to minority and marginalized groups, and meeting with organized groups that may be recipients of funding/services. More detailed information about community engagement initiatives is found in the descriptions of projects contained in the Project Inventory section of this report.

Labor Practices

The City of Oklahoma City complies with all federal requirements in its construction contracts to ensure projects use strong labor standards to promote effective and efficient delivery of high-quality infrastructure projects while also supporting the economic recovery through strong employment opportunities for workers. Below are the provisions contained in all City construction contracts using ARPA funds.

A. Equal Employment Opportunity

During the performance of this Contract, the Contractor agrees as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The Contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
2. The Contractor will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive considerations for employment without regard to race, color, religion, sex, sexual orientation, gender

identity, or national origin.

3. The Contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice to be provided advising the said labor union or workers' representatives of the Contractor's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
4. The Contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
5. The Contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
6. In the event of the Contractor's noncompliance with the nondiscrimination clauses of this Contract or with any of the said rules, regulations, or orders, this Contract may be canceled, terminated, or suspended in whole or in part and the Contractor may be declared ineligible for further Government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
7. The Contractor will include the portion of the sentence immediately preceding paragraph (1) and the provisions of paragraphs (1) through (7) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The Contractor will take such action with respect to any subcontract or purchase order as the administering agency may direct as a means of enforcing such provisions, including sanctions for noncompliance: Provided, however, that in the event a Contractor becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the administering agency the Contractor may request the United States to enter into such litigation to protect the interests of the United States.

B. Compliance with the Contract Work Hours and Safety Standards Act

1. Overtime requirements.

No contractor or subcontractor contracting for any part of the contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such workweek.

2. Violation; liability for unpaid wages; liquidated damages.

In the event of any violation of the clause set forth in paragraph (1) of this section the Contractor and any subcontractor responsible therefor shall be liable for the unpaid wages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (1) of this section, in the sum of \$10 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forth hours without payment of the overtime wages required by the clause set forth in paragraph (1) of this section.

3. Withholding for unpaid wages and liquidated damages.

The awarding Federal agency or Contracting Entity shall upon its own action or upon written request of an au authorized representative of the Department of Labor withhold or cause to be withheld, from any moneys payable on account of work performed by the Contractor or subcontractor under any such contract or any other Federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (2) of this section.

4. Subcontracts.

The Contractor or subcontractor shall insert in any subcontracts the clauses set forth in paragraph (1) through (4) of this section and also a clause requiring the subcontractors to include these clauses in any lower tier subcontracts. The prime contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in paragraphs (1) through (4) of this section.

C. Minority Businesses, Women's Business Enterprises, and Labor Surplus Area Firms

In compliance with 2 CFR § 200.321, if Contractor utilizes subcontracts for this Agreement, Contractor agrees that it shall:

1. Place qualified small and minority businesses and women's business enterprises on solicitation lists;
2. Assure that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
3. Divide total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;

4. Establish delivery schedules, where the requirements permit, which encourage participation by small and minority businesses, and women's business enterprises; and
5. Use the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

Use of Evidence

Information on how Oklahoma City projects use evidence-based interventions or program evaluation are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

Performance Report

Information on how Oklahoma City projects use performance management are found in the descriptions of those projects that fall within the expenditure categories that require those efforts.

PROJECT INVENTORY

Revenue Replacement Projects

The City's list of restoration projects was developed through input of the City departments and the application of a 14 factor priority criteria, including:

- Public Health / Public Safety
- Critical Infrastructure Need
- Need Identified in Plan / Study
- Potential to fill level of service gaps or improve level of service
- Unfunded urgent/emergency preparedness project
- Population Served (residents + employment)
- Population Impacted (residents + employment)
- Economic Development support / potential
- Creates no ongoing operating cost
- Ability to enhance efficiencies or save money in the future
- Readiness and ability to execute within timeframe
- Enhances Cybersecurity
- Funding would be matched by outside entities
- Availability of other funding sources (Trust, GO Bonds, General Fund)

Based on the ratings using the criteria, the top projects were proposed for funding from the City's ARPA allocation. The specific projects are listed below.

The City has allocated its full allotment of \$78,531,090 for revenue replacement projects. The City is reporting revenue replacement projects at the aggregate level in the quarterly project and expenditure reports to the Department of Treasury. For purposes of transparency, each of the individual projects within the revenue replacement category are listed below:

PROGRAM COMPLIANCE AND REVIEW

Project GAR1A (\$23,500 Allocated \$4,083.75 Spent)

Expenditure Category 7.1 – Administrative Services

The Revenue Replacement category is where the City is funding its contract with Eide Bailly to provide program compliance, review, and consultation services to ensure we follow all federal guidelines in the use of ARPA funds.

BACK-UP GENERATORS FOR ALL FIRE FACILITIES

Project GAR1B (\$1,500,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

Most Fire stations do not have backup power. When power is lost, resources are moved to shared locations or apparatus is put out of service, both of which reduce response times. This project would provide a back-up power source for all Fire facilities.

REPLACE MIDWEST BLVD BRIDGE OVER CRUTCHO CREEK

Project GAR1C (\$2,750,000 Allocated \$127,114 Spent)

Expenditure Category 6.1 – Provision of Government Services

The bridge over Crutchtho Creek was closed to traffic for safety concerns due to several structural deficiencies. Midwest Boulevard is a major arterial in the area. Closure of the bridge requires residents and businesses to travel 3 miles out of their way. There are insufficient funds in the GO Bond program to address this bridge.

IMPROVEMENTS AT WILEY POST PARK

Project GAR1D (\$5,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

The master plan for Wiley Post Park envisions a \$35,000,000 renovation that would transform the park on both the south and north side of the Oklahoma River. This includes renovations to the Event Center, Large Pavilion, and North Entry Plaza and construction of an iconic pedestrian suspension bridge over the river.

PUBLIC SAFETY TRAINING CENTER ADDITIONAL FUNDING

Project GAR1E (\$6,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

The 2017 GO Bond authorization contains funding for a combined public safety training center. With the increased cost of building materials and the additional needs for Public Safety Training that were not included in the bond authorization, such as a driving track, this funding is needed to assist with the cost of the facility.

VARIOUS CYBERSECURITY IMPROVEMENTS

Project GAR1F (\$5,000,000 Allocated \$3,120,058 Spent)

Expenditure Category 6.1 – Provision of Government Services

Cybersecurity was one type of expense that was encouraged in ARPA and it is an ongoing need for the City. This funding will enable implementation of several enhancements to the City's cybersecurity systems.

ADDITIONAL SIDEWALK INSTALLATION PROJECT

Project GAR1G (\$5,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

Sidewalks continue to be a priority for residents. This funding will provide for several additional miles of sidewalk consistent with the Bike/Walk OKC plan.

ADD ALTERNATES AT CAMERON PARK

Project GAR1H (\$1,500,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

There was not enough funding to award all the add alternates in the current Cameron park bond project. The add alternates would require an additional \$1,500,000 to fully fund the project. This would provide the lighting for the five fields and lighting for the parking lots, a new entry gate, additional sun-shade structures and behind-the-goal backstops.

STRONG NEIGHBORHOODS INITIATIVE (SNI) INVESTMENTS IN CAPITOL HILL

Project GAR1I (\$2,700,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

The specific projects that would be funded through ARPA would be \$2,000,000 to create a Plaza in Capitol Hill that would be a signature public gathering space for the neighborhood. The second project would be \$700,000 for an at-grade crossing to Wiley Post Park over the BNSF railroad tracks.

BIKE LANES ON EASTERN FROM S. GRAND BLVD TO SE 59TH

Project GAR1J (\$720,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

There is no funding available for this expansion of bike infrastructure that is part of the Bike/Walk OKC plan.

NW 10TH ST. BRIDGE OVER GRAND BLVD

Project GAR1K (\$8,750,000 Allocated \$331,896 Spent)

Expenditure Category 6.1 – Provision of Government Services

NW 10th Street twin bridges are a major arterial in the City. The bridges provide access to I-44 at NW 10th Street, and the main entrance to the Oklahoma State Fairgrounds. The bridge substructure is deteriorated and needs to be replaced. This location is a listed project in the 2017 GO Bond project, however, the funding was for repairs to the

bridge and now it has been determined that replacement is needed. This funding, along with the GO Bond funds will allow for replacement of the two spans.

REPLACE FIRE SCBAS

Project GAR1L (\$2,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

The current Self-Contained Breathing Apparatus (SCBA) utilized by Fire need updating to a more user friendly, ergonomically fitting, and higher level of technology system which provides the greatest level of protection for our personnel. SCBA's are one of the most important protective systems that our firefighters utilize when fighting structure fires, vehicle fires and hazardous materials incidents. This funding will replace about 40% of the departments SCBAs.

S. MAY AVE TRAIL (OR AIRPORT TRAIL)

Project GAR1M (\$4,500,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

Better Streets, Safer City bicycle projects have proven to be much costlier than anticipated. This project would fund about 3 miles of the South May Avenue or Airport Trail. The trail is part of the Oklahoma City Trails Master Plan and would eventually connect the Grand Boulevard Trail to Earlywine Park.

POST ROAD WIDENING AND RELATED IMPROVEMENTS NEAR TINKER AIR FORCE BASE

Project GAR1N (\$16,850,000 Allocated \$750,289 Spent)

Expenditure Category 6.1 – Provision of Government Services

The closing of Douglas Boulevard from SE 44th to SE 74th is proposed by Tinker Air Force Base to expand the footprint of the base and allow for expanded mission capacity. To accommodate this closing, the City will need to provide infrastructure for increased traffic that will be diverted to Post Road.

POST ROAD WATER LINE ARCHITECT AND ENGINEERING SERVICES

Project GAR1O (\$3,000,000 Allocated \$224,366 Spent)

Expenditure Category 6.1 – Provision of Government Services

A second project related to the Post Road Widening project is to relocate a 60" water transmission line that is aligned with Douglas Boulevard so that it remains outside of Tinker Air Force base. Because of the requirement to obligate the funds under ARPA by December 31, 2024, the architect and engineering services for the water line relocation project are being added so that design work can begin.

FAIRGROUNDS COLISEUM

Project GAR1P (\$5,000,000 Allocated \$5,000,000 Spent)

Expenditure Category 6.1 – Provision of Government Services

The Fairgrounds Coliseum project will replace the Norick Arena at the Oklahoma State Fairgrounds, which opened in 1964 and has taken full advantage of its practical life. The

venue has historically had the largest economic impact of all publicly owned facilities in the city. The new venue will continue to attract local, state, and national events. The \$144,000,000 project will receive \$82,000,000 from the MAPS 4 Sales Tax. Additional funding sources include at least \$25,000,000 in funds from Hotel/Motel Tax, \$9,000,000 from MAPS 3 Sales Tax excess tax collections, \$6,000,000 from State Fair funds and naming rights, \$5,000,000 from the ARPA grant, and funds from other sources. The Coliseum will include a mix of fixed and retractable seats, first-class patron amenities, and a modern, wide concourse.

FIRE STATION REMODELS

Project GAR1Q (\$2,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

This funding is to update our aging Fire Station facilities where no other funding is available. City staff is currently working with the Fire Facilities Manager to prioritize and plan remodels.

STRONG NEIGHBORHOODS INITIATIVE (SNI) INVESTMENTS IN CAPITOL VIEW

Project GAR1R (\$2,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

This funding is to close a block of Harvey Avenue and create a community festival area/park in the Capitol View neighborhood. The design is being funded with Community Development Block Grant Funding, and the construction will utilize the ARPA Funding.

TRANSIT FACILITY IMPROVEMENTS

Project GAR1S (\$1,000,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

This is funding to make improvements to our Public Transportation and Parking facilities, primarily at our South May Avenue facility.

TRAFFIC SIGNALS

Project GAR1T (\$1,137,590 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

This funding is to replace City traffic signals that are not functioning well and creating safety issues in high volume traffic areas. The areas that have been identified for replacement are the intersections at N May Avenue and NW 192nd Street, Greenfield Center Drive and W Reno Avenue, and Danforth Farms Boulevard/Dartmoor Boulevard and NW 192nd Street.

CAMERON PARK IRRIGATION WATER LINE

Project GAR1U (\$1,600,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

The MAPS 4 Sales Tax is being used to fund various upgrades to Cameron Park. This includes upgrades for the clubhouse, lighting, concessions, bleachers, sidewalks, restrooms, and fencing throughout the park. ARPA funding is being used for the Installation of a new waterline from Lake Hefner that will feed the new and existing water irrigation lines at the park.

BRICKTOWN LIGHTING – SOUTH CANAL

Project GAR1V (\$500,000 Allocated \$0 Spent)

Expenditure Category 6.1 – Provision of Government Services

This funding is to replace the lighting in our Bricktown district along the canal south of Reno Avenue.

Response to Negative Economic Impacts Projects

The City allocated \$36,976,500 to projects that respond to the negative economic impacts of COVID-19. The specific projects are listed below. There is currently \$196,500 in funds that is not currently allocated to a specific project in this category. Due to the constant increasing in project costs, we are maintaining a reserve for A&E and construction and will allocate these funds as needed.

AFFORDABLE HOUSING

Project GAR2B (\$8,250,00 Allocated \$450,000 Spent)

Expenditure Category 2.15 – Long-term Housing Security: Affordable Housing

The City has allocated \$8,250,000 to help provide affordable housing. The City's ARPA Affordable Housing Initiative (AAHI) will provide for improved quantity and quality of affordable housing improving both economic stability and public health outcomes for lower income families. The focus is on increasing the number of permanent supportive and transitional housing units for those homeless or at risk of homelessness, including shelter and services for homeless youth.

NON-PROFIT ASSISTANCE – UNITED WAY

Project GAR2E (\$1,000,000 Allocated \$1,000,000 Spent)

Expenditure Category 2.34 – Assistance to Impacted Nonprofit Organizations

The United Way of Central Oklahoma and its Partner Agencies continue to care for our community's most vulnerable citizens and that work cannot be placed on pause. The United Way and its Partner Agencies depend on fundraising through the United Way's annual campaign and other fundraisers to ensure these nonprofits have the necessary resources to respond to the community needs. Due to the economic impact of COVID-

19, United Way's contributions and funds have decreased and continue to be less than received in past years. United Way is a unique non-profit support structure and has an expansive impact on the residents of Oklahoma City, thus the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency.

NON-PROFIT ASSISTANCE – ALLIED ARTS

Project GAR2H (\$1,000,000 Allocated \$1,000,000 Spent)

Expenditure Category 2.34 – Assistance to Impacted Nonprofit Organizations

Allied Arts of Oklahoma, as manager of the Arts Non-Profit Recovery Program, is responsible for working with arts and cultural not-for-profit entities to obtain, organize, and maintain required documentation for application for assistance in the form of

- replacement of employee positions lost due to COVID-19 on or after March 3, 2021
- reimbursement of costs incurred for COVID-19 mitigation efforts
- reimbursement of costs incurred for technology to implement virtual programming
- reimbursement of costs incurred for remote working technology
- grants for lost revenues due to COVID-19 on or after March 3, 2021.

SMALL BUSINESS ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT

Project GAR2G (\$11,740,417 Allocated \$11,175,000 Spent)

Expenditure Category 2.30 – Technical Assistance, Counseling, or Business Planning

The City has approved projects totaling \$11,740,417 for nine programs (listed below) in the Small Business Assistance Category. The remaining \$565,417 has not been approved for specific projects as of June 30, 2023.

The City is reporting the Small Business Assistance program at the aggregate level in the quarterly project and expenditure report to the Department of Treasury. A brief overview each of the project listed below—see Appendix A for the following details regarding each project:

- Evidence and research used to justify the creation of the project
- How the project responds to the COVID-19 health emergency and its economic impacts
- Project eligibility requirements
- If and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities
- The performance measures or programmatic data that will be collected in the administration of the project
- The role of any subcontracts for the project

Program Title:	Community Engagement and Outreach
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Project Category:	Small Business/Nonprofit Assistance
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Program Funding:	\$915,000 Allocated \$915,000 Spent
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Treasury Expenditure Category:	EC 7.1 Administrative: Administrative Expenses
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Program Description:

The OKC Rescue Program has developed a community engagement plan to accomplish five goals: (1) promulgate information about the OKC Rescue Program, (2) make people feel heard, (3) facilitate transparency and accountability, (4) improve program services, and (5) provide strategic oversight to the programs. As part of that plan, the Alliance will conduct several community engagement activities, including robust outreach to historically disadvantaged groups, deploying an online community engagement platform to facilitate virtual citizen participation, and convening a representative working group to provide strategic oversight and accountability to the programs.

As part of the OKC Rescue Program community engagement plan, the Alliance will contract with several community-based organizations to conduct community outreach and application support. This contracting arrangement will allow the OKC Rescue Program to leverage the existing networks and relationships these organizations have with minority-owned and disadvantaged small businesses. The Alliance will pay these community-based organizations as contractors to do three things:

- Receive training about the OKC Rescue Program and promote the programs on social media
- Provide one-on-one assistance to small businesses in applying to the OKC Rescue Program
- Advertise and promote the OKC Rescue Program at events.

Additionally, the Alliance has engaged Anglin PR, a local public relations firm, to manage public relations and outreach responsibilities for the OKC Rescue Program. Without robust outreach, the OKC Rescue program will not be able to reach the historically underserved communities this program is intended to serve. Anglin PR will do the following tasks:

- Develop a logo, name, and branding for the OKC Rescue Program
- Create outreach and advertising content for social media and website pages
- Publicize the OKC Rescue Program through traditional and digital (e.g., social media and web) advertisements
- Develop and contact outreach lists of potential program participants

Program Title:	Program Technology
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Program Funding:	\$775,000 Allocated \$775,000 Spent
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Project Category:	Small Business/Nonprofit Assistance
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Treasury Expenditure Category:	EC 7.1 Administrative: Administrative Expenses
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Program Description:

The OKC Rescue Program will use Salesforce to collect applications, track funding requests, and keep applicant records. Salesforce is an industry leading Customer Relationship Management (CRM) software that is widely used by businesses and nonprofits.

This project will cover the implementation costs, fees, and support associated with Salesforce through the end of the OKC Rescue Program. We will pay for the Sales Cloud Enterprise Edition software, the Grants Management Enterprise Edition software, the Premier Success Plan for Salesforce, Pardot (a marketing automation software extension), the Premier Success Plan for Pardot, and FormAssembly. Additionally, the Alliance will pay for Agile Clouse Consulting, LLC, to assist with the implementation and setup of Salesforce, and LMRoss, LLC, to oversee the project management for Salesforce implementation. A detailed budget is included as part of this project proposal.

Program Title:	<u>Technical Assistance</u>
Program Funding:	\$4,200,000 Allocated \$4,200,000 Spent
Project Category:	Small Business/Nonprofit Assistance
Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning EC 2.34 Negative Economic Impacts: Assistance to Impacted Nonprofit Organizations (Impacted or Disproportionately Impacted)

Program Description:

Provides up to \$15,000 in services of local, pre-qualified, subject-matter experts for various types of technical assistance to small businesses and non-profits. Typical services include:

- Accounting, bookkeeping, and tax preparation
- HR, employment best practices, and legal assistance
- Marketing, advertising, and website services
- Business growth, strategy, and planning services
- Architectural and engineering services

Successful applicants choose only from a list of pre-approved vendors (non-approved vendors are unable to render reimbursable technical assistance through this program). All services must be completed within 6 months of qualification letter, or by December 31, 2024, whichever is sooner. The Alliance will only be able to pay the vendor once the applicant receiving services has attested that the services are complete and the City has approved the expense.

