

**ARRA/WIA Board Initiative Funding
Employer Outreach, Business Retention/Expansion Service
Summary of Funding Recommendations**

Proposer	Funding Request	Funding Proposed	Proposal Summary	Funding Rationale
City of Sacramento	\$40,000	\$26,000	<ul style="list-style-type: none"> • Expand marketing program and business retention and expansion outreach services within the City’s current and proposed Enterprise Zone • Increase Business Walk /City to Business Outreach Program • Develop marketing brochure • Enhance Economic Development website to include Enterprise Zone calculator • Leverages Board Initiative funds with City’s General Fund 	<p>Funding recommended for:</p> <ul style="list-style-type: none"> • Enterprise Zone calculator website that can be linked to SETA website for promotion of existing EZ services through Sacramento Works Employer Services • Four business walks with results entered into the MetroPulse database <p>No funding is recommended for the proposed brochures and printing. Because four of the proposals included funding for brochures marketing resources and incentives for businesses, staff is recommending that one brochure is developed and printed for all business outreach efforts.</p>
Sacramento Metro Chamber	\$39,290	\$33,290	<ul style="list-style-type: none"> • Three Business Walks conducting employer interviews of 100-175 businesses • Certification of nine Metro Pulse Employer Outreach Specialists 	<p>Funding recommended for:</p> <ul style="list-style-type: none"> • The certification of Employer Outreach Specialists, which will further enhance the viability of the Metro Pulse system for members by populating system with current employer data • Personal service delivered to employers through Employer Outreach Specialists assigned to conduct in-depth follow-up interviews with businesses exhibiting distress factors • Business Walks in three business communities in Sacramento County. Metro Chamber proposed a Business Walk in Rancho Cordova, which is a duplication of service as activity is proposed by Rancho Cordova Chamber. Staff is recommending that they choose another business community such as North Highlands or South Sacramento <p>No funding is recommended for the proposed brochures and printing. Because four of the proposals included funding for brochures marketing resources and incentives for businesses, staff is recommending that one brochure is developed and printed for all business outreach efforts.</p>

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SACTO	\$40,000	\$40,000	<ul style="list-style-type: none"> • Development of marketing/information piece promoting business services offered by Sacramento Works, Inc., Enterprise Zone, OJT, and state and local programs • Conduct briefings and educational sessions, “First Responder” team assembled to address business problems/concerns and provide solutions 	<p>Funding recommended for</p> <ul style="list-style-type: none"> • Leverage existing relationships (development community and real estate brokerage firms) to deliver information about new programs and brainstorm on solutions to business development impediments • Coordinate ‘First Responder’ team to address a problem or opportunity that could result in job retention and/or creation • Coordinate the development of region- focused marketing brochure with input from all Board Initiative funded organizations that will be used for business walks and promotion of business expansion/ retention services provided by local chambers, city and county economic development departments, Workforce Investment Boards and others in an effort to provide a seamless presentation services to the business community.
City of Rancho Cordova	\$39,150	\$18,650	<ul style="list-style-type: none"> • Develop program marketing collateral for “Cordova Connections” business outreach program targeting 3,000 businesses in Rancho Cordova • Distribute mailer to 1500 businesses, email and online survey to 1,000 businesses repeating this cycle three times • Systematic follow-up with local businesses following mailings and emails. • 75 Employer site visits over a nine month time frame using Metro Pulse to track data • Informational event for local businesses 	<p>Funding recommended for</p> <ul style="list-style-type: none"> • Mailer to 1500 businesses, email and online survey to 1,000 businesses • Personal visits to Rancho Cordova business community identifying needs. • Follow-up services with tracking results in Metro Pulse <p>No funding is recommended for the proposed brochures and printing. Because four of the proposals included funding for brochures marketing resources and incentives for businesses, staff is recommending that one brochure is developed and printed for all business outreach efforts.</p> <p>No funding for Informational event. Recommend that majority of funds be utilized to increase personal visit campaign to employers.</p>

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Asian Pacific Chamber	\$25,000	\$25,000	<ul style="list-style-type: none"> • Support Statewide Supplier Diversity Web Based Program, “Connect-Here” to connect small businesses to contract opportunities in the public and private contract arena. 	<p>Funding recommended for:</p> <ul style="list-style-type: none"> • Increasing visibility of Sacramento Works to diverse group of small businesses through sponsorship of Connect-Here website • Providing extensive outreach to the small and minority owned business community • Providing an additional service that can be marketed to Sacramento Works Business Information Center customers • Connect-Here system can also be utilized internally for SETA procurements
Center for Strategic Economic Research	\$45,000	0	<ul style="list-style-type: none"> • Update Career GPS Regional Workforce Forecast 	<p>Not recommended for funding because:</p> <ul style="list-style-type: none"> • Proposal non-responsive based on RFP request for employer outreach, business retention and expansion services • No direct services proposed to employers or business to assist with business rational and/or expansion
Tree of Hope Funding	\$39,250	0	<ul style="list-style-type: none"> • Provide business development resources for Sacramento Works Business Information Centers • Develop Sacramento Works employer outreach materials • Provide services that support and complement the Sacramento Works outreach and public relations campaign 	<p>Not recommended for funding because:</p> <ul style="list-style-type: none"> • One brochure will be developed and printed for all business outreach efforts. • No business retention services proposed • No documented outcomes provided as to number of business or employers to be served • Proposed business coaching and small business outreach services currently funded under ARRA/WIA Phase I for Business Development/Innovation