

Memorandum



DATE September 2, 2011

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry Allen, Monica Alonzo,
Sheffie Kadane

SUBJECT **Authorize Community Based Non-Profit Grant Agreement with Jeffries
Street-Learning Center in an amount not to exceed \$35,000 for the South
Dallas/Fair Park Trust Fund FY 10-11- September 14, 2011 Council Agenda**

The Community Based Non-Profit Grant (CBN) is intended to support community based housing initiatives and community service projects consistent with the Dallas City Council adopted Long Range Plan for the South Dallas/Fair Park Trust Fund to contract with eligible 501 (c)(3) organizations to provide such services.

The Jeffries Street-Learning Center, is a 501 (c)(3) corporation, located at 3001 Grand Avenue, Dallas, TX 75215. Founded in 1986, the stated mission of Jeffries Street is to enhance the quality of life for the residents of the South Dallas/Fair Park community via educational programs for multigenerational families. The Grantee shall verify that 75% of those receiving CBN Grant assistance live in the Trust Fund target area.

FISCAL INFORMATION

\$35,000 - South Dallas/Fair Park Trust Funds

OWNER

Jeffries Street-Learning Center
3001 Grand Avenue
Dallas, TX 75215

Levi Williams, Chair

COUNCIL DISTRICT

7

STAFF

Lee McKinney, Assistant Director
Leo Barron Hicks, South Dallas/Fair Park Trust Senior Coordinator

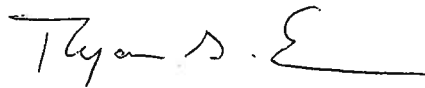
RECOMMENDATION

Staff recommends Council approval of the above referenced Community Based Non-Profit Grant in the total amount of \$35,000, to the Jeffries Street-Learning Center.

MAP

Attached

Should you have any questions concerns, please contact me (214) 670-3296.



Ryan S. Evans
Assistant City Manager

Attachment

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
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J. Hammond Perot, Assistant Director, Office of Economic Development
Lee McKinney, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

EXHIBIT D

STATEMENT OF SERVICES

Section 1: Agency Summary

1. **Date Organized** July 1986

2. **Legal Structure: (Check One)**

a. 501 c (3)

b. Other

3. **Agency History**

Jeffries Street Learning Center (JSLC) was founded in 1986 by Linda Walker, who took an empty apartment in her complex at 2618 Jeffries Street in the South Dallas/Fair Park community to offer computerized GED classes. In 1986, Fair Park had limited outings for children, nice playgrounds or parks and the streets of Fair Park were riddled with crack cocaine dealers, alcoholics and gang members. Linda noticed the children taking advantage of the space she'd set aside and that vandalism was down in the complex. Little did she realize it would begin a passion that has touched thousands of children and adults in the South Dallas/Fair Park area. Since that time, the program has grown from the two bedroom apartment serving a handful of youth to a 3,000 square foot facility with a gym serving hundreds of youth and adults of all ages every year.

4. **Mission Statement**

The mission of The Jeffries Street Learning Center is to enhance the quality of life for the residents of South Dallas by providing educational programs for multigenerational families residing in the community. To enable children to escape the cycle of poverty our ethos is constant, as we seek to fully develop the potential of each pupil through education & empowerment.

5. **Agency Goals**

- To extend, enrich and remediate youth's identified academic and social needs and fill existing gaps in educational services to children within our community.
- To provide a safe, healthy, drug -free and well supervised learning environment for youth, staffed by caring competent and supportive adults.
- To increase skills and learning opportunities for counselors and adults that results in improved job skills and opportunities.
- To increase in serving the number of youth participating in positive, productive, organized activities.
- To offer enrichment skills and experiences that address the problems faced by the youth of today, including substance abuse, teen pregnancy, gangs and violence.

6. **Program/Services Provided**

The Learning Center provides educational and mentoring programs for low-income and under-privileged children and adults. Our key initiatives are the Youth Emphasis Program (After School program, Kid Sister Mentoring & Big Brother Mentoring and Summer Camp), Adult Education and GED/ABE program, Senior Citizens Day Out program and financial literacy initiatives. Many of those who have participated in the educational programs have graduated and gone off to college. Some of them have returned to the Learning Center to volunteer. These Youth Emphasis Alumni serve as mentors or camp counselors during the summer.