Program Title:	<u>Pandemic Mitigation</u>
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$1,100,000 Allocated \$1,100,000 Spent

Treasury Expenditure Category:	EC 1.8 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Small Business
	EC 1.9 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Non-Profits

Program Description:

Provides reimbursement up to \$25,000 for the reasonable cost of COVID-19 mitigation and prevention measures for small businesses and nonprofits (e.g., developing outdoor spaces). Examples of eligible projects include:

- Ventilation improvements
- Outdoor patios or “streateries” (e.g., adapting outdoor spaces for business delivery services)
- Adding a customer drive-thru
- Barriers or partitions
- Restriping/signage for pickup lanes/spaces

Mitigation and prevention measures must have begun after or be purchased after March 3, 2021. Businesses and nonprofits can pay their preferred contractor for labor and materials. Projects and materials must be completed, purchased, and submitted for reimbursement within 12 months of the qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices. \$1,000 *de minimis* limit on invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

Program Title:	Business District Capacity Building Program
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$530,000 Allocated \$530,000 Spent
Treasury Expenditure Category:	EC 2.34 Negative Economic Impacts: Assistance to Nonprofit Organizations: (Impacted or Disproportionately Impacted)

Program Description:

The Business District Capacity Building Program will provide two years of flexible grant funding to eligible business districts. Recipients will be limited to 501(c)(3) business districts operating in Qualified Census Tracts (QCTs) and that partake in either the City’s Commercial District Revitalization Program or Business Improvement District (BID) Program. In addition to completing an initial application to outline expected use of funds, recipient business districts will be required to complete both a Mid-Program Report and a Program Completion Report to document and track use of funding.

Eligible Use of Funds: Funds can be spent on the following eligible expenses for 501(c)(3) nonprofits in QCTs:

- Coverage for losses in fundraising that resulted from the pandemic
- Compensation for increased small business service needs and support brought on by the pandemic
- Payroll, benefits, and costs to retain employees
- Technical assistance services, such as marketing, advertising or strategic planning for the district

Program Title:	StitchCrew Accelerator Program
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Project Category:	Small Business/Nonprofit Assistance
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Program Funding:	\$1,200,000 Allocated \$1,200,000 Spent
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Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning
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Program Description:

The StitchCrew program is an eight-week business accelerator that teaches startup mechanics, financial fundamentals, growth strategies, marketing, and capital access. Businesses receive approximately 60 hours of instruction in both group and one-on-one settings. Businesses can request additional one-on-one support and mentorship to help with their unique business needs.

Four cohorts of the program will be run in the spring and fall of 2023 and 2024. Participants will have access to the co-working space at Thunder LaunchPad, mentors, office hours, peer-to-peer workshops, StitchCrew's online playbook (a self-paced learning platform), and over \$100,000 in corporate perks.

The StitchCrew program will focus services and outreach on Latino-owned businesses and provide programming that addresses the unique challenges Latino-owned business face. StitchCrew is able to deliver bilingual instruction and support small business owners who may not speak English.

Graduates of StitchCrew will be eligible for non-dilutive Resiliency Grants of \$15,000. These funds will help businesses recover from the pandemic, accelerate growth, and fix gap areas identified by StitchCrew staff and mentors. The Alliance will administer Resiliency Grants directly to program graduates.

The intensive assistance offered by the StitchCrew program and the capital provided by the Resiliency Grants will help small businesses make a strategic jump in the development of their organizations and address pre-existing disparities in the Oklahoma City economy.

Program Title:	OKC Minority Founder Accelerator (OMFA)
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Project Category:	Small Business/Nonprofit Assistance
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Program Funding:	\$1,500,000 Allocated \$1,500,000 Spent
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Treasury Expenditure Category: EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

Program Description:

The OKC Minority Founder Accelerator (OMFA) is a joint venture of i2E, Northeast OKC Renaissance (NEOKCR), and the Innovation District to accelerate minority entrepreneurship development. OMFA consists of multiple phases of programming and support:

- Accelerator Programming—Founders will enter one of the following micro-accelerators:
 - *E3*, a six-week micro-accelerator run by i2E and focused on technology and high-growth start-ups. E3 provides a dynamic curriculum built from combining the fundamentals of traditional startup ventures with real-time case studies of Oklahoma-based ventures advised and/or invested in by i2E.
 - *OMFA Main Street*, a six-week micro-accelerator run by NEOKCR, in collaboration with i2E. OMFA Main Street leverages elements of E3's structure and curriculum while providing cultural context for minority founders and main street case studies are also folded in.
- Operational Intervention—After Accelerator Programming, Northeast OKC Renaissance will match the business with an operational technical assistance provider who will help the founder develop a business plan. Over four weeks, the operational technical assistance provider will identify gaps that the business will need to address for future growth. (The Alliance will approve all technical assistance providers.)
- Intervention Support—To execute the plan developed during the Operational Intervention, businesses will be eligible for up to \$20,000 in non-dilutive Accelerator Grants. This non-dilutive capital infusion will help launch the businesses on a successful track. The Alliance will administer Accelerator Grants directly to program graduates.

Throughout Accelerator Programming, Operational Intervention, and Intervention Support, participants will receive wrap-around assistance from NEOKCR and i2E staff. This wrap-around assistance includes, Cultural Exchanges, Weekly Lunch and Learns, Founder Dinners, Tech Talks, PAVE Reporting, Curriculum Feedback sessions and Check & Connects (one-on-one assistance).

Program Title: Progress OKC Generation Impact Business Accelerator

Project Category: Small Business/Nonprofit Assistance

Program Funding: \$255,000 Allocated \$255,000 Spent

Treasury Expenditure Category: EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

Program Description:

Generation Impact Business Accelerator is a four-month program for entrepreneurs and early stage/microbusinesses with 20 or fewer employees (FTE). Cohorts will consist of up to 15 business founders and will be offered twice over the next two years. The program includes three phases:

1. *Business Fundamentals* (nine weeks)—Aspiring and early-stage entrepreneurs will receive 36 hours of training in the fundamentals of business from an experienced business development facilitator. This phase helps participants plan and analyze their entrepreneurial vision while they create a solid business plan.
2. *Mentor-supported Technical Assistance* (six weeks)—Progress OKC staff will match entrepreneurs with technical assistance providers in the fields of finance and marketing. Founders will receive up to six weeks of paid services.
3. *Capital Infusion* (one week)—Graduates of Generation Impact will be invited to attend Pitch Day, where entrepreneurs pitch their businesses to investors, lenders, and program staff. All entrepreneurs who participate in Pitch Day and graduate the Generation Impact program will be eligible to receive a non-dilutive Accelerator Grant administered by the Alliance of at least \$2,000. Entrepreneurs will be eligible to receive higher amounts of funding (up to \$15,000) based on the Pitch Day competition attendee voting.

Generation Impact is run by Progress OKC, a community development corporation (CDC) dedicated to strengthening and preserving the social and economic fabric of distressed communities in Oklahoma City through small business development, community-driven housing development, and capacity building.

Program Title:	Minority Supplier Diversity Program (Corporate Education and Advocacy)
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Program Funding:	\$500,000 Allocated \$500,000 Spent
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Project Category:	Minority and Disadvantaged Business Assistance (Corporate Education and Advocacy)
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Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements
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Program Description:

Reference Minority Supplier Diversity Program (Minority Business Services) under Minority/Disadvantaged Business Technical Assistance below.

The Minority Supplier Program will provide services to (1) increase the numbers of minority-owned firms that compete for competitive public and corporate procurement opportunities, and to (2) bolster the number of contracts successfully obtained by those firms.

Indirect services will help facilitate program success through spurring demand among the corporate entities that issue competitive procurement and bidding opportunities, tracking services rendered to

participants in a centralized database, sharing access to procurement subscriptions, and coordinating efforts among service providers.

MINORITY/DISADVANTAGED BUSINESS TECHNICAL ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT

Project GAR2K (\$4,150,000 Allocated \$4,150,000 Spent)

Expenditure Category 2.30 – Technical Assistance, Counseling, or Business Planning

The City has approved projects totaling \$4,150,000 for three programs (listed below) in the Minority/Disadvantaged Business Technical Assistance Category as of June 30, 2023.

The City is reporting the Minority/Disadvantaged Business Technical Assistance program at the aggregate level in the quarterly project and expenditure report to the Department of Treasury. A brief overview each of the project listed below—see Appendix A for the following details regarding each project:

- Evidence and research used to justify the creation of the project
- How the project responds to the COVID-19 health emergency and its economic impacts
- Project eligibility requirements
- If and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities
- The performance measures or programmatic data that will be collected in the administration of the project
- The role of any subcontracts for the project

Program Title:	<u>Façade and Storefront Improvement</u>
Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Project or Program Description:

Provides reimbursement up to \$25,000 for the reasonable cost of façade or storefront improvements that are permanent in nature. Examples of eligible projects include:

- Façade repair, painting or replacement
- Window replacement
- Awnings or window overhangs
- Signage that is permanent in nature (no banners, window decals, or store window painting)

Improvements must have begun after March 3, 2021. Businesses can pay their preferred contractor for labor and materials. Projects must be completed and submitted for reimbursement within 12 months of

qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

Program Title:	<u>Real Deal Collective Accelerator Program</u>
Program Funding:	\$2,150,000 Allocated \$2,150,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Program Description:

The Real Deal Collective is a small business development program that provides a five-month business planning curriculum, custom strategic planning, high-value networking, and engaging alumni programs.

The OKC Rescue Program will provide funding for minority-owned businesses and businesses in Qualified Census Tracts to receive the following services from the Real Deal Collective:

1. *Real Deal Program*—A five-month business growth curriculum focused on strategy, finances, leadership, and operations. Classes meet bi-weekly for 4 hours and conduct a final presentation for a total of 51 hours of classroom education and 6 additional hours of peer groups. One-on-one meetings with instructors and guest experts help businesses develop a custom strategic plan, known as the Playbook™, and map out how to strategically utilize Resiliency Grants.
2. *Real Deal Alumni*—Real Deal instructors will provide quarterly Playbook™ updates for business owners. These add-on services will facilitate continued leadership development and increase connections to new resources.
3. *Peer Group Learning*—Each participant will be matched with a peer group in the Posse and Tribe™ network where they can continue their learning and development. (The Posse is a network of women who own their own companies, and the Tribe is a network for men.) Peer group topics include: management of emergent issues, work-life balance, and networking.

Graduates of the Real Deal Collective will be eligible for non-dilutive Resiliency Grants up to \$45,000, based on the size of the business and severity of COVID-19 economic impact. These funds will help businesses recover from the pandemic and accelerate growth. The Alliance will administer Resiliency Grants directly to program graduates.

The intensive assistance offered by the Real Deal Collective and the capital provided by the Resiliency Grants will help small businesses make a strategic jump in the development of their organizations and address pre-existing disparities in the Oklahoma City economy.

Program Title:	Minority Supplier Diversity Program (Minority Business Services)
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Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance (Minority Business Services)
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Program Description:

Reference Minority Supplier Diversity Program (Corporate Education and Advocacy) under Small Business Assistance above for a description of the corporate-oriented component of the program.

The Minority Supplier Program will provide services to (1) increase the numbers of minority-owned firms that compete for competitive public and corporate procurement opportunities, and to (2) bolster the number of contracts successfully obtained by those firms. Services for small businesses will be provided by the Urban League of Greater Oklahoma City, the Hispanic Chamber of Greater Oklahoma City, REI (Rural Enterprises of Oklahoma, Inc.), and the Greater Oklahoma City Chamber of Commerce. Two types of services will be delivered directly to minority small businesses:

- Individual Assistance—Participating small businesses will receive one-on-one assistance/services with the following:
 - Bid Assistance—Assistance preparing documents and responses for competitive procurement opportunities. Participants will be eligible for assistance with responding to up to five bids.
 - Minority Business Certification Assistance—Assistance becoming certified as a minority-owned business through the SBA’s 8(a) Business Development Program, SBA’s Small Disadvantaged Business (SDB) Certification, ODOT’s Disadvantaged Business Enterprise Program, or one of the NMSDC/SWMSDC certifications.
 - Prequalification Assistance—Assistance getting the business registered as a vendor/supplier with the City of Oklahoma City, Oklahoma County, the State of Oklahoma, or local corporate entities.
 - Accounting Assistance—Preparation of financial statements for small businesses to be able to respond to RFPs/RFQs, get on OKC Public Works pre-qualification list, and obtain bonding/loan products.
 - Loan/Line of Credit Assistance—Application assistance and loan underwriting for minority supplier loans or bonding.
- Group Training and Networking—Participating small businesses will be able to access scheduled group training and networking programming.
 - Minority Business Workshops—Topics to include: Overview of the procurement economy, credit repair, responding to RFP/RFQs, bonding, financial preparation, and executing a contract.

- Networking/Mentor Matching—Networking sessions and mentor match making for minority-owned businesses.

Additionally, indirect services will help facilitate program success through spurring demand among the corporate entities that issue competitive procurement and bidding opportunities, tracking services rendered to participants in a centralized database, sharing access to procurement subscriptions, and coordinating efforts among service providers.

TRAINING AND WORKFORCE DEVELOPMENT – ALLIANCE FOR ECONOMIC DEVELOPMENT

Project GAR2R (\$4,359,583 Allocated \$4,359,583 Spent)

Expenditure Category 2.10 – Assistance to Unemployed or Underemployed Workers

The City has approved projects totaling \$4,359,661 for nine programs (listed below) in the Training and Workforce Development Category as of June 30, 2023.

The City is reporting the Training and Workforce Development Category program at the aggregate level in the quarterly project and expenditure report to the Department of Treasury. A brief overview each of the project listed below—see Appendix A for the following details regarding each project:

- Evidence and research used to justify the creation of the project
- How the project responds to the COVID-19 health emergency and its economic impacts
- Project eligibility requirements
- If and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs
- The performance measures or programmatic data that will be collected in the administration of the project
- The role of any subcontracts for the project

Program Title:	<u>Code Fellows Job Training Program</u>
Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Code Fellows will provide Software Development and Cybersecurity career training, coaching, and job search assistance for Oklahoma City residents of low to moderate-income households and disadvantaged individuals. All courses will be taught virtually via live instruction. Participants will be able to take five courses, each level progressively more advanced than the previous:

Course Level	Software Development	Ops and Cybersecurity	Course Duration
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101 Courses	Explore Software Development	Explore Ethical Hacking & Cybersecurity Careers	1 day
102 Courses	Intro to Software Development	Intro to Computer Operations	1 week
201 Courses	Foundations of Software Development	Foundations of Computer Operations	4 weeks
301 Courses	Intermediate Software Development	Networking and Systems Administration	4 weeks
401 Courses	Advanced Software Development	Cybersecurity Engineering	10 weeks

Code Fellows assists students in securing employment in the tech field in the following ways:

- Providing individualized career mentoring, professional portfolio reviews, and mock interviews
- Facilitating opportunities for graduates to connect with hiring companies through the Career Accelerator Program, which includes Industry Network Slack Workspace, Partner Power Hours with guest speakers from tech companies, and networking events.
- Invitation to the Code Fellows Talent Portal, to access job alerts and apply with partner Organizations

Program Title:	<u>Homeless Alliance Job Training Program</u>
Program Funding:	\$265,800 Allocated \$265,800 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Homeless Alliance’s employment program, Curbside Enterprises, provides a network of social enterprise programs for paid employment and job skills training to individuals with significant barriers to mainstream employment. The OKC Rescue Program will fund two Curbside programs: Curbside Apparel and Employment Support.

Curbside Apparel—Provides training, coaching, and supervision in screen-printing, apparel production, and retail sales. Program participants gain real world experience under the supervision of supportive, experienced professionals. Curbside Apparel offers two training opportunities:

- Campaign Employment—Temporary, seasonal employment is offered for approximately 20 to 30 individuals per year where the basics of screen-printing and retail sales are taught. Campaigns usually center around busy production periods (e.g., holidays, sporting events, etc.).

- Year-long Employment—Full-time, year-round program is offered to 10 individuals per year to receive advanced training and certification in screen-printing and apparel production.

Employment Support—Provides wrap-around, one-on-one case management to job training participants to assist with employment after Curbside programs. Transitional assistance will bridge the gap between the supportive employment and training provided by Homeless Alliance and the stable, long-term employment opportunities outside the homelessness services system. Employment Support will be available for both the Campaign and Year-long Employees of Curbside Apparel and Curbside Flowers.

Program Title:	It's My Community Initiative (IMCI) Job Training Program
Program Funding:	\$1,250,000 Allocated \$1,250,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

It's My Community Initiative (IMCI) offers work readiness, training, and one-on-one support through the Work Ready Oklahoma (WRO) collaborative, which identifies training opportunities for individuals on federal benefits programs (e.g., TANF, SNAP, WIC, Section 8 vouchers, etc.).

Upon enrollment, IMCI participants are paired with a Career Coach who help participants evaluate career goals and develop actionable pathways to achieve them.

Participants will enroll in WorkForward, a two-week work readiness training to learn soft skills, goal setting, relationship skill-building, and the work practices of good employees.

After WorkForward, participants will begin either in-person or virtual training in the food service, hospitality, retail, logistic/manufacturing/warehousing, film industry, or technology industries.

In-Person Training	Virtual Training
Participants receive training at one of the Onward OKC Career Tech partners or an industry specific training provider. WRO will cover the tuition and fees costs associated with the training to remove the financial barriers to participation.	Participants will be able to access virtual training opportunities from one of three WRO Centers (WRO Main Street, WRO EastPoint, and WRO's Employment Hope Center on 10th and Rockwell).

After a participant has completed training(s), their Career Coach provides them with job search and placement assistance to find the right job for them. These coaching sessions continue through the early stages of employment to make sure the job is a good fit, and the participant has any additional wrap around services they may need.

Program Title:	<u>Regional Food Bank/TEEM Job Training Program</u>
Program Funding:	\$750,000 Allocated \$750,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Regional Food Bank of Oklahoma (RFBO) and TEEM (The Education and Employment Ministry) provide job training for individuals who are justice-involved, unemployed, or underemployed. This collaboration trains workers for jobs in the restaurant & hospitality, distribution & inventory, and food manufacturing industries. TEEM intake specialists evaluate participant experience and career goals and then match them with one of the following training opportunities:

1. *Culinary Training (Hope's Kitchen)*—An 8-week program to prepare participants for entry-level kitchen operations. Participants learn food preparation skills, gain real-world experience, develop executive function skills, and earn a ServSafe Food Handler certification.
2. *Food Manufacturing Training*—A 6-month program for food and workplace safety training. Participants learn basic equipment and sanitation familiarity, housekeeping, and life management skills to prepare for careers in the food manufacturing industry. A partnership with Lopez-Dorada Foods provides a pipeline of work-ready employees for hire.
3. *Warehouse and Inventory Control Training*—A 6-month program to prepare participants for entry-level jobs in warehouse and storage operations. Participants learn basic inventory management training and Powered Industrial Trucks (PIT) operation training and certifications. A partnership with Lopez-Dorada Foods provides opportunities for work-ready employees and a fast-track for forklift driver position attainment.

TEEM also provides wraparound and career readiness services, such as coaching, job-search assistance, and job leads to secure paid employment/apprenticeship.

Program Title:	<u>RestoreOKC Job Training Program</u>
Program Funding:	\$250,000 Allocated \$250,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

RestoreOKC is a community development organization that creates employment opportunities and mobility within the Oklahoma City community. The OKC Rescue Program will fund hospitality training for Wellspring Cleaning, a social enterprise training program.