7. **Clients Served**

JSLC serves youth and adults who generally live within a 2 mile radius of the Center. Our youth attend Madison, Phyllis Wheatley, Billy Earl Dade, Martin Luther King, and St. Anthony schools and live within a 2 block radius (primarily in the 75215 and 75210 zip codes). Many of the students live in Dallas Housing Authority complexes. The community is characterized by teen parents and single female headed households (80%) and a high unemployment rate, with a per capita income of \$10,446 (Dunn and Bradstreet, 2008). An estimated 9,586 children under the age of 17 live in the community, with 53% of the population having no high school degree. Through our programs we strive to reduce school drop-out rates, promote academic excellence and achievement, and generate health awareness and healthy life styles for the entire family. Since 1986, JSLC has served more than 12,000 students. We believe that after participating in our programs, more children succeed. As a result there is a high demand for our services as we currently have a waiting list.

8. **Financial Institution**

a. **Agency Checking Account**

- BBVA Compass

b. **Other**

Section 11: Program/Project Information

1. Trust Fund Grant Applied for (Check One)

- a. Community Based Non-Profit ✓
- b. Challenge
- c. Public Safety
- d. Special

2. Project Description

Our programs enable young people ages 5-16, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. The programs offered provide strong moral guidance, positive role models and life-changing educational programs designed to save kids from lives of crime and failure. We believe that after participating in our programs, more children succeed. As a result there is a high demand for our services as we currently have a waiting list. Continuation of these programs will allow our children to "See the Possibilities". Today, hundreds of children from low-income neighborhoods benefit from our programs. Youth Programs: Homework assistance and tutoring, Male and female mentoring programs, Computer skills and Summer youth enrichment camp. Learning sessions are taught using a variety of creative activities to address a wide range of topics including reading, mathematics, science, technology, financial skills and life skills as well as Spanish. Simulations and field experiences target behaviors such as: decision-making, accountability and responsibility, conflict resolution, ethics, values, communications, etiquette and cultural awareness. Recreation and physical fitness are key aspects of the summer program. Jeffries Street Learning Center offers karate, basketball, swimming and dance. This exercise curriculum provides exposure to physical education thus decreasing the obesity rate. Service Learning aspect of the center's Attitude of Gratitude awareness program is demonstrated and acknowledged as part of giving back to the center and community. The summer program includes "Chill Days," where the focus is on having fun while exposing the youth to cultural affairs inside South Dallas and communities outside South Dallas.

3. What Problem/Need will the Project Address?

Our programs help to keep students in the classroom, earning good grades and planning for their future. We provide strong moral guidance, positive role models and life-changing educational programs designed to save kids from lives of crime and failure. In our continued quest to reach out to families affected by poverty and children lacking academic achievement, our organization has successfully continued to remain at the forefront of service delivery excellence. The University of Texas (Dallas) and Brookhaven Community College provides JSLC with ongoing loyal volunteers. These volunteers tutor and mentor our children who are often subject to unique academic challenges as a result of their socioeconomic status. It is the aim of JSLC to inspire them to excel in an educational system that can, unfortunately, overlook them. These volunteers endlessly work to help these great children in our After School Programs and Mentoring Programs by providing one-to-one mentoring and tutoring. Since 1986, JSLC has served more than 12,000 students. We believe that after participating in our programs, more children succeed. As a result there is a high demand for our services as we currently have a waiting list. Continuation of these programs will allow our children to "See the Possibilities". Loss of learning is greater for inner-city youth than for other areas. In addition to the academic and cultural benefits to area youth, the community also benefits since youth with positive alternatives are less likely to engage in criminal or gang-related activities, making the community safer. Parents can rest assured that their children are in a safe, productive and well-supervised program.

4. How will the Project Address the Identified Problems/Needs?

- Adequate funding will allow JSLC to provide a high quality program for more South Dallas youth.
- Allows youth to grow and develop their academic, social and leadership skills and maintain an active lifestyle that promotes healthy and physically fit youth.
- Employ counselors who have volunteered/worked with JSLC before and are familiar with students.

The programs offered provide:

- A safe place to learn and grow
- Ongoing relationships with caring, adult professionals
- Life-enhancing programs and character development experiences
- Hope and opportunity

5. How will the Project Services be provided?

- BBVA Compass Bank has agreed to help fund the Youth Emphasis After School Program. JSLC is responsible for some of the cost.
- Wells Fargo has agreed to help fund the Youth Emphasis After School Program. JSLC is responsible for some of the cost.
- University of Texas Dallas students volunteer their time by tutoring and mentoring the youth.