Wellspring Cleaning is a commercial and residential cleaning company that employs single-mothers who need flexible employment as they seek to graduate from diversion programs, stabilize out of homelessness, or escape poverty. Participants gain skills in hospitality, team management, leadership, and business management. Participants are also able complete classes through a partnership with Oklahoma

State Center for Social Innovation which allows them to gain additional credentials such as: Peer Recovery Support Specialist, Administration, and more.

Participants in the Wellspring Cleaning program will enroll in RestoreOKC’s WorkLife Job Training Class and MoneyLife Financial Literacy Training Class. Together, WorkLife and MoneyLife help teach participants successful habits for managing personal finances and careers to succeed beyond the program.

Through the RestoreOKC programs, participants are guided by peer recovery specialists to develop goals, be referred to other supportive services, cultivate career aspirations, and be matched with one of almost a dozen employment partners.

Program Title:	Mid-America Christian University (MACU) Skills Development Program
Program Funding:	\$100,000 Allocated \$100,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Mid-America Christian University (MACU) is an Oklahoma City-based educational institution that offers certificate, associate’s, bachelor’s, and master’s degree programs in a variety of academic areas. OKC Rescue Program will fund tuition costs for eligible MACU students taking pre-approved courses in cybersecurity and data analytics that lead to an associate’s, bachelor’s, or master’s degree. Examples of eligible coursework include, but are not limited to:

Cybersecurity:

- Risk Management and IT Security (CYBER 3103)
- Network Communications, Infrastructure, and Technology (CYBER 3203)
- Cloud Security (CYBER 4503)
- Cybersecurity Analyst (CYBER 4993)
- Client-Server Networks II (MISE 2303)

Data Analytics:

- Advanced Structured Query Language (SQL) (CMSC 3464)
- Introduction to R for Data Analytics (CMSC 4103)
- Introduction to Statistics (MATH 3703)
- Database Management (MISE 4643)
- Business Intelligence/Data Analytics (MISE 4663)

Program Title:	<u>ReMerge Job Training Program</u>
Program Funding:	\$243,033.21 Allocated \$243,033.21 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

ReMerge’s employment assistance program prepares high-risk, high-needs mothers in the criminal justice system to (re)enter the workforce. Employment assistance programming will consist of two parts: Career Readiness and Digital Skill Career Pathway Training.

Career Readiness—Prepares ReMerge participants to (re)enter the workforce through soft-skill development, employment experience, and industry-agnostic certification. This programming encompasses Phases 1 to 3 of the ReMerge diversion program. Activities during Career Readiness include:

- 10-week Introduction to Career Readiness course for soft skill development, resume writing, and career planning
- Employment with Catalyst Cookies social enterprise
- ServSafe certification
- 16-week Essential Skills for Career Success course
- 6-week Keyboarding and Microsoft Office 365 class at OSU-OKC
- Smart Work Ethics course (offered in partnership with COWIB)
- ACT National Career Readiness certification
- (if applicable) Completion of GED

Digital Skill Career Pathway Training—Provides technical skill development and hands-on experience in coding and digital skills. Participants will complete a 12-week, IT Support training program taught by industry professionals and earn a Google Certification for IT Support. This programming covers Phase 4 of the ReMerge diversion program for only those ReMerge clients pursuing digital careers.

Program Title:	<u>Rose State Skills Development Program</u>
Program Funding:	\$200,750 Allocated \$200,750 Spent

Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Rose State College IT and Cyberspace Workforce Development and Training Program provides support services for students studying information technology and cybersecurity. Services include economic assistance for professional certifications and professional testing, tutoring services, resume writing assistance and stipends to address other financial barriers to obtaining meaningful employment, such as rising service fees, housing, food allowance, books, supplies, transportation, loan fees, dependent care, costs related to a disability, and miscellaneous expenses. Examples of eligible coursework include, but are not limited to:

- CIT 1203 Script Programming
- CIT 1533 Principles of Cyber Security
- CIT 2053 Network Administration
- CIT 2553 Digital Forensics

The support services proposed under this program will provide those students with job readiness services.

Eligibility for support is based on based on residency, income levels and financial barriers that lead to underemployment and/or unemployment. Rose State works with the Central Oklahoma Workforce Innovation Board to identify underemployed and/or unemployed students.

Program Title:	<u>OKCoders Job Training Program</u>
Program Funding:	\$300,000 Allocated \$300,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Verge and Techlahoma have partnered with OKCoders to offer a part-time bootcamp that prepares individuals for careers in computer programming and web development. The OKCoders curriculum introduces students to full-stack web development through six 4-week modules:

- Module 1: Html and CSS
- Module 2: Intro to Javascript
- Module 3: Intermediate Javascript

- Module 4: React
- Module 5: Backend (Node, Express, MongoDB)
- Module 6: Capstone project

After the bootcamp, participants will be connected to paid internship opportunities with local technology companies for up to four months, which will bridge the gap between the bootcamp curriculum and the Verge’s and Techlahoma’s connections to the local technology economy.

PROGRAM ADMINISTRATION – ALLIANCE FOR ECONOMIC DEVELOPMENT

Project GAR2F (\$1,500,000 Allocated \$798,000 Spent)

Expenditure Category – 7.1 Administrative Expenses

The Alliance is being paid a management fee of up to \$1,500,000 for the operation of the City’s Program as a vendor of The City of Oklahoma City. This compensation is provided for services rendered for the Job Training/Upskilling Workforce Development Program, the Minority/Disadvantaged Business Support and Technical Assistance Program and the Small Business/Non-Profit Support Program.

TOURISM PROMOTION – CONVENTION AND VISITORS BUREAU ECONOMIC DEVELOPMENT FOUNDATION

Project GAR2W (\$4,280,000 Allocated \$1,258,117 Spent)

Expenditure Category 2.35 – Aid to Tourism, Travel, or Hospitality

The CVB was organized to provide convention and tourism services that encourage, promote, and foster the development of Oklahoma City. The City of Oklahoma City funds the promotional activities of the CVB in support of tourism, travel, and hospitality with revenues collected from the City’s Hotel Tax. Due to the negative economic impact of COVID-19 on tourism, the CVB had to curtail its promotional activities in support of tourism, travel, and hospitality. To mitigate the economic reductions and losses, the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency on the tourism, travel, and hospitality industries in Oklahoma City.

CVB shall carry out the marketing and promotion of The City of Oklahoma City in subcategories listed below.

A. Media Buys

- Paid media buys and production for both in-state and out-of-state media; and
- Targeted campaigns for all segments - leisure, group, sports, equine, convention center.

B. Marketing Production

- In-market signage to include Will Rogers World Airport;

- Updated photography and video of Oklahoma City;
 - Publication printing to meet demand; and
 - Tradeshow booth redesign.
- C. Visitor Experience
- Visitor's center with mobile capabilities;
 - Digital and printed visitor information and dissemination; and
 - Virtual destination presentation.
- D. Customer Development
- Sales and communication initiatives to bring in customers to Oklahoma City;
 - Tours of Oklahoma City;
 - Media briefings within target markets;
 - Convention Support; and
 - Hosting traveler writers and key influencers.
- E. Event Promotion
- Sponsorship and/or promotion of events anticipated to enhance the local economy through increased convention and/or tourism (visitor) activity in the City.

TOURISM PROMOTION FOR THE PAYCOM CENTER – ASM

Project GAR2X (\$500,000 Allocated \$0 Spent)

Expenditure Category 2.35 – Aid to Tourism, Travel, or Hospitality

SMG operates the Paycom Center for the City and OCPPA. The COVID-19 pandemic had a significant impact on events at the Center and the tourism those events generate. To mitigate the economic reductions and losses, the City seeks to provide Fiscal Recovery Funds for economic recovery from the COVID-19 public health emergency on the tourism, travel, and hospitality industries in Oklahoma City. SMG will use these funds for marketing and promotion of Paycom Center events outside the City limits of Oklahoma City to encourage additional tourism in Oklahoma City.

Public Health Response Projects

The City allocated \$7,000,000 to projects for the public health response to COVID-19. The specific projects are listed below.

COVID-19 TRACKING AND ANALYSIS – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT

Project GAR3B (\$200,000 Allocated \$0 Spent)

Expenditure Category 1.7 – Other COVID-19 Public Health Expenses

This includes technology for the collection and display of public health information related to COVID-19 in Oklahoma City as well as the surrounding areas. These expenses will be paid on a reimbursement basis upon the receipt of an invoice with proper documentation.

PERMANENT AND MOBILE HEALTH CENTERS – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT

Project GAR3C (\$4,050,000 Allocated \$0 Spent)

Expenditure Category 1.6 – Medical Expenses

This includes the construction of a permanent health center in south Oklahoma City to provide COVID-19 testing, vaccinations, and health screenings. This also includes purchase of vehicles, trailers, tents and other supplies used to set up mobile or remote testing and vaccine sites. These expenses will be paid on a reimbursement basis upon receipt of an invoice with proper documentation.

COMMUNICATIONS AND INFORMATION – OKLAHOMA CITY/COUNTY HEALTH DEPARTMENT

Project GAR3D (\$750,000 Allocated \$750,000 Spent)

Expenditure Category 1.7 – Other COVID-19 Public Health Expenses

This Agreement included the cost of outreach, advertising, and media buys to provide residents information about testing, preventative measures, the vaccine, and other messages that are necessary to respond to the COVID-19 public health emergency.

PUBLIC HEALTH EMERGENCY RECOVERY PLANNING AND RESEARCH – UNIVERSITY OF OKLAHOMA

Project GAR3E (\$1,000,000 Allocated \$1,000,000 Spent)

Expenditure Category 1.2 – COVID-19 Testing

This Agreement assessed the sewage collection system real time identification of COVID-19 "hot spots" as priorities for targeted COVID testing, real-time, geographically specific (among the different sewer sheds) community-level communication and response opportunities, potential vaccine information campaigns and vaccine roll-out, and provided quick community-level assessment of the results of sewer shed-level mitigation activities.

GRIFFIN MEMORIAL HOSPITAL

Project GAR3F (\$1,000,000 Allocated \$0 Spent)

Expenditure Category 1.7 – Permanent and Mobile Health Centers

The Griffin Memorial Hospital, a psychiatric hospital currently located at 900 E. Main Street in Norman, Oklahoma, in a 100-year-old facility in need of replacement. On October 5, 2022, Oklahoma Governor Kevin Stitt approved House Bill 1013 of the Oklahoma State Legislature's Second Special Session which appropriated \$87,000,000 from the ARPA-funded Statewide Recovery Fund to address the ongoing increased demand for mental health services by constructing a replacement facility for Griffin

Memorial Hospital; provided that such construction be confined within a thirty-mile radius of the State Capitol Building. This \$1,000,000 of the City's ARPA Fiscal Recovery Funds is for the relocation of Griffin Memorial Hospital to Oklahoma City.

APPENDIX: Full Program Descriptions

Below is the information contained in the Project Detail Request Form and Project Change Form presented to the City Manager when approving and modifying ARP-funded projects. Projects modified with an approved Project Change Form have their information updated to reflect the most current information approved by the City Manager.

SMALL BUSINESS ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT

Program Title:	Community Engagement and Outreach
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$915,000 Allocated \$915,000 Spent
Treasury Expenditure Category:	EC 7.1 Administrative: Administrative Expenses

Program Description:

The OKC Rescue Program has developed a community engagement plan to accomplish five goals: (1) promulgate information about the OKC Rescue Program, (2) make people feel heard, (3) facilitate transparency and accountability, (4) improve program services, and (5) provide strategic oversight to the programs. As part of that plan, the Alliance will conduct several community engagement activities, including robust outreach to historically disadvantaged groups, deploying an online community engagement platform to facilitate virtual citizen participation, and convening a representative working group to provide strategic oversight and accountability to the programs.

As part of the OKC Rescue Program community engagement plan, the Alliance will contract with several community-based organizations to conduct community outreach and application support. This contracting arrangement will allow the OKC Rescue Program to leverage the existing networks and relationships these organizations have with minority-owned and disadvantaged small businesses. The Alliance will pay these community-based organizations as contractors to do three things:

- Receive training about the OKC Rescue Program and promote the programs on social media
- Provide one-on-one assistance to small businesses in applying to the OKC Rescue Program
- Advertise and promote the OKC Rescue Program at events.

Additionally, the Alliance has engaged Anglin PR, a local public relations firm, to manage public relations and outreach responsibilities for the OKC Rescue Program. Without robust outreach, the OKC Rescue program will not be able to reach the historically underserved communities this program is intended to serve. Anglin PR will do the following tasks:

- Develop a logo, name, and branding for the OKC Rescue Program
- Create outreach and advertising content for social media and website pages
- Publicize the OKC Rescue Program through traditional and digital (e.g., social media and web) advertisements
- Develop and contact outreach lists of potential program participants

Describe what evidence or research justifies the creation of this project.

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decrease in revenues for many small businesses.

From administering CARES Act-funded small business programs, the Alliance learned the importance of publicizing programs and conducting robust, equitable outreach. Community engagement and outreach helped to increase the number of businesses that were able to participate in these opportunities, raise awareness about how public funds were being spent, and build community support for the programs. Without similar outreach and engagement efforts, the OKC Rescue Program risks not being able to serve the communities it is intended to.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

These community engagement and outreach efforts will assist the Alliance in administering economic recovery programs that directly respond to the COVID-19 health emergency, including Technical Assistance, Façade and Storefront Improvement, and Pandemic Mitigation. Without public awareness of these programs, the OKC Rescue Program will struggle to fully expend all monies and might not have the economic impact it is designed to.

Describe project eligibility requirements.

Eligibility requirements will vary and depend on the specific program. Community engagement and outreach efforts will assist in the administration of the OKC Rescue Program.

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

Community engagement and outreach will reach, recruit, and help build trust with minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities. Community engagement contractors have been selected, in part, based on previous experience working with minority and diverse communities in Oklahoma City. Compensation for application assistance is structured so that contracted community engagement partners are paid based on the number of successful minority-owned businesses and businesses operating in QCTs that they assist in completing an application.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information such as the number of ads purchased, posts made, and news articles written about the OKC Rescue Program. We will also track the funds spent on advertising and content development. We will track the number of individuals assisted by the community engagement contractors, the number of events they attend to promote the OKC Rescue Program, and the number of individuals they speak to at those events.

List and describe the role of any subcontracts for this project.

The following community-based organizations will be contracted for community engagement:

- Asian District Cultural Association
- Community Action Agency
- The Greater Oklahoma City Hispanic Chamber of Commerce
- Historic Capitol Hill Calle Dos Cinco
- Latino Community Development Agency
- Northeast OKC Renaissance
- Oklahoma City Black Chamber of Commerce
- Progress OKC

Anglin PR will be our primary contractor for outreach and PR needs.

Program Title:	Program Technology
Program Funding:	\$775,000 Allocated \$775,000 Spent
Project Category:	Small Business/Nonprofit Assistance
Treasury Expenditure Category:	EC 7.1 Administrative: Administrative Expenses

Program Description:

The OKC Rescue Program will use Salesforce to collect applications, track funding requests, and keep applicant records. Salesforce is an industry leading Customer Relationship Management (CRM) software that is widely used by businesses and nonprofits.

This project will cover the implementation costs, fees, and support associated with Salesforce through the end of the OKC Rescue Program. We will pay for the Sales Cloud Enterprise Edition software, the Grants Management Enterprise Edition software, the Premier Success Plan for Salesforce, Pardot (a marketing automation software extension), the Premier Success Plan for Pardot, and FormAssembly. Additionally, the Alliance will pay for Agile Clouse Consulting, LLC, to assist with the implementation and setup of Salesforce, and LMRoss, LLC, to oversee the project management for Salesforce implementation. A detailed budget is included as part of this project proposal.

Describe what evidence or research justifies the creation of this project.

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

The City of Oklahoma City has contracted with the Alliance to administer funds from the American Rescue Plan Act (ARPA) to directly address the negative economic impacts caused by COVID-19. Services provided under this contract include assistance in the areas of small business and nonprofit assistance, minority and disadvantaged business support, and job training and workforce development.

To aid in the development and administration of ARPA-funded programs, the Alliance has arranged to use the Salesforce software platform to collect applications, track funding requests, and keep applicant

records. Salesforce's robust tracking capabilities and flexible deployment options make it an ideal tool to help administer the OKC Rescue Program.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

The Salesforce platform will assist the Alliance in administering economic recovery programs that directly respond to the COVID-19 health emergency, such as Technical Assistance, Façade and Storefront Improvement, and Pandemic Mitigation.

Describe project eligibility requirements.

Eligibility requirements will vary and depend on the specific program. Salesforce will assist in the administration of the OKC Rescue Program.

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

Programs geared towards minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities will use Salesforce for administering ARPA funds. By implementing a robust data collection system, the Alliance will use Salesforce's reporting features to guide future program development for minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

Salesforce will aid in the collection of many different performance measures and programmatic data. For example, Salesforce will assist the Alliance in reporting the number of businesses and nonprofits served, and the amount of funds expended for each program. The number of programs that use Salesforce, the number of applications, and the amount of ARPA funds it tracks are all measures that can be used to evaluate the performance of Salesforce as a tool in assisting the OKC Rescue Program.

List and describe the role of any subcontracts for this project.

The Alliance has contracted with the Salesforce company, Salesforce.com, Inc., to procure licenses to use the software and its extensions, with Agile Cloud Computing to help build out the application in Salesforce, and LMRoss, Inc., to perform project management to implement the Salesforce platform.

Program Title:	Technical Assistance
Program Funding:	\$4,200,000 Allocated \$4,200,000 Spent
Project Category:	Small Business/Nonprofit Assistance
Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

EC 2.34 Negative Economic Impacts: Assistance to Impacted Nonprofit Organizations (Impacted or Disproportionately Impacted)

Program Description:

Provides up to \$15,000 in services of local, pre-qualified, subject-matter experts for various types of technical assistance to small businesses and non-profits. Typical services include:

- Accounting, bookkeeping, and tax preparation
- HR, employment best practices, and legal assistance
- Marketing, advertising, and website services
- Business growth, strategy, and planning services
- Architectural and engineering services

Successful applicants choose only from a list of pre-approved vendors (non-approved vendors are unable to render reimbursable technical assistance through this program). All services must be completed within 6 months of qualification letter, or by December 31, 2024, whichever is sooner. The Alliance will only be able to pay the vendor once the applicant receiving services has attested that the services are complete and the City has approved the expense.

Describe what evidence or research justifies the creation of this project.

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

Administering CARES Act-funded small business programs, the Alliance learned that small businesses were able to benefit from technical assistance programs to pay for professional services, such as marketing, HR, media, consultation, strategy, legal, and operational service support. The breadth of these services allows public funds to meet many different business needs. A survey after the first two rounds of the Small Business Continuity Program found that the programs operated by the Alliance, which included technical assistance, helped to save or create an estimated 2,100 local jobs with small businesses in Oklahoma City.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns. By providing technical assistance, small businesses that were impacted by the pandemic are able to receive support that helps them financially stabilize and regrow their enterprises. This allows businesses to redirect revenue to other essential functions, such as rent/mortgage payments, utilities, staffing expenses, and inventory supply.

Describe project eligibility requirements.