Trust Fund Grant Application

6. To Whom Will Services be provided (Project Beneficiaries)?

At our Center in Grande Avenue, JSJC, Youth Emphasis After School Program serves between 100-110 children ages 5-16, who generally live within a 2 mile radius of the Center. Children from low-income neighborhoods benefit from our programs.

7. How Will Participants Benefit From the Project?

JSJC reinforces and enhances the skills and knowledge young people learn at school by implementing FUN, learning activities in our programs. The program offered provides strong moral guidance, positive role models and life-changing educational programs designed to save kids from lives of crime and failure. To meet the diverse needs and interest of our youth we offer programming in five core areas:

- Character & Leadership Development
- Education & Career Development
- Health & Life Skills
- The Arts
- Sports, Fitness & Recreation

8. Where Will Services be Provided or Events Occur? (Project Site Locations)

- Services will be provided at Jeffries Street Learning Center at 3001 Grand Avenue, Dallas, Texas 75215

9. When Will Services be Provided or Events Occur? (Dates and Times)

- JSJC follows the DISD public school calendar. Our After School Program operates weeks days from 3pm to 5pm. The administration office is open from 9am to 5pm weekdays.

10. Who are the Project Partners?

University of Texas Dallas

BBVA Compass

Wells Fargo

City Square

11. How Will Project Success be Measured?

- Evaluation criteria will include the total number of student participation in the Youth Emphasis Program;
- The attendance rate of the youth;
- Pre and post testing to determine where students are when they start the program and how much they have absorbed over the course of the year.
- Students and staff will critique our program at the end of the year.
- Staff will be evaluated before the end of the program.

Our Achievements:

- Served over 12,000 students since 1986.
- 95% of our students have passed their TAKS tests every year first time.
- Successfully passed two legislative bills in Austin while competing in National Teen Achiever's Program.
- 15% of students who attended return as mentors or summer camp counselors.
- Creation of Reading Corner has increased children's desire to read.
- Formed first Girl's Scout Troop.
- Received Dallas Central Ministries Award for Summer School Program.

Section III: Matching Funds

I. What are the Source(s) of Matching Funds:

a. Source, Type (cash or in-kind) and Amount

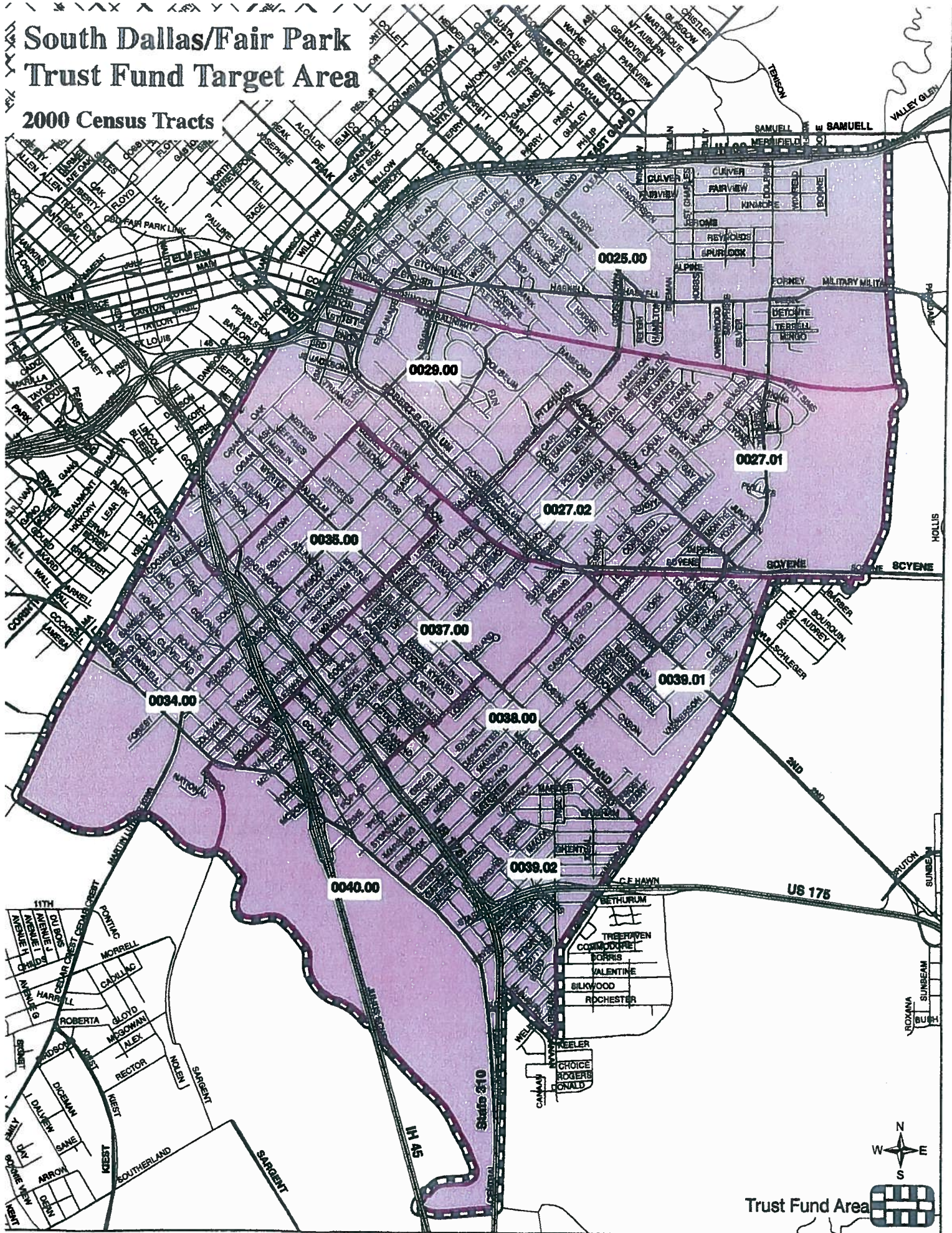
- University of Texas Dallas (in-kind) volunteer
- City Square (in-kind) food
- BBVA Compass Bank (matching) \$10,000
- Wells Fargo (matching) \$15,000

Section IV: Checklist of Required Attachments (Must be Included with Application)

- | | | |
|---|---|-----------------------------|
| A. Signed/Dated Application | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| B. Minutes Authorizing Application | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| C. Auth. To Sign Contract | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| D. Budget Form | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| E. Project Narrative | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| F. Conflict of Interest Statement | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| G. Board of Directors, Addressed, Phone #'s | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| H. Current 501c (3) Letter | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| I. Third Party Matching Funds Letter | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |

South Dallas/Fair Park Trust Fund Target Area

2000 Census Tracts



Trust Fund Area

Memorandum



DATE September 2, 2011

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry Allen, Monica Alonzo,
Sheffie Kadane

SUBJECT **Authorize a twelve-month service contract, with two additional twelve-month renewal options, each subject to funding availability with the eight Business Assistance Centers (BAC) contractors to provide technical assistance to low-to-moderate income persons owning or starting microenterprises – September 28, 2011**

On September 28, 2011, the City Council will be asked to consider a twelve-month service contract, with two additional twelve-month renewal options, each subject to funding availability with the eight Business Assistance Centers (BAC) contractors to provide technical assistance to low-to-moderate income persons owning or starting microenterprises listed herein for each contract as follows: (1) Greater Dallas Hispanic Chamber of Commerce located at 4622 Maple Avenue in an amount not to exceed \$80,000; (2) Innerscity Community Development Corporation located at 4907 Spring Avenue in an amount not to exceed \$80,000; (3) Greater Dallas Hispanic Chamber of Commerce located at 2060 Singleton Boulevard in an amount not to exceed \$80,000; (4) Greater Dallas Hispanic Chamber of Commerce located at 400 South Zang Boulevard in an amount not to exceed \$80,000; (5) Business Assistance Center, Inc. located at 1201 West Camp Wisdom Road in an amount not to exceed \$80,000; (6) Greater Dallas Asian American Chamber of Commerce / Multi-Ethnic Education and Economic Development Center located at 11171 Harry Hines Boulevard in an amount not to exceed \$80,000; (7) Organization of Hispanic Contractors DBA Regional Hispanic Contractors Association located at 2210 West Illinois Avenue in an amount not to exceed \$80,000; and (8) Greater Dallas Indo-American Chamber of Commerce located at 2750 West Northwest Highway in an amount not exceed \$80,000.