- For-profit businesses and non-profit (501(c)(3) or 501(c)(19)) organizations
- Either A, B, or C:
 - (A) Demonstration of negative impact due to the COVID-19 public health emergency since March 2021, such as:

- Decreased revenue or gross receipts (relative to pre-pandemic revenue)
- Financial insecurity
- Increased costs
- Challenges covering payroll, rent or mortgage, or other operating costs
- (B) Minority-owned business¹
- (C) Businesses operating² in Qualified Census Tracts (QCT)
- 100 or fewer full-time equivalent employees³
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
 - For-profit businesses only: the majority of the business revenue must normally come from in-person (not online) transactions

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as technical assistance.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

¹ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

² “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

³ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive technical assistance services; rather, the impact is already presumed.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive technical assistance; the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will collect information about the nature and extent of the impact of COVID-19 on the businesses requesting services in order to ensure that the services delivered are proportional to the impact. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving technical assistance by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

The Alliance will employ and directly pay local service providers to perform the services for the business. The Alliance solicited an RFQ for qualified business service professions on September 8, 2021 (see attachment) and a follow up RFQ for services in the field of architecture and engineering on March 10, 2022. Since then, staff have assembled a list of qualified and insured vendors who can provide services to businesses and nonprofits—many have provided similar services under CARES-funded version of Technical Assistance.

Service providers may both apply to render services in the technical assistance program and receive technical assistance, as long as it is not for the form of service they provide. Businesses that are interested in becoming vendors/consultants but are in need of some form of technical assistance are encouraged to first apply for technical assistance before applying to be a vendor.

Program Title:	<u>Pandemic Mitigation</u>
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$1,100,000 Allocated \$1,100,000 Spent
Treasury Expenditure Category:	EC 1.8 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Small Business

EC 1.9 Public Health: COVID-19 Mitigation & Prevention: COVID-19 Assistance to Non-Profits

Program Description:

Provides reimbursement up to \$25,000 for the reasonable cost of COVID-19 mitigation and prevention measures for small businesses and nonprofits (e.g., developing outdoor spaces). Examples of eligible projects include:

- Ventilation improvements
- Outdoor patios or “streateries” (e.g., adapting outdoor spaces for business delivery services)
- Adding a customer drive-thru
- Barriers or partitions
- Restriping/signage for pickup lanes/spaces

Mitigation and prevention measures must have begun after or be purchased after March 3, 2021. Businesses and nonprofits can pay their preferred contractor for labor and materials. Projects and materials must be completed, purchased, and submitted for reimbursement within 12 months of the qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices. \$1,000 *de minimis* limit on invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

Describe what evidence or research justifies the creation of this project.

During the COVID-19 pandemic, Oklahoma City small businesses struggled to remain open, making it difficult to continue to grow and thrive. Capacity limits, social distancing, supply chain instability, and limited foot traffic contributed to decreases in revenues for many small businesses. The subsequent waves of COVID-19 have created additional disruptions to economic growth.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY noted: “The COVID-19 pandemic further highlighted the importance of supporting small business owners and communities of color, as they often experienced the largest negative economic impacts.” This research justifies the creation of a dedicated program to help businesses and nonprofits adapt to the COVID-19 pandemic and implement mitigation measures, such as activating outdoor spaces for business use, making ventilation improvements, or adding a customer drive-thru. Furthermore, the EY study highlighted the necessity to apply an equity lens to such business and nonprofit support, due to the systemic challenges these communities face.

By providing reimbursement grants for pandemic mitigation and prevention measures, businesses and nonprofits will be able to adapt their business models to incorporate safer operating practices. And by first making the program available to minority-owned and disadvantaged businesses, we can ensure those historically underserved populations are prioritized for services.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns. By providing pandemic mitigation and prevention assistance, small businesses that were impacted by the pandemic are able to receive support that helps them adapt their business models to safer and more resilient practices.

Describe project eligibility requirements.

- For-profit businesses
- Either A or B:
 - (A) Minority-owned business⁴
 - (B) Businesses operating⁵ in Qualified Census Tracts (QCT)
- Small business has 100 or fewer FTEs⁶
- Small business must have a physical location within Oklahoma City limits (online businesses are not eligible)
 - The majority of the business revenue must normally come from in-person (not online) transactions
- Small business cannot fall under any of the exclusions listed in the Program Policies

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as pandemic mitigation assistance.

⁴ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

⁵ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

⁶ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive pandemic mitigation assistance; rather, the impact is already presumed.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive pandemic mitigation assistance; the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of the pandemic mitigation made by the businesses.

Follow up evaluation will seek to understand the economic impact of receiving pandemic mitigation funds by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

Businesses will be able to select their own contractors, vendors, or suppliers for services and goods, and will pay contractors directly.

Program Title:	Business District Capacity Building Program
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$530,000 Allocated \$530,000 Spent
Treasury Expenditure Category:	EC 2.34 Negative Economic Impacts: Assistance to Nonprofit Organizations: (Impacted or Disproportionately Impacted)

Program Description:

The Business District Capacity Building Program will provide two years of flexible grant funding to eligible business districts. Recipients will be limited to 501(c)(3) business districts operating in Qualified Census Tracts (QCTs) and that partake in either the City’s Commercial District Revitalization Program or Business Improvement District (BID) Program. In addition to completing an initial application to outline expected use of funds, recipient business districts will be required to complete both a Mid-Program Report and a Program Completion Report to document and track use of funding.

Eligible Use of Funds: Funds can be spent on the following eligible expenses for 501(c)(3) nonprofits in QCTs:

- Coverage for losses in fundraising that resulted from the pandemic
- Compensation for increased small business service needs and support brought on by the pandemic
- Payroll, benefits, and costs to retain employees
- Technical assistance services, such as marketing, advertising or strategic planning for the district

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY identified the need for greater efforts at place-based investment: “As the City encourages and facilitates redevelopment across Oklahoma City, there are opportunities to expand initiatives that focus on comprehensive neighborhood revitalization and expanding economic opportunity in historically disinvested neighborhoods.” Commercial district revitalization is one approach to help facilitate more comprehensive neighborhood revitalization. And, in Oklahoma City, business districts are the front lines of building healthy, robust retail economies by cultivating relationships with business owners and landlords, marketing the businesses within the district, and conducting programming and placemaking activities to increase foot traffic.

Furthermore, business districts in Oklahoma City have limited resources. The average staffing profile of a business district in the City of Oklahoma City’s Commercial District Revitalization Program is less than 1

Full Time Equivalent (FTE) employee. Available funding opportunities for business districts are rare because of the niche space they occupy in the non-profit space.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

This project will provide economic relief to 501(c)(3) business districts in Qualified Census Tracts that are presumed to have been disproportionately impacted by COVID-19 and its economic effects. By assisting business districts and equipping them with resources to serve their district constituents (i.e., businesses in low-income communities), this project will provide support for the entities currently supporting businesses.

Describe project eligibility requirements.

- 501(c)(3) nonprofit business district organization in Oklahoma City⁷
- Operating in a Qualified Census Tract (QCT)⁸
- Be under contract and in good standing with the City of Oklahoma City's Commercial District Revitalization Program (CDRP) or Business Improvement District (BID) Program
- Operating prior to the start of the COVID-19 pandemic (March 2020)

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The Business District Capacity Building Grant program will be limited to 501(c)(3) nonprofit business districts operating in Qualified Census Tracts (QCTs). The SLFRF Final Rule presumes that nonprofits operating within a QCT were disproportionately impacted by the pandemic, and therefore are not required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, nonprofit business districts operating within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services or funding; rather, the impact is already presumed.

Since the missions of these business districts are to support the businesses and communities within these districts, this grant program will, by extension, facilitate neighborhood revitalization in Oklahoma City's low-income communities.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

⁷ Nonprofits must be registered as a 501(c)(3) organization with the IRS and the Oklahoma Secretary of State.

Organizations that operate with more than one legal structure are only permitted to apply for the program once. The most permissive legal structure can be used by the Alliance and the City of Oklahoma City to determine eligibility.

⁸ To satisfy QCT-related eligibility requirements, nonprofits conducting programmatic activities within a QCT, should be conducting at least 50% or more of programmatic activities within a QCT or expending at least 50% of programmatic funds within a QCT. If, due to the nature of the nonprofit and the services they provide, such an analysis is not achievable, the nonprofit's main administrative office can be used to determine QCT eligibility.

Application: Business districts will be invited to apply to the program and must complete an application to be considered for funding. As part of the application process, business districts will be required to articulate a plan for how funding will be used and how the use of that funding will help the business district respond/recover from the COVID-19 pandemic. The Alliance and the City of Oklahoma City will review and approve each application. Once the application has been approved, the business district will be able to receive the first tranche of funding for 50% of the program award.

Mid-Program Report: At the end of the first year of funding, business districts will be required to submit a Mid-Program Report to the Alliance. This report will detail how the funds were spent and communicate any changes in future uses of funds that differ from what was initially proposed on the application. The Alliance and City of Oklahoma City will use the Mid-Program Report to approve the second tranche of funding for the remaining 50% of the program award.

Program Completion Report: Upon the end of the second year of funding, business districts will be required to submit a Program Completion Report to the Alliance. This report will detail how Business District Capacity Building Grants were spent over the previous two years. Evidence and metrics of success will be collected at this time, such as how many small businesses the funding helped.

List and describe the role of any subcontracts for this project.

This program will not require the use of any contractors. Business districts seeking technical assistance, such as marketing, advertising, or strategic business planning, will have to identify and select their own vendors.

Program Title:	StitchCrew Accelerator Program
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$1,200,000 Allocated \$1,200,000 Spent
Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

Program Description:

The StitchCrew program is an eight-week business accelerator that teaches startup mechanics, financial fundamentals, growth strategies, marketing, and capital access. Businesses receive approximately 60 hours of instruction in both group and one-on-one settings. Businesses can request additional one-on-one support and mentorship to help with their unique business needs.

Four cohorts of the program will be run in the spring and fall of 2023 and 2024. Participants will have access to the co-working space at Thunder LaunchPad, mentors, office hours, peer-to-peer workshops, StitchCrew's online playbook (a self-paced learning platform), and over \$100,000 in corporate perks.

The StitchCrew program will focus services and outreach on Latino-owned businesses and provide programming that addresses the unique challenges Latino-owned business face. StitchCrew is able to deliver bilingual instruction and support small business owners who may not speak English.

Graduates of StitchCrew will be eligible for non-dilutive Resiliency Grants of \$15,000. These funds will help businesses recover from the pandemic, accelerate growth, and fix gap areas identified by StitchCrew staff and mentors. The Alliance will administer Resiliency Grants directly to program graduates.

The intensive assistance offered by the StitchCrew program and the capital provided by the Resiliency Grants will help small businesses make a strategic jump in the development of their organizations and address pre-existing disparities in the Oklahoma City economy.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

To address those barriers and other pre-existing economic disparities, EY recommended the funding of a business accelerator for minority-owned firms. EY noted:

“There [appears] to be some significant challenges [...] inhibiting the potential of entrepreneurs of color to move to the next level. These obstacles include—but are not limited to—the absence of a platform for minority founders to connect with investors; and a distinct absence of technical assistance resources and programs that are marketed to underrepresented founders.”

Additionally, the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY noted the need for capital to support small businesses. EY recommended a range of small business capital products from existing resources, such as Section 108, GOLT, SIP, and NMTC.

Internal program data from the OKC Rescue Program found that in the first round of Technical Assistance, Façade Improvement, and Pandemic Mitigation programming less than 7% of applicants identified as Latino; this is drastically below the population level, which is 21% Latino. Furthermore, a report from the University of Nebraska Omaha titled *Vulnerable, yet Resilient: The Impact of Covid-19 on Latino-Owned Businesses in South Omaha* (2022) identified additional barriers Latino business owners face when receiving and applying for government aid. Together, the internal program data and this academic research justifies the creation of a dedicated accelerator programming for Latino businesses.

By combining the StitchCrew accelerator with Resiliency Grants administered by the Alliance, this accelerator program will be able to address the needs identified by EY with the solutions they recommended, as well target aid to a population that has been difficult for preexisting programs to reach.

See attached for both *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY and *Vulnerable, yet Resilient: The Impact of Covid-19 on Latino-Owned Businesses in South Omaha* (2022) from the University of Nebraska Omaha.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses, especially Latino-owned small businesses, have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns. As the *Oklahoma City*

Community Economic Recovery & Resiliency Study (2021) by EY found, many pre-existing racial and social disparities were exacerbated by the COVID-19 pandemic. Additionally, internal program data and the *Vulnerable, yet Resilient: The Impact of Covid-19 on Latino-Owned Businesses in South Omaha* (2022) report by the University of Nebraska Omaha demonstrate the challenges to getting economic relief funds to Latino-owned businesses. By providing an intensive form of technical assistance to and access to capital for disadvantaged businesses, especially Latino-owned businesses, this accelerator program will assist the businesses in the greatest need and that have historically not been able to access relief funding to address pre-existing economic disparities.

Describe project eligibility requirements.

- Be accepted into the StitchCrew program
- For-profit businesses that have suffered a COVID-19 related impact
- Either A, B, or C:
 - (A) Minority-owned business⁹
 - (B) Businesses operating¹⁰ in Qualified Census Tracts (QCT)
 - (C) Demonstration of negative impact due to the COVID-19 public health emergency, as defined and determined by the City of Oklahoma and the OKC Rescue Program, since March 2021. The City of Oklahoma City will have final determination if an applicant's individual financial circumstance meets this criterion
- 100 or fewer full-time equivalent employees¹¹
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
 - The majority of the business revenue must normally come from in-person (not online) transactions

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services from StitchCrew and funding from Resiliency Grants.

⁹ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

¹⁰ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

¹¹ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study (2021)* by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will not be required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, minority-owned and businesses within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services; rather, the impact is already presumed.

Furthermore, to address the pre-existing economic disparity between the Latino community and other minority groups, StitchCrew will offer their services in both English and Spanish. Special outreach will be conducted in Spanish and to the Latino community to recruit eligible program participants. To aid in that engagement, the program will be described as “Latino-focused” in promotional and marketing material. The program will use \$10,000 from the previously approved monies for Community Engagement and Outreach to help publicize and raise awareness within the Latino community about the program before it launches.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, and type of business/services provided by business. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving accelerator services and grants by asking about satisfaction/impact of services received, ability of business to stay operational,

increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

To administer the accelerator program, the Alliance will contract with and pay StitchCrew, a 501(c)(3) nonprofit. The Alliance solicited an RFP for Accelerator/Pre-Accelerator Services on June 13, 2022 (see attachment) and StitchCrew responded with a competitive offer. The Alliance was impressed with StitchCrew’s professional experience serving BIPOC founders, building relationships with local partners and venture funders, and bilingual staff capabilities.

To administer the grant-portion of assistance, the Alliance will administer grants directly to the businesses upon program completion.

Program Title:	OKC Minority Founder Accelerator (OMFA)
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$1,500,000 Allocated \$1,500,000 Spent
Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

Program Description:

The OKC Minority Founder Accelerator (OMFA) is a joint venture of i2E, Northeast OKC Renaissance (NEOKCR), and the Innovation District to accelerate minority entrepreneurship development. OMFA consists of multiple phases of programming and support:

- Accelerator Programming—Founders will enter one of the following micro-accelerators:
 - *E3*, a six-week micro-accelerator run by i2E and focused on technology and high-growth start-ups. E3 provides a dynamic curriculum built from combining the fundamentals of traditional startup ventures with real-time case studies of Oklahoma-based ventures advised and/or invested in by i2E.
 - *OMFA Main Street*, a six-week micro-accelerator run by NEOKCR, in collaboration with i2E. OMFA Main Street leverages elements of E3's structure and curriculum while providing cultural context for minority founders and main street case studies are also folded in.
- Operational Intervention—After Accelerator Programming, Northeast OKC Renaissance will match the business with an operational technical assistance provider who will help the founder develop a business plan. Over four weeks, the operational technical assistance provider will identify gaps that the business will need to address for future growth. (The Alliance will approve all technical assistance providers.)

- **Intervention Support**—To execute the plan developed during the Operational Intervention, businesses will be eligible for up to \$20,000 in non-dilutive Accelerator Grants. This non-dilutive capital infusion will help launch the businesses on a successful track. The Alliance will administer Accelerator Grants directly to program graduates.

Throughout Accelerator Programming, Operational Intervention, and Intervention Support, participants will receive wrap-around assistance from NEOKCR and i2E staff. This wrap-around assistance includes, Cultural Exchanges, Weekly Lunch and Learns, Founder Dinners, Tech Talks, PAVE Reporting, Curriculum Feedback sessions and Check & Connects (one-on-one assistance).

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

To address those barriers and other pre-existing economic disparities, EY recommended the funding of a business accelerator for minority-owned firms. EY noted:

“There [appears] to be some significant challenges [...] inhibiting the potential of entrepreneurs of color to move to the next level. These obstacles include—but are not limited to—the absence of a platform for minority founders to connect with investors; and a distinct absence of technical assistance resources and programs that are marketed to underrepresented founders.”

Additionally, the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY noted the need for capital to support small businesses. By combining the OKC Minority Founder Accelerator (OMFA) with Accelerator Grants administered by the Alliance, this accelerator program will be able to address the needs identified by EY with the solutions they recommended.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns, especially minority-owned small businesses and businesses in low-income areas (e.g., Qualified Census Tracts). As the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found, many pre-existing racial and social disparities were exacerbated by the COVID-19 pandemic. By providing an intensive form of technical assistance to and access to capital for minority-owned and QCT-based businesses, this accelerator program will assist the businesses in need and address pre-existing economic disparities.

Describe project eligibility requirements.

- Be accepted into the OKC Minority Founder Accelerator (OMFA) Program
- For-profit businesses registered with the Oklahoma Secretary of State in Oklahoma City limits
 - Business operations must be based in Oklahoma City limits
- Either A, B, or C:

- (A) Minority-owned business¹²
- (B) Businesses operating¹³ in Qualified Census Tracts (QCT)
- (C) Demonstration of negative impact due to the COVID-19 public health emergency, as defined and determined by the City of Oklahoma and the OKC Rescue Program, since March 2021. The City of Oklahoma City will have final determination if an applicant's individual financial circumstance meets this criterion.
- 100 or fewer full-time equivalent employees¹⁴
- Business type not listed under any of the exclusions articulated in the Program Policies

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services from OFMA and funding from Accelerator Grants.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due

¹² Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

¹³ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

¹⁴ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will not be required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, minority-owned and businesses within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services; rather, the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving accelerator services and grants by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

To administer the OMFA program, the Alliance will contract with and pay i2E, a 501(c)(3) nonprofit organization established in 1998 with a mission to invest in entrepreneurs that build successful, high-growth Oklahoma companies. i2E will then subcontract with Northeast OKC Renaissance Inc. (NEOCKR) for services to assist in administering and conducting this program. i2E will serve as the fiscal agent for the program.

NEOCKR is a 501(c)3 non-profit organization established in 2016 to improve the quality of life for the residents of Northeast Oklahoma City, as a catalyst for economic prosperity and preserver of cultural traditions.

Additionally, i2E and NEOCKR will collaborate with the Oklahoma City Innovation District (OKCID), a 501(c)3 non-profit organization established in 2019 designed to be an epicenter for collaboration, innovation, opportunity, and economic growth.

To provide the operational technical assistance portion of the program, i2E and NEOCKR will contract with industry-specific service providers for one-on-one consultation and advisement. Potential providers will be screened for professional experience, subject matter expertise, and cultural competency working with diverse business-owners. The Alliance and the City will retain the ability to approve or deny vendors.

The Alliance solicited an RFP for Accelerator/Pre-Accelerator Services on June 13, 2022 (see attachment) and OFMA responded with a competitive offer. The Alliance was impressed with OFMA's collaborative approach and focus on minority founders.

To administer the grant-portion of assistance, the Alliance will administer grants directly to the businesses upon program completion

Program Title:	Progress OKC Generation Impact Business Accelerator
Project Category:	Small Business/Nonprofit Assistance
Program Funding:	\$255,000 Allocated \$255,000 Spent
Treasury Expenditure Category:	EC 2.30 Negative Economic Impacts: Assistance to Small Businesses: Technical Assistance, Counseling, or Business Planning

Program Description:

Generation Impact Business Accelerator is a four-month program for entrepreneurs and early stage/microbusinesses with 20 or fewer employees (FTE). Cohorts will consist of up to 15 business founders and will be offered twice over the next two years. The program includes three phases:

4. *Business Fundamentals* (nine weeks)—Aspiring and early-stage entrepreneurs will receive 36 hours of training in the fundamentals of business from an experienced business development facilitator. This phase helps participants plan and analyze their entrepreneurial vision while they create a solid business plan.
5. *Mentor-supported Technical Assistance* (six weeks)—Progress OKC staff will match entrepreneurs with technical assistance providers in the fields of finance and marketing. Founders will receive up to six weeks of paid services.
6. *Capital Infusion* (one week)—Graduates of Generation Impact will be invited to attend Pitch Day, where entrepreneurs pitch their businesses to investors, lenders, and program staff. All entrepreneurs who participate in Pitch Day and graduate the Generation Impact program will be eligible to receive a non-dilutive Accelerator Grant administered by the Alliance of at least \$2,000. Entrepreneurs will be eligible to receive higher amounts of funding (up to \$15,000) based on the Pitch Day competition attendee voting.

Generation Impact is run by Progress OKC, a community development corporation (CDC) dedicated to strengthening and preserving the social and economic fabric of distressed communities in Oklahoma City through small business development, community-driven housing development, and capacity building.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

To address those barriers and other pre-existing economic disparities, EY recommended the funding of a business accelerator for minority-owned firms. EY noted:

“There [appears] to be some significant challenges [...] inhibiting the potential of entrepreneurs of color to move to the next level. These obstacles include—but are not limited to—the absence of a platform for minority founders to connect with investors; and a distinct absence of technical assistance resources and programs that are marketed to underrepresented founders.”

Additionally, the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY noted the need for capital to support small businesses. EY recommended a range of small business capital products from existing resources, such as Section 108, GOLT, SIP, and NMTC.

The Generation Impact Business Accelerator by Progress OKC will assist microbusinesses and early-stage founders grow and thrive in post-COVID-19 economic uncertainty. By combining the Generation Impact program with Accelerator Grants administered by the Alliance, this program will be able to address the needs identified by EY with the solutions they recommended.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns, especially minority-owned small businesses and businesses in low-income areas (e.g., Qualified Census Tracts). As the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) found, many pre-existing racial and social disparities were exacerbated by the COVID-19 pandemic. By providing an intensive form of technical assistance to, and access to capital for, minority-owned and QCT-based businesses, this accelerator program will assist the businesses in need and address pre-existing economic disparities.

Describe project eligibility requirements.

- Be accepted into the Generation Impact program
- For-profit businesses that have suffered a COVID-19 related impact
- Either A, B, or C:
 - (A) Minority-owned business¹⁵
 - (B) Businesses operating¹⁶ in Qualified Census Tracts (QCT)
 - (C) Demonstration of negative impact due to the COVID-19 public health emergency, as defined and determined by the City of Oklahoma and the OKC Rescue Program, since March 2021. The City of Oklahoma City will have final determination if an applicant’s individual financial circumstance meets this criterion
- 20 or fewer full-time equivalent employees¹⁷

¹⁵ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

¹⁶ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

¹⁷ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
 - The majority of the business revenue must normally come from in-person (not online) transactions

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services from Progress OKC and funding from Accelerator Grants.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will not be required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, minority-owned and businesses within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services; rather, the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, and type of business/services provided by business. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving accelerator services and grants by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

To administer the accelerator program, the Alliance will contract with and pay Progress OKC, a 501(c)(3) nonprofit organization, which conducts the Generation Impact Business Accelerator program. The Alliance solicited an RFP for Accelerator/Pre-Accelerator Services on June 13, 2022 and Progress OKC responded with a competitive offer. The Alliance was impressed with Progress OKC's established relationships with diverse communities in Oklahoma City and track record of serving microenterprises through its KIVA program.

To provide the technical assistance portion of the program, Progress OKC has contracting relationships with the following service providers:

- Mass Mutual—*Financial advising/planning services*
- Organizational CFO—*Facilitation, financial advising/planning, and business strategy services*
- Precise Solutions—*Accounting services*
- QKI Consulting—*Legal and contract services*
- Tailored Plans—*Business planning and strategy services*
- We the People Consulting—*Business planning and strategy services*

The Alliance will retain approval to approve or deny any changes to this vendor list.

To administer the grant-portion of assistance, the Alliance will administer grants directly to the businesses upon program completion.

Program Title:	<u>Minority Supplier Diversity Program</u>
Program Funding:	\$500,000 Allocated \$500,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance (Corporate support)
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Program Description:

Reference Minority Supplier Diversity Program under Minority/Disadvantaged Business Technical Assistance below.

The Minority Supplier Program will provide services to (1) increase the numbers of minority-owned firms that compete for competitive public and corporate procurement opportunities, and to (2) bolster the number of contracts successfully obtained by those firms. Services for small businesses will be provided by the Urban League of Greater Oklahoma City, the Hispanic Chamber of Greater Oklahoma City, REI (Rural Enterprises of Oklahoma, Inc.), and the Greater Oklahoma City Chamber of Commerce.

Indirect services will help facilitate program success through spurring demand among the corporate entities that issue competitive procurement and bidding opportunities, tracking services rendered to participants in a centralized database, sharing access to procurement subscriptions, and coordinating efforts among service providers.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

EY called out disparities within Oklahoma City's procurement economy and identified greater supplier diversity as a mechanism to enable more economic opportunity:

"Many disadvantaged businesses not only face obstacles in securing contracts with anchor institutions (including government agencies), but also with mobilizing under the contract due to a lack of working capital. In many instances, however, these firms, for myriad reasons, have difficulty accessing the necessary financing to perform under a larger contract, which can often lead to loss of a subcontracting opportunity, or poor performance due to being under-capitalized."

EY recommended the creation of a program(s) that would address these obstacles and increase the numbers of minority-owned firms who are able and eligible to compete for large, competitive public and corporate procurement opportunities, and bolster the number of contracts successfully obtained by those firms:

"Design and implement an initiative that strengthens local organizational capacity to assist entrepreneurs of color and disadvantaged business enterprises to take full advantage of procurement opportunities with larger public and private sector institutions through mentor protégé partnerships, increased access to the appropriate forms of capital, and other types of technical assistance."

Supporting supplier diversity will address inequities within the procurement economy and build a network of minority-owned firms that will be able to provide goods and services for competitive contracts.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Minority-owned small businesses have struggled to access and be proportionally represented in the procurement economy. COVID-19, the resulting supply chain instability, and the related shut downs presented additionally barriers and obstacles to minority-owned small businesses accessing competitive supplier opportunities. As the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found, many pre-existing racial and social disparities were exacerbated by the COVID-19

pandemic. By providing an intensive form of technical assistance for minority-owned firms to better compete for competitive procurement opportunities, these services will help increase the number of minority-owned firms in the procurement economy.

Describe project eligibility requirements.

- For-profit businesses located in The City of Oklahoma City limits¹⁸ and registered with the Oklahoma Secretary of State in the State of Oklahoma prior to March 3, 2021
- 500 or fewer full-time equivalent employees¹⁹
- Minority-owned business²⁰
- Must provide goods or services in an industry that regularly offers opportunities for competitive procurement and contracting
- Business type not listed under any of the exclusions articulated below:
 - Businesses that are not based within Oklahoma City limits
 - E-commerce or businesses where the majority of revenue comes from on-line transactions or electronic data interchanges (including but not limited to: e-commerce, online retailing, electronic markets, online auctions, or app/web-only businesses)
 - Businesses with any outstanding business-related liens or judgments
 - Businesses that are in active default (not on a payment plan) with taxes or fees owed to The City of Oklahoma City
 - Government-owned entities or elected official offices
 - Businesses primarily engaged in political or lobbying activities
 - Businesses engaged in any illegal activity
 - Any business related to the medical marijuana industry

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as

¹⁸ The business or nonprofit must be operating within Oklahoma City limits. To determine that, applicants must be able to demonstrate where normal business operations occur. P.O. Boxes or mail service locations cannot be used to determine the physical location of a business. Businesses operating out of co-working spaces as a primary place of business must have that co-working space listed on their W9 as their official place of business and a lease or contract with said co-working space that began on or before April 1, 2022. Mobile businesses, such as food trucks, will use the address listed on their W9 form as their official place of business.

¹⁹ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

²⁰ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

disproportionately impacted by the COVID-19 pandemic and eligible for services Minority Supplier Program.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will not be required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, minority-owned and businesses within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services; rather, the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of services received by businesses. Additionally, we will document how many successful procurement contracts firms are able to obtain through this program.

Follow up evaluation will seek to understand the economic impact of receiving supplier services by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, how many employees the businesses were able to add or retain as a result of receiving aid, and the number of contracts successfully obtained as a result of the services in this program.

List and describe the role of any subcontracts for this project.

To administer the Minority Supplier Program, the Alliance will contract with four organizations. The City of Oklahoma City will have review and approval of expenditures as required by the Operating Agreement between The City of Oklahoma City and the Alliance.

The Alliance will contract with the Urban League of Greater Oklahoma City, Inc., a 501(c)(3) nonprofit organization established in 1946 to assist African Americans, other minorities, and the poor achieve social and economic equity.

The Alliance will contract with the Greater Oklahoma City Hispanic Chamber of Commerce, a 501(c)(6) nonprofit established to develop, promote, and project Hispanic businesses in the greater Oklahoma City area and support the advancement, education, and economic growth of the Hispanic community.

The Alliance will contract with Rural Enterprises of Oklahoma, Inc. (REI), a 501(c)(3) nonprofit established to expand economic opportunity in Oklahoma by providing flexible financing and development services to individuals, businesses, and entrepreneurs with limited access to resources. The Alliance will contract with the Greater Oklahoma City Chamber of Commerce, Inc., a 501(c)(6) nonprofit established to be the voice of business and the visionary organization in the greater Oklahoma City Region.

The Alliance solicited an RFP for Minority Supplier Diversity Programs on September 6, 2022, and the Urban League, Hispanic Chamber, and REI all responded with competitive offers. The Alliance decided to work with all three vendors, who are open to such a collaborative effort.

The Alliance solicited an RFP for Corporate Supplier Services on December 26, 2022, and the Greater Oklahoma City Chamber of Commerce responded with a competitive offer. The Alliance was impressed with the Chamber's established track record of providing corporate engagement services.

MINORITY/DISADVANTAGED BUSINESS TECHNICAL ASSISTANCE – ALLIANCE FOR ECONOMIC DEVELOPMENT

Program Title:	Façade and Storefront Improvement
Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Project or Program Description:

Provides reimbursement up to \$25,000 for the reasonable cost of façade or storefront improvements that are permanent in nature. Examples of eligible projects include:

- Façade repair, painting or replacement

- Window replacement
- Awnings or window overhangs
- Signage that is permanent in nature (no banners, window decals, or store window painting)

Improvements must have begun after March 3, 2021. Businesses can pay their preferred contractor for labor and materials. Projects must be completed and submitted for reimbursement within 12 months of qualification letter or by December 31, 2024, whichever is sooner. Businesses will only be allowed to submit for reimbursement once—the reimbursement request should include all applicable project invoices.

Real estate businesses can only apply for their primary place of business (i.e., business office). Real estate businesses cannot apply this program to subsidiary locations which are leased or rented out.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY reported that when it came to small businesses accessing capital:

“Oklahoma City has a more expansive incentive and development finance toolbox than many other similar-sized cities and markets, but there is little evidence that these resources are having a measurable impact on entrepreneurs of color; disadvantaged business enterprises; and real estate development entities—both public and private—seeking to undertake ... brick-and-mortar deals in revitalization areas or in SNI communities.”

This research justifies the creation of a dedicated program to help minority and disadvantaged businesses access capital for commercial revitalization. By providing reimbursement grants for façade and storefront improvements, businesses will be able to improve the appeal of the physical business location, thus facilitating commercial revitalization for historically underserved businesses and in historically underserved areas. This dedicated pool of capital will assist minority and disadvantaged businesses to improve the attractiveness of their brick-and-mortar locations.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

The EY *Community Economic Recovery & Resiliency Study* found that minority and disadvantaged businesses continued to face hurdles accessing capital for commercial improvements during the COVID-19 pandemic. By providing access to capital for commercial improvements, this program will assist businesses in overcoming those hurdles and facilitate an equitable economic recovery. This investment will allow minority and disadvantaged businesses to attract more customers and clients.

Describe project eligibility requirements.

- For-profit businesses
- Either A or B:

- (A) Minority-owned business²¹
- (B) Businesses operating²² in Qualified Census Tracts (QCT)
- 100 or fewer full-time equivalent employees²³
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
 - The majority of the business revenue must normally come from in-person (not online) transactions

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services such as façade and storefront improvements.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. In other words, minority-owned businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to

²¹ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

²² “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

²³ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

the pandemic in order to be eligible to receive façade and storefront improvement assistance; rather, the impact is already presumed.

Similarly, the Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic. Therefore, QCT-based businesses will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive façade and storefront improvement assistance; the impact is already presumed.

For this program, businesses must be located in a QCT or be minority-owned to participate. Businesses not meeting one of those two requirements will not be eligible for services or financial assistance.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of the façade or storefront improvement made by the businesses.

Follow up evaluation will seek to understand the economic impact of receiving façade and storefront improvement funds by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

Businesses will be able to select their own contractors for services and will pay contractors directly.

Program Title:	Real Deal Collective Accelerator Program
Program Funding:	\$2,150,000 Allocated \$2,150,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance
Treasury Expenditure Category:	EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Program Description:

The Real Deal Collective is a small business development program that provides a five-month business planning curriculum, custom strategic planning, high-value networking, and engaging alumni programs.

The OKC Rescue Program will provide funding for minority-owned businesses and businesses in Qualified Census Tracts to receive the following services from the Real Deal Collective:

4. *Real Deal Program*—A five-month business growth curriculum focused on strategy, finances, leadership, and operations. Classes meet bi-weekly for 4 hours and conduct a final presentation for a total of 51 hours of classroom education and 6

additional hours of peer groups. One-on-one meetings with instructors and guest experts help businesses develop a custom strategic plan, known as the Playbook™, and map out how to strategically utilize Resiliency Grants.

5. *Real Deal Alumni*—Real Deal instructors will provide quarterly Playbook™ updates for business owners. These add-on services will facilitate continued leadership development and increase connections to new resources.
6. *Peer Group Learning*—Each participant will be matched with a peer group in the Posse and Tribe™ network where they can continue their learning and development. (The Posse is a network of women who own their own companies, and the Tribe is a network for men.) Peer group topics include: management of emergent issues, work-life balance, and networking.

Graduates of the Real Deal Collective will be eligible for non-dilutive Resiliency Grants up to \$45,000, based on the size of the business and severity of COVID-19 economic impact. These funds will help businesses recover from the pandemic and accelerate growth. The Alliance will administer Resiliency Grants directly to program graduates.

The intensive assistance offered by the Real Deal Collective and the capital provided by the Resiliency Grants will help small businesses make a strategic jump in the development of their organizations and address pre-existing disparities in the Oklahoma City economy.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

To address those barriers and other pre-existing economic disparities, EY recommended the funding of an inclusive business accelerator. EY noted:

“There [appears] to be some significant challenges [...] inhibiting the potential of entrepreneurs of color to move to the next level. These obstacles include—but are not limited to—the absence of a platform for minority founders to connect with investors; and a distinct absence of technical assistance resources and programs that are marketed to underrepresented founders.”

Additionally, the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY noted the need for capital to support small businesses. EY recommended a range of small business capital products from existing resources, such as Section 108, GOLT, SIP, and NMTC.

The Real Deal Collective is a program to help established businesses, especially established minority-owned businesses, grow and thrive in post-COVID-19 economic uncertainty. By combining the Real Deal Collective with Resiliency Grants administered by the Alliance, this accelerator program will be able to address the needs identified by EY with the solutions they recommended.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Local small businesses have been struggling to economically recover from the impacts of the COVID-19 pandemic and related shutdowns, especially minority-owned small businesses and businesses in low-income areas (e.g., Qualified Census Tracts). As the *Oklahoma City Community Economic Recovery &*

Resiliency Study (2021) by EY found, many pre-existing racial and social disparities were exacerbated by the COVID-19 pandemic. By providing an intensive form of technical assistance to and access to capital for minority-owned and QCT-based businesses, this accelerator program will assist the businesses in need and address pre-existing economic disparities.

Describe project eligibility requirements.

- For-profit businesses that have suffered a COVID-19 related impact
- Either A or B:
 - (A) Minority-owned business²⁴
 - (B) Businesses operating²⁵ in Qualified Census Tracts (QCT)
- 200 or fewer full-time equivalent employees²⁶
- Established at a physical location within Oklahoma City limits (online businesses are not eligible)
 - The majority of the business revenue must normally come from in-person (not online) transactions

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services from the Real Deal Collective and funding from Resiliency Grants.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430

²⁴ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

²⁵ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

²⁶ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will be required to provide detailed financial statements to demonstrate an impact due to COVID-19. While Minority-owned businesses and businesses in QCTs will be presumed to be disproportionately impacted, the extent of that impact will be evaluated on a case-by-case basis and services/funds provided will be limited to the level of impact that is demonstrated.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of services received by businesses.

Follow up evaluation will seek to understand the economic impact of receiving accelerator services and grants by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, and how many employees the businesses were able to add or retain as a result of receiving aid.

List and describe the role of any subcontracts for this project.

To administer the accelerator program, the Alliance will contract with and pay Inside Track, a 501(c)(3) nonprofit organization which conducts the Real Deal Collective program. The Alliance solicited an RFP for Accelerator/Pre-Accelerator Services on June 13, 2022 (see attachment) and the Inside Track responded with the most competitive offer. The Alliance has not found any other service providers in the region that match the Inside Track's level of service, effective service delivery, or ability to produce results.

To administer the grant-portion of assistance, the Alliance will administer grants directly to the businesses upon program completion.