BACKGROUND

Since 1993, the City has been using Community Development Block Grant (CDBG) funds in addition to other funding sources to fund the technical assistance and other support services of the Business Assistance Centers (BACs) in the City to promote community and economic development.

The City has recognized the importance of its role in supporting entrepreneurial and small business development to benefit CDBG eligible persons of the City by supporting the BAC program. BACs under this contract located within the City will provide technical assistance, incubator space and other support services to microenterprises. Per HUD regulations "microenterprise" means a business having five or fewer employees, one or more of who own the business.

BACKGROUND (Continued)

Services may include, but not be limited to: business counseling, seminars/training, incubator space, business plan and loan packaging assistance, financial and business management, and other eligible services which foster economic development opportunities for low-to-moderate income (LMI) persons operating or starting a microenterprise within the City.

On June 22, 2011, the Council authorized the adoption of the FY 2011-12 Consolidated Plan Budget which included funding of \$640,000 for the BAC Program by Resolution No. 11-1809.

On June 24 and June 30, 2011, the City made a Request For Competitive Sealed Proposals (RFCSP) from organizations to establish, manage, and operate microenterprise Business Assistance Centers within the City of Dallas.

Due to funding availability limitations contract funding is being recommended for the eight (8) highest ranking proposals. An additional BAC contract would be considered for the ninth (9th) ranking proposal subject to funding availability in the future.

OWNER(S)

Greater Dallas Hispanic Chamber of Commerce (GDHCC) - Maple
David L. Gonzales, President

Innercity Community Development Corporation (ICDC)
Diane Ragsdale, President

Greater Dallas Hispanic Chamber of Commerce (GDHCC) – West Dallas
David L. Gonzales, President

Greater Dallas Hispanic Chamber of Commerce (GDHCC) – Oak Cliff
David L. Gonzales, President

Business Assistance Center, Inc.
Van Howard, President

**Greater Dallas Asian American Chamber of Commerce -
Multi-Ethnic Education and Economic Development Center (MEED)**
Peter Ng, President

**Organization of Hispanic Contractors DBA Regional Hispanic Contractors
Association**
John H. Martinez-D, President

Greater Dallas Indo American Chamber of Commerce (GDIACC)
Hari Iyer, President

Business Assistance Center (BAC) Program
September 6, 2011

COUNCIL DISTRICT

All

FISCAL INFORMATION

\$640,000 - 2011-12 Community Development Block Grant Funds

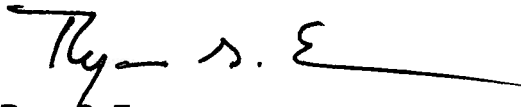
MAP

Attached.

RECOMMENDATION

Staff recommends the City Council approval of the above referenced item.