Program Title:	<u>Minority Supplier Diversity Program</u>
Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Minority and Disadvantaged Business Assistance (Minority business services only)

Treasury Expenditure Category:

EC 2.31 Negative Economic Impacts: Assistance to Small Businesses: Rehabilitation of Commercial Properties or Other Improvements

Program Description:

The Minority Supplier Program will provide services to (1) increase the numbers of minority-owned firms that compete for competitive public and corporate procurement opportunities, and to (2) bolster the number of contracts successfully obtained by those firms. Services for small businesses will be provided by the Urban League of Greater Oklahoma City, the Hispanic Chamber of Greater Oklahoma City, REI (Rural Enterprises of Oklahoma, Inc.), and the Greater Oklahoma City Chamber of Commerce. Two types of services will be delivered directly to minority small businesses:

- Individual Assistance—Participating small businesses will receive one-on-one assistance/services with the following:
 - Bid Assistance—Assistance preparing documents and responses for competitive procurement opportunities. Participants will be eligible for assistance with responding to up to five bids.
 - Minority Business Certification Assistance—Assistance becoming certified as a minority-owned business through the SBA's 8(a) Business Development Program, SBA's Small Disadvantaged Business (SDB) Certification, ODOT's Disadvantaged Business Enterprise Program, or one of the NMSDC/SWMSDC certifications.
 - Prequalification Assistance—Assistance getting the business registered as a vendor/supplier with the City of Oklahoma City, Oklahoma County, the State of Oklahoma, or local corporate entities.
 - Accounting Assistance—Preparation of financial statements for small businesses to be able to respond to RFPs/RFQs, get on OKC Public Works pre-qualification list, and obtain bonding/loan products.
 - Loan/Line of Credit Assistance—Application assistance and loan underwriting for minority supplier loans or bonding.
- Group Training and Networking—Participating small businesses will be able to access scheduled group training and networking programming.
 - Minority Business Workshops—Topics to include: Overview of the procurement economy, credit repair, responding to RFP/RFQs, bonding, financial preparation, and executing a contract.
 - Networking/Mentor Matching—Networking sessions and mentor match making for minority-owned businesses.

Additionally, indirect services will help facilitate program success through spurring demand among the corporate entities that issue competitive procurement and bidding opportunities, tracking services rendered to participants in a centralized database, sharing access to procurement subscriptions, and coordinating efforts among service providers.

Describe what evidence or research justifies the creation of this project.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that many businesses, particularly minority-owned businesses, continued to face cultural, skills, social mobility, and communication barriers during the COVID-19 economic recovery.

EY called out disparities within Oklahoma City’s procurement economy and identified greater supplier diversity as a mechanism to enable more economic opportunity:

“Many disadvantaged businesses not only face obstacles in securing contracts with anchor institutions (including government agencies), but also with mobilizing under the contract due to a lack of working capital. In many instances, however, these firms, for myriad reasons, have difficulty accessing the necessary financing to perform under a larger contract, which can often lead to loss of a subcontracting opportunity, or poor performance due to being under-capitalized.”

EY recommended the creation of a program(s) that would address these obstacles and increase the numbers of minority-owned firms who are able and eligible to compete for large, competitive public and corporate procurement opportunities, and bolster the number of contracts successfully obtained by those firms:

“Design and implement an initiative that strengthens local organizational capacity to assist entrepreneurs of color and disadvantaged business enterprises to take full advantage of procurement opportunities with larger public and private sector institutions through mentor protégé partnerships, increased access to the appropriate forms of capital, and other types of technical assistance.”

Supporting supplier diversity will address inequities within the procurement economy and build a network of minority-owned firms that will be able to provide goods and services for competitive contracts.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Minority-owned small businesses have struggled to access and be proportionally represented in the procurement economy. COVID-19, the resulting supply chain instability, and the related shut downs presented additionally barriers and obstacles to minority-owned small businesses accessing competitive supplier opportunities. As the *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found, many pre-existing racial and social disparities were exacerbated by the COVID-19 pandemic. By providing an intensive form of technical assistance for minority-owned firms to better compete for competitive procurement opportunities, these services will help increase the number of minority-owned firms in the procurement economy.

Describe project eligibility requirements.

- Be accepted into the Minority Supplier Program
- For-profit businesses registered with the Oklahoma Secretary of State in Oklahoma City limits
 - Business operations must be based in Oklahoma City limits
- Either A, B, or C:
 - (A) Minority-owned business²⁷

²⁷ Minority-owned business is defined as 51% or more of the controlling and management interest of the owner/ownership group are one or more of the following: Black, Asian, American Indian/Alaska Native, and Hispanic/Latino.

- (B) Businesses operating²⁸ in Qualified Census Tracts (QCT)
- (C) Demonstration of negative impact due to the COVID-19 public health emergency, as defined and determined by the City of Oklahoma and the OKC Rescue Program, since March 2021. The City of Oklahoma City will have final determination if an applicant's individual financial circumstance meets this criterion.
- 100 or fewer full-time equivalent employees²⁹
- Business type not listed under any of the exclusions articulated in the Program Policies

Describe if and how the project will benefit minority-owned businesses, businesses operating in qualified census tracts, or generally disadvantaged communities.

The *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY found that the distribution of business ownership in Oklahoma City is “not proportional to the city’s racial population distribution,” and that businesses owned by people of color in Oklahoma City have “lower sales and revenue than those owned by White businesses.” These pre-existing disparities justify the declaration of Black-, Hispanic/Latino-, Asian-, and American Indian/Alaska Native-owned businesses as disproportionately impacted by the COVID-19 pandemic and eligible for services Minority Supplier Program.

Table 1. Data summary from the EY Study

	Share of Total Population	Share of Total Business Ownership	Average Sales/Revenue by Race of Owner
White (Majority/comparison group)	53%	88%	\$ 2,415
Black	13%	2%	\$ 838
American Indian/ Alaska Native	3%	3%	\$ 1,430
Asian	4%	6%	\$ 1,177
Hispanic/Latino	21%	5%	\$ 739

Source: *Oklahoma City Community Economic Recovery & Resiliency Study* (2021) by EY

To address the pre-existing economic disparity and disproportionate impact associated with it, the program will presume that minority-owned businesses, as a class, have suffered a financial impact due to COVID-19. Similarly, the SLFRF Final Rule presumes that businesses operating within a QCT were disproportionately impacted by the pandemic.

Minority-owned businesses and businesses in QCTs will not be required to provide detailed financial statements to demonstrate an impact due to COVID-19. In other words, minority-owned and businesses

²⁸ “Operating in a QCT” is defined as having a primary place of business, such as a corporate headquarters, within a QCT for a business or conducting at least 50% of programmatic activities or expenses within a QCT.

²⁹ To calculate the number of full-time equivalent employees, total the number of hours worked by all employees over the previous 28 calendar days and divide the total by 160. Contract employees who do not receive a W-2 should not be included in this calculation. For businesses not open during this period, provide estimated amounts.

within a QCT will not undergo any specific assessment of whether they individually experienced negative economic impacts or disproportionate impacts due to the pandemic in order to be eligible to receive services; rather, the impact is already presumed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the businesses participating in the program, including the number of employees, business location, approximate amount of annual revenue, business establishment date, business ownership, legal structure, type of business, and services provided by business. We will keep account of the financial value of services received by businesses. Additionally, we will document how many successful procurement contracts firms are able to obtain through this program.

Follow up evaluation will seek to understand the economic impact of receiving supplier services by asking about satisfaction/impact of services received, ability of business to stay operational, increases in revenue, how many employees the businesses were able to add or retain as a result of receiving aid, and the number of contracts successfully obtained as a result of the services in this program.

List and describe the role of any subcontracts for this project.

To administer the Minority Supplier Program, the Alliance will contract with four organizations. The City of Oklahoma City will have review and approval of expenditures as required by the Operating Agreement between The City of Oklahoma City and the Alliance.

The Alliance will contract with the Urban League of Greater Oklahoma City, Inc., a 501(c)(3) nonprofit organization established in 1946 to assist African Americans, other minorities, and the poor achieve social and economic equity.

The Alliance will contract with the Greater Oklahoma City Hispanic Chamber of Commerce, a 501(c)(6) nonprofit established to develop, promote, and project Hispanic businesses in the greater Oklahoma City area and support the advancement, education, and economic growth of the Hispanic community.

The Alliance will contract with Rural Enterprises of Oklahoma, Inc. (REI), a 501(c)(3) nonprofit established to expand economic opportunity in Oklahoma by providing flexible financing and development services to individuals, businesses, and entrepreneurs with limited access to resources. The Alliance will contract with the Greater Oklahoma City Chamber of Commerce, Inc., a 501(c)(6) nonprofit established to be the voice of business and the visionary organization in the greater Oklahoma City Region.

The Alliance solicited an RFP for Minority Supplier Diversity Programs on September 6, 2022, and the Urban League, Hispanic Chamber, and REI all responded with competitive offers. The Alliance decided to work with all three vendors, who are open to such a collaborative effort.

The Alliance solicited an RFP for Corporate Supplier Services on December 26, 2022, and the Greater Oklahoma City Chamber of Commerce responded with a competitive offer. The Alliance was impressed with the Chamber's established track record of providing corporate engagement services.

TRAINING AND WORKFORCE DEVELOPMENT – ALLIANCE FOR ECONOMIC DEVELOPMENT

Program Title:	Code Fellows Job Training Program
Program Funding:	\$1,000,000 Allocated \$1,000,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Code Fellows will provide Software Development and Cybersecurity career training, coaching, and job search assistance for Oklahoma City residents of low to moderate-income households and disadvantaged individuals. All courses will be taught virtually via live instruction. Participants will be able to take five courses, each level progressively more advanced than the previous:

Course Level	Software Development	Ops and Cybersecurity	Course Duration
101 Courses	Explore Software Development	Explore Ethical Hacking & Cybersecurity Careers	1 day
102 Courses	Intro to Software Development	Intro to Computer Operations	1 week
201 Courses	Foundations of Software Development	Foundations of Computer Operations	4 weeks
301 Courses	Intermediate Software Development	Networking and Systems Administration	4 weeks
401 Courses	Advanced Software Development	Cybersecurity Engineering	10 weeks

Code Fellows assists students in securing employment in the tech field in the following ways:

- Providing individualized career mentoring, professional portfolio reviews, and mock interviews
- Facilitating opportunities for graduates to connect with hiring companies through the Career Accelerator Program, which includes Industry Network Slack Workspace, Partner Power Hours with guest speakers from tech companies, and networking events.
- Invitation to the Code Fellows Talent Portal, to access job alerts and apply with partner Organizations

Describe what evidence or research justifies the creation of this project.

According to the Information Technology & Innovation Foundation (2021), “An increasingly digitalized global economy requires ever-more digitally skilled workforces for nations to remain productive.” The

percentage for jobs requiring medium or high levels of digital skills has increased from 44% in 2002 to 70% in 2016.³⁰

Additionally, there is economic evidence that Oklahoma City is not producing the digital workforce to remain competitive in the global economy. The research firm Heartland Forward ranked Oklahoma City 301st out of 382 “Most Dynamic Metros” in 2021, due in large part to the lack of high-wage growth industries, like tech.³¹ (The metro areas with the highest measures of dynamism, by contrast, included large, well-known tech hubs, like the Bay Area, Austin, and Seattle.)

Providing job training for digital and technology skills will allow Oklahoma City’s workforce to remain competitive in the global economy and help build a more resilient labor pool coming out of the COVID-19 pandemic.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

The COVID-19 pandemic accelerated the technological transformation of business demonstrating the viability and even necessity of the digital economy.³² Virtual platforms helped many industries sustain themselves when in-person transactions had to be reduced or eliminated to prevent the spread of COVID-19 transmission. Furthermore, digital and technology careers will help drive the economic recovery in Oklahoma City and beyond.

By providing digital and technological skills training, Oklahoma City residents will be better positioned to compete for high-tech jobs. Also, businesses, both Oklahoma City-based and non-Oklahoma City based, will recognize that Oklahoma City has a talent pool to meet the future demand for high-skilled tech workers.

Describe project eligibility requirements.

Code Fellows will be able to request funding for individuals who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

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³⁰ Ezell, S. (November 2021). “Assessing the State of Digital Skills in the U.S. Economy.” *Information Technology & Innovation Foundation*. Retrieved October 10, 2022, from: <https://www2.itif.org/2021-us-digital-skills.pdf>

³¹ Crews, J., et. al., (April 2022). “Most Dynamic Metros 2021.” *Heartland Forward*. Retrieved October 7, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/04/Most-Dynamic-Metros_9.pdf

³² Hamilton, D.S., & Quinlan, J.P., (2021). “Chapter 4: The Digital Acceleration,” in *The Transatlantic Economy 2021: Annual Survey of Jobs, Trade and Investment between the United States and Europe*. (Washington, D.C.: The Wilson Center.) Retrieved October 10, 2022, from: https://www.wilsoncenter.org/sites/default/files/media/uploads/documents/TA%20economy2021_CH4.pdf

Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
5	\$32,470	\$60,070	\$97,410
6	\$37,190	\$68,802	\$111,570
7	\$41,910	\$77,534	\$125,730
8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
3	\$73,800	\$29,520	\$47,970
4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

The program will allow the following groups to receive job training: low- or moderate-income households, households that experienced unemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. The Code Fellows job training program will teach digital skills, such as full-stack web development, coding, and javascript and prepare individuals for careers in the tech and web development industry.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay Code Fellows Holdings Inc., a private vocational school licensed by the State of Washington Workforce Training & Education Coordinating Board. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and Code Fellows responded with a competitive proposal. The Alliance was impressed with Code Fellows' robust curriculum, established track record operating both in-person and remote coding bootcamps, and high employment rate.

Program Title:	<u>Homeless Alliance Job Training Program</u>
Program Funding:	\$265,800 Allocated \$265,800 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Homeless Alliance's employment program, Curbside Enterprises, provides a network of social enterprise programs for paid employment and job skills training to individuals with significant barriers to mainstream employment. The OKC Rescue Program will fund two Curbside programs: Curbside Apparel and Employment Support.

Curbside Apparel—Provides training, coaching, and supervision in screen-printing, apparel production, and retail sales. Program participants gain real world experience under the supervision of supportive, experienced professionals. Curbside Apparel offers two training opportunities:

- Campaign Employment—Temporary, seasonal employment is offered for approximately 20 to 30 individuals per year where the basics of screen-printing and retail sales are taught. Campaigns usually center around busy production periods (e.g., holidays, sporting events, etc.).
- Year-long Employment—Full-time, year-round program is offered to 10 individuals per year to receive advanced training and certification in screen-printing and apparel production.

Employment Support—Provides wrap-around, one-on-one case management to job training participants to assist with employment after Curbside programs. Transitional assistance will bridge the gap between

the supportive employment and training provided by Homeless Alliance and the stable, long-term employment opportunities outside the homelessness services system. Employment Support will be available for both the Campaign and Year-long Employees of Curbside Apparel and Curbside Flowers.

Describe what evidence or research justifies the creation of this project.

The retail industry has experienced extreme disruption from the pandemic as a result of both temporary and permanent business closures, supply chain disruptions, inflation, and high quit rates. The economic research firm Heartland Forward termed the high quit rates in the retail industry the “revolt against work,” and noted, “As of November 2021, sectors relying on lower-paid workers – such as hospitality, entertainment, and retail – suffered the most churn with high quit rates and high hiring rates. More than 6% of hospitality workers resigned in November 2021, followed by retail (4.4%), and professional services (3.7%).³³ The instability of the retail workforce threatens to stunt future industry growth and further inflate prices of goods.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

Bolstering the retail workforce will assist the in-person retail economy recover from the temporary and permanent COVID-19 business closures. Training the retail workforce will help offset the high quit rates seen in the retail industry, which, as of November 2021, were the second highest of any industry.³⁴

Furthermore, the retail industry presents an excellent opportunity to provide second chance employment opportunities for individuals who are low-income, formerly incarcerated, or homeless to (re)enter the workforce.³⁵ Job training provides avenues to employment in the retail industry that assist individuals, households, and populations who have been impacted and disproportionately impacted by the COVID-19 health emergency and its economic impacts.

Describe project eligibility requirements.

Be accepted into Homeless Alliance job training program, be a resident of Oklahoma City by March 3, 2021, and one of the following:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES

³³ Cox, W., et. al., (July 2022). “The Labor Crisis and the Future of the Heartland.” *Heartland Forward*. Retrieved October 10, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/07/The-Labor-Crisis-and-the-Futureof-the-Heartland_5.pdf

³⁴ *Ibid*

³⁵ SHRM Foundation. (2021). “2021 Getting Talent Back to Work Report: A Workplace Survey on Hiring and Working with People with Criminal Records.” *SHRM*. Retrieved October 26, 2022, from: https://www.gettingtalentbacktowork.org/wp-content/uploads/2021/05/2021-GTBTW_Report.pdf

Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
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8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
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8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

All Homeless Alliance programs focus on people currently experiencing or at-risk of homelessness—this includes individuals with barriers such as mental illness, substance abuse, lack of transportation, and criminal records. This Homeless Alliance job training program will serve the following groups: low- or moderate-income households, households that experienced unemployment and underemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. The Homeless Alliance Curbside Apparel job training program will teach

retail skills, such as screen-printing production, retail operations, and customer service. Employment Support will assist individuals in the Curbside job training programs obtain stable, long-term employment.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay Homeless Alliance, a 501(c)(3) nonprofit organization. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and Homeless Alliance responded with a competitive offer. The Alliance was impressed with Homeless Alliance's well-known and well-regarded Curbside Enterprises programming. The Homeless Alliance has become the preeminent provider of workforce development training to Oklahoma City's homeless population through popular employment programs such as Curbside Chronicle, Sasquatch Shaved Ice, and Curbside Flowers.

Program Title:	<u>It's My Community Initiative (IMCI) Job Training Program</u>
Program Funding:	\$1,250,000 Allocated \$1,250,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

It's My Community Initiative (IMCI) offers work readiness, training, and one-on-one support through the Work Ready Oklahoma (WRO) collaborative, which identifies training opportunities for individuals on federal benefits programs (e.g., TANF, SNAP, WIC, Section 8 vouchers, etc.).

Upon enrollment, IMCI participants are paired with a Career Coach who help participants evaluate career goals and develop actionable pathways to achieve them.

Participants will enroll in WorkForward, a two-week work readiness training to learn soft skills, goal setting, relationship skill-building, and the work practices of good employees.

After WorkForward, participants will begin either in-person or virtual training in the food service, hospitality, retail, logistic/manufacturing/warehousing, film industry, or technology industries.

In-Person Training	Virtual Training
Participants receive training at one of the Onward OKC Career Tech partners or an industry specific training provider. WRO will cover the tuition and fees costs associated with the training to remove the financial barriers to participation.	Participants will be able to access virtual training opportunities from one of three WRO Centers (WRO Main Street, WRO EastPoint, and WRO's Employment Hope Center on 10th and Rockwell).

After a participant has completed training(s), their Career Coach provides them with job search and placement assistance to find the right job for them. These coaching sessions continue through the early stages of employment to make sure the job is a good fit, and the participant has any additional wrap around services they may need.

Describe what evidence or research justifies the creation of this project.