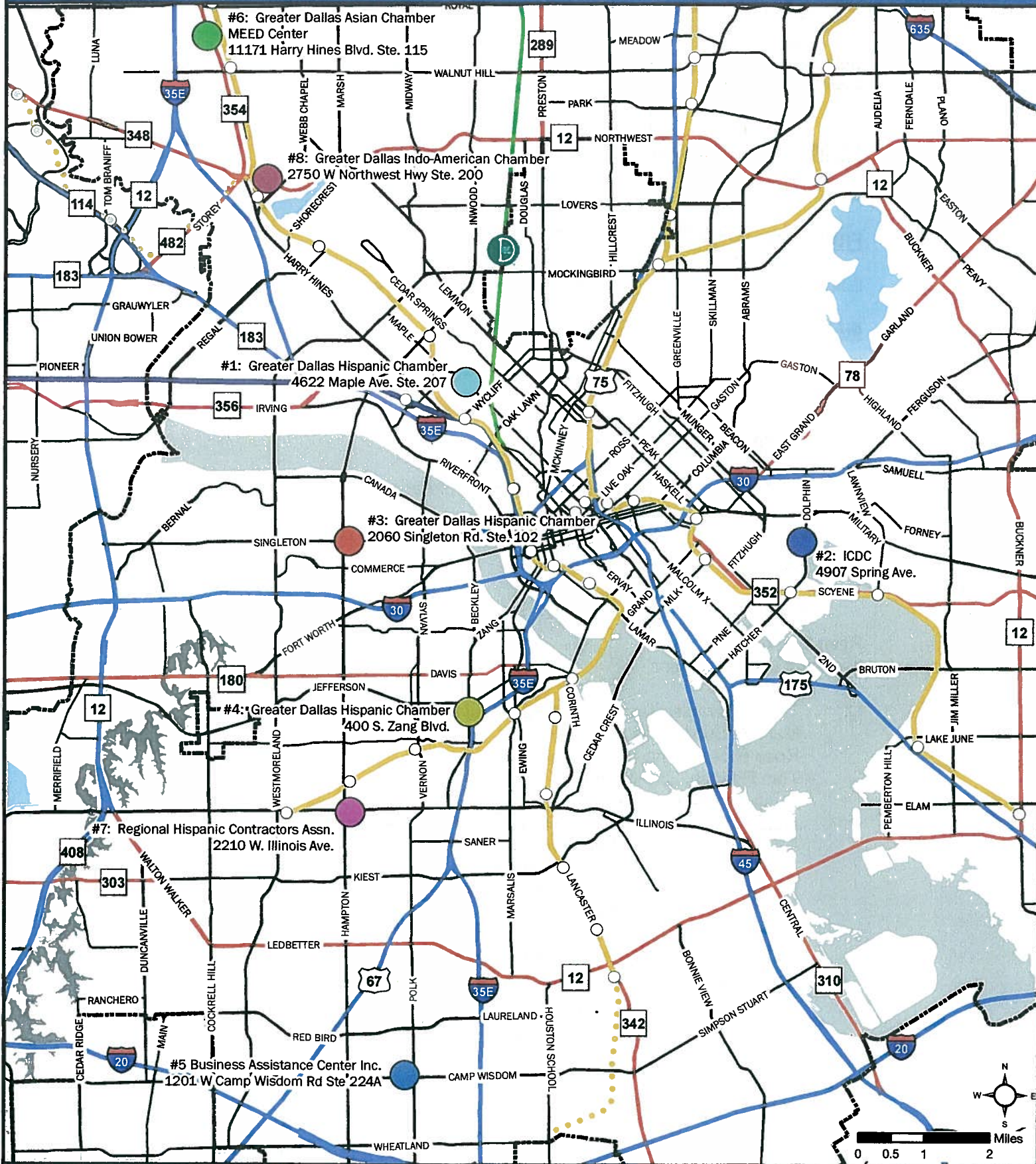
Should you have any questions, please contact me at (214) 670-3296.



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Assistant City Manager

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Lee McKinney, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Dallas Business Assistance Centers



DALLAS ECONOMIC DEVELOPMENT
 Research & Information Division
 214.670.1685
 dallas-ecodev.org
 Created: 9/21/2009, Last Updated: 9/15/2011 • BACs, TCG

Legend

- Rail Station
- Future Station
- DART Light Rail
- Trinity Railway Express
- Future DART Light Rail
- Freeway
- Tollway
- Highway
- Arterial
- Local Road
- Escarpment
- Flood Plain
- Lake
- City of Dallas

Scale: 0 0.5 1 2 Miles

Memorandum



DATE September 2, 2011

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry Allen, Monica Alonzo,
Sheffie Kadane

SUBJECT **World Affairs Council Contract Renewal**

At the September 14 Council meeting, you will consider an agenda item to authorize the first of four 12-month renewal options to the grant agreement with the World Affairs Council of Dallas / Fort Worth (WAC/DFW) for economic development and protocol services.

Since February 2003, the City has entered into a series of grant agreements for economic development and protocol services with the World Affairs Council of Dallas/Fort Worth. The World Affairs Council of Dallas/Fort Worth's responsibilities include:

- Supporting the International Business Division of the Office of Economic Development to promote foreign investment and attract foreign companies to Dallas, particularly in the southern sector
- Working with the office of the Mayor, City Council Members and City officials to market Dallas to the international community and provide protocol and logistical support for international delegations visiting Dallas
- Managing the Sister Cities International Program

For the past eight years, the World Affairs Council of Dallas/Fort Worth has received annual grants from the City to fund the City of Dallas Protocol office. The grant agreements stipulated funding to pay for salaries of two full time persons to work exclusively for the City of Dallas, plus a portion of the salaries and overhead of the executive staff of the World Affairs Council of Dallas/Fort Worth.