Early data from the COVID-19 pandemic has indicated that low-wage, entry-level workers, including those on federal benefit programs, have been most significantly impacted the pandemic's economic disruption.³⁶ For example, despite favorable industry growth projections, the food sector is struggling to retain workers and has experienced consistently higher than average quit rates than other entry-level job fields.³⁷

Many industries are struggling to find the workforce to meet their needs. Traditional industries that have offered pathways for economic mobility, such as food service, hospitality, retail, and logistic/manufacturing/warehousing employees, cannot find enough workers meet demand.³⁸ Similarly,

³⁶ Bateman, N., & Ross, M. (July 28, 2021). "The pandemic hurt low-wage workers the most—and so far, the recovery has helped them the least." *Brookings*. Retrieved January 18, 2023, from <https://www.brookings.edu/research/the-pandemic-hurt-low-wage-workers-the-most-and-so-far-the-recovery-hashelped-them-the-least/>

³⁷ Ferguson, S. (September 2022). "Understanding America's Labor Shortage: The Most Impacted Industries." *U.S. Chamber of Commerce*. Retrieved October 7, 2022, from: <https://www.uschamber.com/workforce/understandingamericas-labor-shortage-the-most-impacted-industries>

Cox, W., et. al., (July 2022). "The Labor Crisis and the Future of the Heartland." *Heartland Forward*. Retrieved October 10, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/07/The-Labor-Crisis-and-the-Futureof-the-Heartland_5.pdf

³⁸ *Ibid.*

new avenues of opportunity, such as film and tech, grapple with finding a trained workforce to meet economic demand.³⁹

A large body of research demonstrates the importance of developing soft skills of entry-level employees for long-term career success.⁴⁰ For example, the National Research Council found that “business and political leaders are increasingly asking schools to develop skills such as problem solving, critical thinking, communication, collaboration, and self-management.”⁴¹

These gaps indicate the need for robust recruitment and training of workers to enter the food service, hospitality, retail, logistic/manufacturing/warehousing employees, film and tech industries, supported by soft-skill development. IMCI is able to provide training and soft skill development through their participation in the WRO collaborative and partnerships with local Onward OKC Career Tech partners, Community Colleges, and industry recognized training partners.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

COVID-19 has contributed to a worker shortage in the food service, hospitality, retail, logistic/manufacturing/warehousing employees, film and tech industries. Additionally, many workers are in search of career pathways that promise stability, wage growth, and economic opportunity.⁴² Job training opportunities, like those provided and facilitated by IMCI, target outreach to eligible future workers, equip them with the technical skills to succeed on the job, and provide wrap around support to ensure that barriers to employment do not prevent them for succeeding in the workforce. IMCI’s outreach, training, and wraparound support formula reinforces WRO’s efforts to build employment pipelines for local employers and ladders of opportunity for workers looking for economic opportunities.

Describe project eligibility requirements.

IMCI will collect applications through WRO, an established outreach collaborative that provides a one stop-shop for low-income individuals needing assistance.

IMCI will be able to request funding for program participants who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

³⁹ Buchanan, J., & Kronk, H., (December 2022). “The Slow Adjustment in Tech Labor: Why Do High-Paying Tech Jobs Go Unfilled?” *The Center for Growth and Opportunity at Utah State University*. Retrieved January 17, 2023, from <https://www.thecgo.org/wp-content/uploads/2022/12/Slow-Adjustment-Tech-Labor-Final.pdf>

⁴⁰ Kautz, T., Heckman, J.J., Diris, R., ter Weel, B., & Borghans, L. (2014). “Fostering and Measuring Skills: Improving Cognitive and Non-Cognitive Skills to Promote Lifetime Success.” *OCEDT*. Retrieved October 18, 2022, from <https://www.oecd.org/education/ceri/Fostering-and-Measuring-Skills-Improving-Cognitive-and-Non-Cognitive-Skills-to-Promote-Lifetime-Success.pdf>

⁴¹ Pellegrino, J. W., & Hilton, M. L., Eds., (2012). *Education for Life and Work: Developing Transferable Knowledge and Skills in the 21st Century*. (Washington, D.C.: The National Academies Press.) Retrieved October 18, 2022: <https://nap.nationalacademies.org/read/13398/chapter/1>

⁴² Escobari, M., Seyal, I., & Daboin Contreras, C., (June 2021). “Moving Up: Promoting Workers’ Economic Mobility Using Network Analysis.” *Brookings*. Retrieved January 18, 2023, from <https://www.brookings.edu/wpcontent/uploads/2021/06/Moving-Up.pdf>

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES			
Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
5	\$32,470	\$60,070	\$97,410
6	\$37,190	\$68,802	\$111,570
7	\$41,910	\$77,534	\$125,730
8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
3	\$73,800	\$29,520	\$47,970
4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

IMCI will allow the following groups to receive job training and employment support: low- or moderate-income households, households that experienced unemployment or underemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. Through IMCI's True Dad's program and their collaboration with WRO, IMCI has an established track record of working with low-income households and removing barriers to traditional employment.

IMCI will provide training opportunities in a variety of fields that allow for career advancement and promotion, such as food service, hospitality, retail, logistic/manufacturing/warehousing, film industry, and technology. This range of training options and intensive wrap around support offered by IMCI will ensure that participants, including those who traditionally face challenges to employment, will be successful in the program and in the workforce.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay It's My Community Initiative (IMCI), a 501(c)(3) nonprofit organization. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and It's My Community Initiative responded with a competitive offer. The Alliance was impressed with It's My Community Initiative's track record of serving high-needs populations, operating large federal and state contracts, and being able to deliver programs at scale.

IMCI's program requires partnership with various service providers. The Alliance will retain approval to approve or deny any vendors, consultants, service-providers or third parties that render services under the program.

In addition to services rendered for job training, the Alliance will pay IMCI a reasonably proportional management fee for program management services. These services are necessary due to the scale and complexity of the IMCI program structure. Additionally, IMCI will have a marketing budget from which they can submit reimbursement for marketing materials and advertising.

Program Title:	<u>Regional Food Bank/TEEM Job Training Program</u>
Program Funding:	\$750,000 Allocated \$750,000 Spent
Project Category:	Job Training/Upskilling Workforce Development

Treasury Expenditure Category: EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Regional Food Bank of Oklahoma (RFBO) and TEEM (The Education and Employment Ministry) provide job training for individuals who are justice-involved, unemployed, or underemployed. This collaboration trains workers for jobs in the restaurant & hospitality, distribution & inventory, and food manufacturing industries. TEEM intake specialists evaluate participant experience and career goals and then match them with one of the following training opportunities:

4. *Culinary Training (Hope's Kitchen)*—An 8-week program to prepare participants for entry-level kitchen operations. Participants learn food preparation skills, gain real-world experience, develop executive function skills, and earn a ServSafe Food Handler certification.
5. *Food Manufacturing Training*—A 6-month program for food and workplace safety training. Participants learn basic equipment and sanitation familiarity, housekeeping, and life management skills to prepare for careers in the food manufacturing industry. A partnership with Lopez-Dorada Foods provides a pipeline of work-ready employees for hire.
6. *Warehouse and Inventory Control Training*—A 6-month program to prepare participants for entry-level jobs in warehouse and storage operations. Participants learn basic inventory management training and Powered Industrial Trucks (PIT) operation training and certifications. A partnership with Lopez-Dorada Foods provides opportunities for work-ready employees and a fast-track for forklift driver position attainment.

TEEM also provides wraparound and career readiness services, such as coaching, job-search assistance, and job leads to secure paid employment/apprenticeship.

Describe what evidence or research justifies the creation of this project.

The U.S. Chamber of Commerce (2022) has documented the challenges the hospitality sector faces to attract and retain employees coming out of the pandemic: “Despite the high number of job openings, [the] transportation and the health care and social assistance sectors have maintained relatively low quit rates.

The food sector, on the other hand, struggles to retain workers and has experienced consistently higher than average quit rates.”⁴³ Furthermore, the economic research firm Heartland Forward has projected

⁴³ Ferguson, S. (September 2022). “Understanding America’s Labor Shortage: The Most Impacted Industries.” *U.S. Chamber of Commerce*. Retrieved October 7, 2022, from: <https://www.uschamber.com/workforce/understandingamericas-labor-shortage-the-most-impacted-industries>

nearly 2,249,313 new jobs will be needed in the accommodation and food service sector between 2021 and 2031—the second largest expected employment growth industry.⁴⁴

Despite favorable employment projects, the instability of the hospitality workforce threatens to stunt future industry growth. Job training opportunities to bolster the hospitality workforce, like those offered by Regional Food Bank/TEEM, will ensure continued industry growth by providing entry-level and second chance career opportunities for Oklahoma City residents.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

COVID-19 has contributed to a worker shortage in the hospitality industry. According to the Bureau of Labor Statistics, the number of leisure and hospitality “quits” (i.e., workers who quit their jobs) in 2022 is double what it was 10 years ago.⁴⁵ Job training for hospitality workers, like that offered by Regional Food Bank/TEEM, will create a pipeline for individuals to fill these vacancies. Additionally, the hospitality and retail industries allow employment opportunities for low-income, formerly incarcerated, and homeless individuals to re-enter the workforce.⁴⁶ Job training programs that give individuals the skills and experiences to enter the hospitality industry will provide a double public benefit: employment of individuals seeking work *and* the fulfillment of market demand for employees.

The Regional Food Bank/TEEM workforce development program will directly assist those most vulnerable to the health and economic disruption brought on by the pandemic, and will help Oklahoma City build a better-trained workforce coming out of the COVID-19 pandemic.

Describe project eligibility requirements.

Regional Food Bank will receive applications and referrals from one of TEEM’s diversion programs: Pretrial Release Initiative, Oklahoma County Community Sentencing Initiative, Reentry Services, or Veterans Initiative. All of these programs facilitate education, social services, and job training for individuals in the criminal justice system and those impacted by incarceration.

Regional Food Bank will be able to request funding for program participants who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the

⁴⁴ Cox, W., et. al., (July 2022). “The Labor Crisis and the Future of the Heartland.” *Heartland Forward*. Retrieved October 10, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/07/The-Labor-Crisis-and-the-Futureof-the-Heartland_5.pdf

⁴⁵ Kaplan, J., & Hoff, M. (January 4, 2022). “A record-high 1 million restaurant and hotel workers quit in November— and it shows the labor shortage might really be a wage shortage.” *BusinessInsider.com*. Retrieved October 10, 2022, from: <https://www.businessinsider.com/record-high-restaurant-hotel-workers-quit-in-november-laborshortage-2022-1>

⁴⁶ Hamstra, M. (September 6, 2017). “An Industry of Second Chances: They served their time, now they’re finding new hope in foodservice. And restaurants are finding workers.” *Restaurant Hospitality*. Retrieved October 10, 2022, from: <https://www.restaurant-hospitality.com/staffing/industry-second-chances>

household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES			
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- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

The Regional Food Bank/TEEM will allow the following groups to receive job training: low- or moderate-income households, households that experienced unemployment or underemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF,

SNAP, NSLP, SSI, and WIC. The Regional Food Bank/TEEM job training program will teach hospitality and food service skills, such as food handling and preparation, kitchen management, protein packaging, and warehousing and inventory control. The suite of training opportunities will prepare individuals for careers in the restaurant & hospitality, distribution & inventory, and food manufacturing industries.

TEEM serves individuals who are incarcerated, involved in the criminal justice system, and those who are affected by incarceration. Regional Food Bank/TEEM programs targeting those who are incarcerated and those transitioning from incarceration have demonstrated a reduction in recidivism among the participants by up to 22%, reduction in incarceration for new crimes by 25%, and new employment that increases local and state tax revenue and increases spending in the community.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay the Regional Food Bank of Oklahoma, a 501(c)(3) nonprofit organization, who will serve as the fiscal agent for this program. The Regional Food Bank will then subcontract with TEEM for services to assist in administering and conducting this program.

The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and the Regional Food Bank and TEEM responded with a competitive joint proposal.

The Alliance was impressed with Regional Food Bank/TEEM's ability to provide effective (re)entry and workforce development services for the hospitality and restaurant industries. Additionally, both Regional

Food Bank and TEEM have an established track records of operating these programs.

Program Title:	RestoreOKC Job Training Program
Program Funding:	\$250,000 Allocated \$250,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job

training, subsidized employment, employment supports or incentives)

Project or Program Description:

RestoreOKC is a community development organization that creates employment opportunities and mobility within the Oklahoma City community. The OKC Rescue Program will fund hospitality training for Wellspring Cleaning, a social enterprise training program.

Wellspring Cleaning is a commercial and residential cleaning company that employs single-mothers who need flexible employment as they seek to graduate from diversion programs, stabilize out of homelessness, or escape poverty. Participants gain skills in hospitality, team management, leadership, and business management. Participants are also able complete classes through a partnership with Oklahoma

State Center for Social Innovation which allows them to gain additional credentials such as: Peer Recovery Support Specialist, Administration, and more.

Participants in the Wellspring Cleaning program will enroll in RestoreOKC's WorkLife Job Training Class and MoneyLife Financial Literacy Training Class. Together, WorkLife and MoneyLife help teach participants successful habits for managing personal finances and careers to succeed beyond the program.

Through the RestoreOKC programs, participants are guided by peer recovery specialists to develop goals, be referred to other supportive services, cultivate career aspirations, and be matched with one of almost a dozen employment partners.

Describe what evidence or research justifies the creation of this project.

Despite favorable employment projections, the instability of the hospitality workforce threatens to stunt future industry growth.⁴⁷ The U.S. Bureau of Labor Statistics reports that employment of housekeepers, janitors, and building cleaners is expected to grow 4 percent from 2021 to 2031, opening 335,500 job openings each year over the next decade.⁴⁸ Job training opportunities to bolster the hospitality workforce, like those offered by RestoreOKC, will ensure continued industry growth by providing entry-level and second chance career opportunities for Oklahoma City residents.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

COVID-19 has contributed to a worker shortage in the hospitality industry. According to the Bureau of Labor Statistics, the number of leisure and hospitality "quits" (i.e., workers who quit their jobs) in 2022 is

⁴⁷ Ferguson, S. (September 2022). "Understanding America's Labor Shortage: The Most Impacted Industries." *U.S. Chamber of Commerce*. Retrieved October 7, 2022, from: <https://www.uschamber.com/workforce/understandingamericas-labor-shortage-the-most-impacted-industries>

⁴⁸ Bureau of Labor Statistics, U.S. Department of Labor. (September 2022). "Janitors and Building Cleaners." *Occupational Outlook Handbook*. Retrieved January 11, 2023, from <https://www.bls.gov/ooh/building-and-grounds/cleaning/janitors-and-building-cleaners.htm>

double what it was 10 years ago.⁴⁹ Job training for hospitality workers, like that offered by Restore OKC, will create a pipeline for individuals to fill these vacancies. Additionally, the hospitality and retail industries allow employment opportunities for low-income, formerly incarcerated, and homeless individuals to (re)enter the workforce.⁵⁰ Job training programs that give individuals the skills and experiences to enter the hospitality industry will provide a double public benefit: employment of individuals seeking work *and* the fulfillment of market demand for employees.

The RestoreOKC workforce development program will directly assist those most vulnerable to the health and economic disruption brought on by the pandemic, and will help Oklahoma City build a better-trained workforce coming out of the COVID-19 pandemic.

Describe project eligibility requirements.

RestoreOKC recruits participants who live or have connections to Northeast Oklahoma City. Participants must complete an online application that collects basic demographic and contact information, work availability/interest, educational background, employment history, and references. Participants are screened for willingness to commit to program completion.

RestoreOKC will be able to request funding for program participants who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES			
Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
5	\$32,470	\$60,070	\$97,410

⁴⁹ Kaplan, J., & Hoff, M. (January 4, 2022). "A record-high 1 million restaurant and hotel workers quit in November— and it shows the labor shortage might really be a wage shortage." *BusinessInsider.com*. Retrieved October 10, 2022, from: <https://www.businessinsider.com/record-high-restaurant-hotel-workers-quit-in-november-laborshortage-2022-1>

⁵⁰ Hamstra, M. (September 6, 2017). "An Industry of Second Chances: They served their time, now they're finding new hope in foodservice. And restaurants are finding workers." *Restaurant Hospitality*. Retrieved October 10, 2022, from: <https://www.restaurant-hospitality.com/staffing/industry-second-chances>

6	\$37,190	\$68,802	\$111,570
7	\$41,910	\$77,534	\$125,730
8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			
2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
3	\$73,800	\$29,520	\$47,970
4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

RestoreOKC will allow the following groups to receive job training: low- or moderate-income households, households that experienced unemployment or underemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. The RestoreOKC job training program will teach hospitality and food service skills, such as food handling and preparation, kitchen management, protein packaging, and warehousing and inventory control. The suite of training opportunities will prepare individuals for careers in the restaurant/hospitality, distribution/inventory, and food manufacturing industries.

RestoreOKC serves low-income communities in Northeast Oklahoma City, which includes several Qualified Census Tracts. Additionally, many RestoreOKC participants are from low-income households, receive federal benefits programs, such as SNAP, TANF, or WIC, or are un- or under-employed.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to

understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay RestoreOKC, Inc., a 501(c)(3) nonprofit organization. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and RestoreOKC responded with a competitive offer. The Alliance was impressed with RestoreOKC's wrap around programming for historically disadvantaged and disinvested communities. RestoreOKC is known for its comprehensive approach to community development, which includes programming in housing repair, afterschool programming, community farming, job training, and social enterprises (i.e., the Market at Eastpoint and Eastside Eatery).

Program Title:	Mid-America Christian University (MACU) Skills
Development Program	
Program Funding:	\$100,000 Allocated \$100,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

Mid-America Christian University (MACU) is an Oklahoma City-based educational institution that offers certificate, associate's, bachelor's, and master's degree programs in a variety of academic areas. OKC Rescue Program will fund tuition costs for eligible MACU students taking pre-approved courses in cybersecurity and data analytics that lead to an associate's, bachelor's, or master's degree. Examples of eligible coursework include, but are not limited to:

Cybersecurity:

- Risk Management and IT Security (CYBER 3103)
- Network Communications, Infrastructure, and Technology (CYBER 3203)
- Cloud Security (CYBER 4503)
- Cybersecurity Analyst (CYBER 4993)
- Client-Server Networks II (MISE 2303)

Data Analytics:

- Advanced Structured Query Language (SQL) (CMSC 3464)
- Introduction to R for Data Analytics (CMSC 4103)

- Introduction to Statistics (MATH 3703)
- Database Management (MISE 4643)
- Business Intelligence/Data Analytics (MISE 4663)

Describe what evidence or research justifies the creation of this project.

According to the Information Technology & Innovation Foundation (2021), “An increasingly digitalized global economy requires ever-more digitally skilled workforces for nations to remain productive.” The percentage for jobs requiring medium or high levels of digital skills has increased from 44% in 2002 to 70% in 2016.⁵¹

Additionally, there is economic evidence that Oklahoma City is not producing the digital workforce to remain competitive in the global economy. The research firm Heartland Forward ranked Oklahoma City 301st out of 382 “Most Dynamic Metros” in 2021, due in large part to the lack of high-wage growth industries, like tech.⁵² (The metro areas with the highest measures of dynamism, by contrast, included large, well-known tech hubs, like the Bay Area, Austin, and Seattle.)

Providing training for digital and technology skills will allow Oklahoma City’s workforce to remain competitive in the global economy and help build a more resilient labor pool coming out of the COVID-19 pandemic.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

The COVID-19 pandemic accelerated the technological transformation of business demonstrating the viability and even the necessity of the digital economy.⁵³ Virtual platforms helped many industries sustain themselves when in-person transactions had to be reduced or eliminated to prevent the spread of COVID-19 transmission. Furthermore, digital and technology careers will help drive the economic recovery in Oklahoma City and beyond.

By providing digital and technological skills training, Oklahoma City residents will be better positioned to compete for high-tech jobs. Also, businesses, both Oklahoma City-based and non-Oklahoma City-based, will recognize that Oklahoma City has a talent pool to meet the future demand for high-skilled tech workers.

Describe project eligibility requirements.

MACU will be able to request funding for individuals who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts (see [map](#)).