The grant agreement with the World Affairs Council of Dallas/Fort Worth is currently managed by International Business Development Division within the Office of Economic Development. The initial term of the contract, with four renewal options, will expire on September 30, 2011.

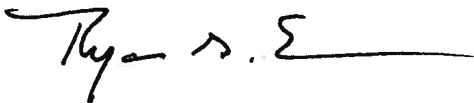
Since economic development is a high priority of the City, in addition to measuring protocol related responsibilities, the grant agreement also measures economic development criteria such as promoting business referrals from targeted trading partners; providing logistical and technical assistance to business-related inbound delegations and supporting partnership events such as trade workshops.

Furthermore, the World Affairs Council of Dallas/Fort Worth committed approximately \$130,000 in Fiscal Year 2011 in private sector funding and in-kind support for City of Dallas economic development and protocol activities. The goal is to leverage this agreement to create more synergy with economic development programs and priorities. The ultimate objective is to encourage more international companies to move to Dallas, thereby creating a higher tax base and more jobs.

A restricted fund, the "Mayor's International Relations Fund", was established in 2009 under the World Affairs Council's (WAC) 501(c)3 charter. WAC will seek to capitalize the "Mayor's International Relations Fund" by membership contributions with annual fund raising goal of \$30,000, to support international initiatives, specifically protocol activities, hospitality, and business development.

The renewal amount for FY 2011 -12 is \$200,000 which is appropriated in the Capital Budget, Economic Development, Public/Private Partnership.

Should you have any questions, please contact me at (214) 670-3296



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DATE September 2, 2011

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Monica Alonzo, Sheffie Kadane

SUBJECT **Development Agreement with RISD for reimbursement of Lake Highlands High School stadium improvements (Skillman Corridor TIF District), September 28, 2011 Council Agenda**

Background

When the Skillman Corridor TIF District was created, City staff negotiated financial participation into the TIF District by Richardson Independent School District (RISD). The total funding commitment was approximately \$16.6 million. In exchange for this ongoing financial contribution, the City executed an Interlocal Agreement providing that 30% of the tax increment contributed by RISD into the Skillman TIF Fund will be reserved for RISD until \$5,000,000 in total dollars has been allocated to RISD projects.

RISD is eligible to use such tax increment funds as they accrue or if insufficient funds are available for a particular project, to enter into an agreement, subject to City Council approval.

RISD has requested TIF funding to reimburse costs associated with the Lake Highlands High School Stadium Pressbox and ADA upgrades in the amount of \$5,000,000. The stadium improvements have been completed and RISD has submitted documentation of those costs paid totaling \$5,132,345.

The project provided improvements to the functionality, safety, ADA access, and appearance of the Lake Highlands High School football stadium complex. The scope included the demolition and replacement of the existing 1,600 square foot pressbox with a new 14,000 square foot facility and the following elements:

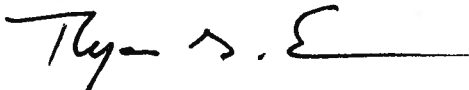
- Parking and site access improvements to increase ADA accessibility.
- New accessible ticket sales booth at Plaza Level.
- Upgrades and modifications to improved accessibility at public restrooms and concessions.
- New stadium decks as required for accessible public seating.
- Elevator access to pressbox functions and upper level open air deck for accessible seating.
- Construction of a new 14,000 square foot pressbox, including one level dedicated to scouts, press, hospitality, AV controls, announcer booth, student video broadcast booth, game clock & score board controls, and restrooms. An additional level space is provided for home and visitor coaches, radio & television broadcast, break room, restrooms, and an open-

- air game filming platform.
- Technology updates including network and internet access.
- New stadium sound system.

The TIF Project Plan and Interlocal Agreement allow for broad use of TIF funds under the RISD Facility Improvements category for improvements and modifications to educational and training facilities within the TIF District boundaries and improvements to athletic fields, stadiums, auditoriums, and other areas of public assembly on RISD property.

Funds set aside to date for the RISD Facility Improvements budget item total \$111,578. Upon City Council approval of the agreement for reimbursement, these funds will be released as an initial payment and the remainder of the payments toward a maximum of \$5,000,000 would be made on an annual basis as funds are paid into the Tax Increment Fund.

Should you have any questions or concerns, please contact me at (214) 670-3296.



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Assistant City Manager

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