⁵¹ Ezell, S. (November 2021). “Assessing the State of Digital Skills in the U.S. Economy.” *Information Technology & Innovation Foundation*. Retrieved October 10, 2022, from: <https://www2.itif.org/2021-us-digital-skills.pdf>

⁵² Crews, J., et. al., (April 2022). “Most Dynamic Metros 2021.” *Heartland Forward*. Retrieved October 7, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/04/Most-Dynamic-Metros_9.pdf

⁵³ Hamilton, D.S., & Quinlan, J.P., (2021). “Chapter 4: The Digital Acceleration,” in *The Transatlantic Economy 2021: Annual Survey of Jobs, Trade and Investment between the United States and Europe*. (Washington, D.C.: The Wilson Center.) Retrieved October 10, 2022, from: https://www.wilsoncenter.org/sites/default/files/media/uploads/documents/TA%20economy2021_CH4.pdf

- Low- and moderate-income households. o Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES			
Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
5	\$32,470	\$60,070	\$97,410
6	\$37,190	\$68,802	\$111,570
7	\$41,910	\$77,534	\$125,730
8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
3	\$73,800	\$29,520	\$47,970
4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children’s Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

The program will allow the following groups to receive skills development training: low- or moderate-income households, households that experienced unemployment due to the pandemic, households

located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. MACU courses will teach digital skills, such as cyber security and data analytics. Coursework includes subjects such as IT security, network communications and infrastructure, Structured Query Language (SQL), R for data analytics, and database management. These courses will prepare students to be cyber security and data analysts.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the education/training programs by collecting data on post-training employment status, wages, satisfaction with education/training program, and long-term employment retention to evaluate the effectiveness of the education/training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this scholarship funding opportunity, the Alliance will contract with and pay Mid-America Christian University (MACU), a 501(c)(3) nonprofit educational institution that has been located in south Oklahoma City since 1985. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment), and MACU submitted a competitive offer that provided students an opportunity to learn digital and technology skills on their way towards a degree from an accredited educational institution. MACU has made an intentional effort to recruit students from diverse backgrounds, including the mostly Latino community that surrounds the south Oklahoma City campus.

Program Title:	<u>ReMerge Job Training Program</u>
Program Funding:	\$243,033.21 Allocated \$243,033.21 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

ReMerge’s employment assistance program prepares high-risk, high-needs mothers in the criminal justice system to (re)enter the workforce. Employment assistance programming will consist of two parts: Career Readiness and Digital Skill Career Pathway Training.

Career Readiness—Prepares ReMerge participants to (re)enter the workforce through soft-skill development, employment experience, and industry-agnostic certification. This programming encompasses Phases 1 to 3 of the ReMerge diversion program. Activities during Career Readiness include:

- 10-week Introduction to Career Readiness course for soft skill development, resume writing, and career planning
- Employment with Catalyst Cookies social enterprise
- ServSafe certification
- 16-week Essential Skills for Career Success course
- 6-week Keyboarding and Microsoft Office 365 class at OSU-OKC
- Smart Work Ethics course (offered in partnership with COWIB)
- ACT National Career Readiness certification
- (if applicable) Completion of GED

Digital Skill Career Pathway Training—Provides technical skill development and hands-on experience in coding and digital skills. Participants will complete a 12-week, IT Support training program taught by industry professionals and earn a Google Certification for IT Support. This programming covers Phase 4 of the ReMerge diversion program for only those ReMerge clients pursuing digital careers.

Describe what evidence or research justifies the creation of this project.

Both the Career Readiness and Digital Skill Career Pathway Training parts of this program are supported by evidence and research.

Career Readiness: A large body of research demonstrates the importance of developing soft skills for career success.⁵⁴ For example, the National Research Council found that “business and political leaders are increasingly asking schools to develop skills such as problem solving, critical thinking, communication, collaboration, and self-management.”⁵⁵ The development of soft skills, like those offered in the Career Readiness Training, will prepare ReMerge participants to successfully (re)enter the workforce.

Digital Skill Career Pathway Training: According to the Information Technology & Innovation Foundation (2021), “an increasingly digitalized global economy requires ever-more digitally skilled workforces for nations to remain productive.” The percentage of jobs requiring medium or high levels of digital skills has increased from 44% in 2002 to 70% in 2016.⁵⁶ Providing job training for digital and technology skills will allow Oklahoma City’s workforce to remain competitive in the global economy and help build a higher skilled labor pool coming out of the COVID-19 pandemic.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

⁵⁴ Kautz, T., Heckman, J.J., Diris, R., ter Weel, B., & Borghans, L. (2014). “Fostering and Measuring Skills: Improving Cognitive and Non-Cognitive Skills to Promote Lifetime Success.” *OCEDT*. Retrieved October 18, 2022, from <https://www.oecd.org/education/cei/Fostering-and-Measuring-Skills-Improving-Cognitive-and-Non-Cognitive-Skills-to-Promote-Lifetime-Success.pdf>

⁵⁵ Pellegrino, J. W., & Hilton, M. L., Eds., (2012). *Education for Life and Work: Developing Transferable Knowledge and Skills in the 21st Century*. (Washington, D.C.: The National Academies Press.) Retrieved October 18, 2022: <https://nap.nationalacademies.org/read/13398/chapter/1>

⁵⁶ Ezell, S. (November 2021). “Assessing the State of Digital Skills in the U.S. Economy.” *Information Technology & Innovation Foundation*. Retrieved October 10, 2022, from: <https://www2.itif.org/2021-us-digital-skills.pdf>

Many entry-level positions are in high-demand fields, like hospitality or retail, which provide second chance employment opportunities to individuals with criminal backgrounds.⁵⁷ Oklahoma City, like other communities, has struggled to fill entry-level positions in these industries after COVID-19.⁵⁸ Industry agnostic career readiness training will help ReMerge’s justice-involved mothers to (re)enter the workforce and fill many of these entry-level, second-chance-employment positions.

Additionally, the COVID-19 pandemic accelerated the technological transformation of business and demonstrated the necessity of the digital economy.⁵⁹ Virtual platforms helped many industries sustain themselves when in-person transactions had to be reduced or eliminated to prevent COVID-19 transmission. By providing digital and technological skills training, Oklahoma City residents will be better positioned to compete for high-tech jobs in the digital economy. Businesses, both Oklahoma City-based and non-Oklahoma City-based, will recognize that Oklahoma City has a talent pool to meet the future demand for high-skilled tech workers.

Describe project eligibility requirements.

ReMerge clients are referred by the Oklahoma County District Attorney and ReMerge accepts all referred clients as long as they meet the following requirements:

- 1) Participant is charged with a felony in Oklahoma County, and
- 2) Participant’s parental rights to minor children have not been terminated.

ReMerge will be able to request funding for individuals who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

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⁵⁷ Hamstra, M. (September 6, 2017). “An Industry of Second Chances: They served their time, now they’re finding new hope in foodservice. And restaurants are finding workers.” *Restaurant Hospitality*. Retrieved October 10, 2022, from: <https://www.restaurant-hospitality.com/staffing/industry-second-chances>

⁵⁸ Ferguson, S. (September 2022). “Understanding America’s Labor Shortage: The Most Impacted Industries.” *U.S. Chamber of Commerce*. Retrieved October 7, 2022, from: <https://www.uschamber.com/workforce/understandingamericas-labor-shortage-the-most-impacted-industries>

⁵⁹ Hamilton, D.S., & Quinlan, J.P., (2021). “Chapter 4: The Digital Acceleration,” in *The Transatlantic Economy 2021: Annual Survey of Jobs, Trade and Investment between the United States and Europe*. (Washington, D.C.: The Wilson Center.) Retrieved October 10, 2022, from: https://www.wilsoncenter.org/sites/default/files/media/uploads/documents/TA%20economy2021_CH4.pdf

3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
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6	\$37,190	\$68,802	\$111,570
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8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
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4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.
- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

100% of ReMerge participants are justice-involved and qualify for SNAP benefits. Many are also eligible for other federal benefit programs, such as TANF or WIC.

The ReMerge program will allow the following groups to receive job training: low- or moderate-income households, households that experienced unemployment or underemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC.

The ReMerge job training program will provide career readiness, such as interview practice, resume writing help, and career planning guidance, and will teach digital skills, such as computer programming,

coding, and information technology management. The former will prepare individuals for a wide range of career opportunities, and the latter will prepare individuals for careers in the technology and information support industries.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer the workforce development program, the Alliance will contract with and pay ReMerge, a 501(c)(3) nonprofit organization. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment), and ReMerge responded with a competitive offer. The Alliance was impressed with ReMerge's ability to effectively serve high-risk, high-needs mothers, and provide them highly advanced technical training in digital skills. ReMerge boasts a 100% job placement rate for clients upon graduation, with a current average graduate wage of \$15.33/hr.

Program Title:	<u>Rose State Skills Development Program</u>
Program Funding:	\$200,750 Allocated \$200,750 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Rose State College IT and Cyberspace Workforce Development and Training Program provides support services for students studying information technology and cybersecurity. Services include economic assistance for professional certifications and professional testing, tutoring services, resume writing assistance and stipends to address other financial barriers to obtaining meaningful employment, such as rising service fees, housing, food allowance, books, supplies, transportation, loan fees, dependent care, costs related to a disability, and miscellaneous expenses. Examples of eligible coursework include, but are not limited to:

- CIT 1203 Script Programming
- CIT 1533 Principles of Cyber Security

- CIT 2053 Network Administration
- CIT 2553 Digital Forensics

The support services proposed under this program will provide those students with job readiness services.

Eligibility for support is based on based on residency, income levels and financial barriers that lead to underemployment and/or unemployment. Rose State works with the Central Oklahoma Workforce Innovation Board to identify underemployed and/or unemployed students.

Describe what evidence or research justifies the creation of this project.

According to the Information Technology & Innovation Foundation (2021), “An increasingly digitalized global economy requires ever-more digitally skilled workforces for nations to remain productive.” The percentage for jobs requiring medium or high levels of digital skills has increased from 44% in 2002 to 70% in 2016.⁶⁰

Additionally, there is economic evidence that Oklahoma City is not producing the digital workforce to remain competitive in the global economy. The research firm Heartland Forward ranked Oklahoma City 301st out of 382 “Most Dynamic Metros” in 2021, due in large part to the lack of high-wage growth industries, like tech.⁶¹ (The metro areas with the highest measures of dynamism, by contrast, included large, well-known tech hubs, like the Bay Area, Austin, and Seattle.)

Providing training for digital and technology skills will allow Oklahoma City’s workforce to remain competitive in the global economy and help build a more resilient labor pool coming out of the COVID-19 pandemic.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

The COVID-19 pandemic accelerated the technological transformation of business and demonstrated the necessity of the digital economy.⁶² Virtual platforms helped many industries sustain themselves when in-person transactions had to be reduced or eliminated to prevent the spread of COVID-19 transmission. Furthermore, digital and technology careers will help drive the economic recovery in Oklahoma City and beyond.

⁶⁰ Ezell, S. (November 2021). “Assessing the State of Digital Skills in the U.S. Economy.” *Information Technology & Innovation Foundation*. Retrieved October 10, 2022, from: <https://www2.itif.org/2021-us-digital-skills.pdf>

⁶¹ Crews, J., et. al., (April 2022). “Most Dynamic Metros 2021.” *Heartland Forward*. Retrieved October 7, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/04/Most-Dynamic-Metros_9.pdf

⁶² Hamilton, D.S., & Quinlan, J.P., (2021). “Chapter 4: The Digital Acceleration,” in *The Transatlantic Economy 2021: Annual Survey of Jobs, Trade and Investment between the United States and Europe*. (Washington, D.C.: The Wilson Center.) Retrieved October 10, 2022, from: https://www.wilsoncenter.org/sites/default/files/media/uploads/documents/TA%20economy2021_CH4.pdf

By providing digital and technological skills training, Oklahoma City residents will be better positioned to compete for high-tech jobs. Also, businesses, both Oklahoma City-based and non-Oklahoma City based, will recognize that Oklahoma City has a talent pool to meet the future demand for high-skilled tech workers.

Describe project eligibility requirements.

Rose State will be able to request funding for individuals who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
- Low- and moderate-income households.
 - Low- or moderate- income households and communities are those with income at or below 300 percent of the Federal Poverty Guidelines for the size of the household based on the most recently published poverty guidelines or income at or below 65 percent of the area median income for the county and size of household based on the most recently published data.

2022 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES			
Persons in family/household	Poverty guideline	185% FPG	300% FPG
1	\$13,590	\$25,142	\$40,770
2	\$18,310	\$33,874	\$54,930
3	\$23,030	\$42,606	\$69,090
4	\$27,750	\$51,338	\$83,250
5	\$32,470	\$60,070	\$97,410
6	\$37,190	\$68,802	\$111,570
7	\$41,910	\$77,534	\$125,730
8	\$46,630	\$86,266	\$139,890
For families/households with more than 8 persons, add \$4,720 for each additional person.			

2022 AREA MEDIAN INCOME FOR THE OKLAHOMA CITY, OK HUD METRO FMR AREA			
Persons in family/household	Area Median Income (AMI)	40% AMI	65% AMI
1	\$57,400	\$22,960	\$37,310
2	\$65,600	\$26,240	\$42,640
3	\$73,800	\$29,520	\$47,970
4	\$81,900	\$32,760	\$53,235
5	\$88,500	\$35,400	\$57,525
6	\$95,100	\$38,040	\$61,815
7	\$101,600	\$40,640	\$66,040
8	\$108,200	\$43,280	\$70,330

- Households that experienced unemployment or underemployment between March 3, 2021 and December 31, 2024.

- Households that qualify for any of the following federal benefit programs: Children's Health Insurance Program, Childcare Subsidies through the Child Care Development Fund (CCDF) Program, Medicaid, Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), Free- and Reduced-Price Lunch (NSLP) and/or School Breakfast (SBP) programs, Medicare Part D Low-Income Subsidies, Supplemental Security Income (SSI), Head Start and/or Early Head Start, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Section 8 Vouchers, Low-Income Home Energy Assistance Program (LIHEAP), and Pell Grants.

Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

The program will allow the following groups to receive skills development education: low- or moderate-income households, households that experienced unemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC.

Rose State will remove barriers to IT and cybersecurity education that often prevent or undermine the education of low-income or historically disadvantaged students. Tutoring will address academic preparedness disparities that lower-income or historically disadvantaged students face when studying STEM fields. Additionally, supports such as stipends, tuition assistance, testing and certification fee waivers, and transportation assistance will remove financial barriers lower-income students face towards completing training and education in IT and cybersecurity.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the education/training programs by collecting data on post-training employment status, wages, satisfaction with education/training program, and long-term employment retention to evaluate the effectiveness of the education/training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this scholarship funding opportunity, the Alliance will contract with and pay Rose State College, a public community college offering more than 60 degree and skilled-occupational programs for students in the Oklahoma City Metropolitan Area. The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment), and Rose State submitted a competitive offer that provided students an opportunity to learn digital and technology skills on their way towards a degree from an accredited educational institution. Rose State has an impressive track record of recruiting a diverse student population and partnering with nearby Tinker Air Force Base to facilitate career opportunities for students.

Program Title:	OKCoders Job Training Program
Program Funding:	\$300,000 Allocated \$300,000 Spent
Project Category:	Job Training/Upskilling Workforce Development
Treasury Expenditure Category:	EC 2.10 Negative Economic Impacts: Assistance to Unemployed or Underemployed Workers (e.g. job training, subsidized employment, employment supports or incentives)

Project or Program Description:

The Verge and Techlahoma have partnered with OKCoders to offer a part-time bootcamp that prepares individuals for careers in computer programming and web development. The OKCoders curriculum introduces students to full-stack web development through six 4-week modules:

- Module 1: Html and CSS
- Module 2: Intro to Javascript
- Module 3: Intermediate Javascript
- Module 4: React
- Module 5: Backend (Node, Express, MongoDB)
- Module 6: Capstone project

After the bootcamp, participants will be connected to paid internship opportunities with local technology companies for up to four months, which will bridge the gap between the bootcamp curriculum and the Verge’s and Techlahoma’s connections to the local technology economy.

Describe what evidence or research justifies the creation of this project.

According to the Information Technology & Innovation Foundation (2021), “An increasingly digitalized global economy requires ever-more digitally skilled workforces for nations to remain productive.” The percentage for jobs requiring medium or high levels of digital skills has increased from 44% in 2002 to 70% in 2016.⁶³

Additionally, there is economic evidence that Oklahoma City is not producing the digital workforce to remain competitive in the global economy. The research firm Heartland Forward ranked Oklahoma City 301st out of 382 “Most Dynamic Metros” in 2021, due in large part to the lack of high-wage growth industries, like tech.⁶⁴ (The metro areas with the highest measures of dynamism, by contrast, included large, well-known tech hubs, like the Bay Area, Austin, and Seattle.) Providing job training for digital and technology skills will allow Oklahoma City’s workforce to remain competitive in the global economy and help build a more resilient labor pool coming out of the COVID- 19 pandemic.

Describe how this project responds to the COVID-19 health emergency and its economic impacts.

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⁶⁴ Crews, J., et. al., (April 2022). “Most Dynamic Metros 2021.” *Heartland Forward*. Retrieved October 7, 2022, from: https://heartlandforward.org/wp-content/uploads/2022/04/Most-Dynamic-Metros_9.pdf

The COVID-19 pandemic accelerated the technological transformation of business demonstrating the viability and even necessity of the digital economy.⁶⁵ Virtual platforms helped many industries sustain themselves when in-person transactions had to be reduced or eliminated to prevent the spread of COVID-19 transmission. Furthermore, digital and technology careers will help drive the economic recovery in Oklahoma City and beyond.

By providing digital and technological skills training, Oklahoma City residents will be better positioned to compete for high-tech jobs. Also, businesses, both Oklahoma City-based and non-Oklahoma City based, will recognize that Oklahoma City has a talent pool to meet the future demand for high-skilled tech workers.

Describe project eligibility requirements.

The Verge will be able to request funding for individuals who are residents of Oklahoma City prior to March 3, 2021, and who meet at least one of the following requirements:

- Households residing in Qualified Census Tracts.
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Describe if and how the project will benefit low- or moderate-income households, households that experienced unemployment, households located in Qualified Census Tracts (QCTs), or households that participate in means-tested programs.

The program will allow the following groups to receive job training: low- or moderate-income households, households that experienced unemployment due to the pandemic, households located in QCTs, and households in means tested programming, such as TANF, SNAP, NSLP, SSI, and WIC. The Verge job training program will teach digital skills, such as full-stack web development, coding, and javascript and prepare individuals for careers in the tech and web development industry.

Describe the performance measures or programmatic data that will be collected in the administration of this project.

We will collect information about the participants in the program, including name, race, age, address, household income, employment status, and type of training received. Follow up evaluation will seek to understand the economic impact of the training programs by collecting data on post-training employment status, wages, satisfaction with training program, and long-term employment retention to evaluate the effectiveness of the training programs.

We will keep account of the financial value of services received by individuals and households.

List and describe the role of any subcontracts for this project.

To administer this workforce development program, the Alliance will contract with and pay The Kiln Foundation d/b/a The Verge OKC, a 501(c)(3) nonprofit organization, who will serve as the fiscal agent for this program. The Verge will subcontract with OKCoders and Techlahoma for services to assist in administering and conducting this program.

The Verge will then subcontract with internship host companies to provide full stack web development services. The Verge will pay program participants to perform the services in these contracts. The Alliance will retain the right to approve or deny any contractor/subcontractor.

The Alliance solicited an RFP for Workforce Development and Job Training Programs on July 5, 2022 (see attachment) and the Verge, OKCoders, and Techlahoma responded with a competitive joint proposal. The Alliance was impressed with the team's demonstrated ability to provide coding bootcamps in the local market and connection to industry through its professional/industry networks.