

INTRODUCED: July 24, 2023

AN ORDINANCE No. 2023-215

To authorize the Chief Administrative Officer, for and on behalf of the City of Richmond, to accept funds in the amount of \$15,000.00 from the National League of Cities Institute, to amend the Fiscal Year 2023-2024 Special Fund Budget by creating a new special fund for the Office of Minority Business Development called the National League of Cities Special Fund, and to appropriate the increase to the Fiscal Year 2023-2024 Special Fund Budget by increasing estimated revenues and the amount appropriated to the Office of Minority Business Development’s National League of Cities Special Fund by \$15,000.00, for the purpose of funding technical assistance and consulting services for the City in connection with the National League of Cities Institute technical assistance program.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: SEPT 11 2023 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer, for and on behalf of the City of Richmond, is authorized to accept funds in the amount of \$15,000.00 from the National League of Cities Institute, for the purpose of funding technical assistance and consulting services for the City in connection with the National League of Cities Institute technical assistance program.

AYES: 8 NOES: 0 ABSTAIN: _____

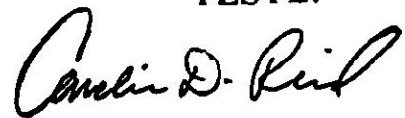
ADOPTED: SEP 11 2023 REJECTED: _____ STRICKEN: _____

§ 2. That Article I, Section 2 of Ordinance No. 2023-071, adopted May 8, 2023, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2023, and ending June 30, 2024, and made appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Office of Minority Business Development called the National League of Cities Special Fund, for the purpose of funding technical assistance and consulting services for the City in connection with the National League of Cities Institute technical assistance program.

§ 3. That the funds received from the National League of Cities Institute are hereby appropriated to the Special Fund Budget for the fiscal year commencing July 1, 2023, and ending June 30, 2024, by increasing estimated revenues by \$15,000.00, increasing the amount appropriated for expenditures by \$15,000.00, and allotting to the Office of Minority Business Development's National League of Cities Special Fund the sum of \$15,000.00, for the purpose of funding technical assistance and consulting services for the City in connection with the National League of Cities Institute technical assistance program.

§ 4. This ordinance shall be in force and effect upon adoption.

**A TRUE COPY:
TESTE:**



City Clerk



City of Richmond

900 East Broad Street
2nd Floor of City Hall
Richmond, VA 23219
www.rva.gov

Master

File Number: Admin-2023-0766

File ID: Admin-2023-0766

Type: Request for Ordinance or Resolution

Status: Regular Agenda

Version: 1

Reference:

In Control: City Clerk Waiting Room

Department:

Cost:

File Created: 06/26/2023

Subject:

Final Action:

| |
|---------------|
| Title: |
|---------------|

Internal Notes:

Code Sections:

Agenda Date: 07/24/2023

Indexes:

Agenda Number:

Patron(s):

Enactment Date:

Attachments: Admin-2023-0766 NLC Letter of Commitment
10312022, Admin-2023-0766 Richmond_CIE Award
Letter_Ownership and Optionality_2022-23_signed

Enactment Number:

Contact:

Introduction Date:

Drafter: Gale.Jones@rva.gov

Effective Date:

Approval History

| Version | Seq # | Action Date | Approver | Action | Due Date |
|---------------------------------------|-------|-------------|------------------------|----------------|-----------|
| 1 | 1 | 6/26/2023 | Patricia Foster | Approve | 6/28/2023 |
| 1 | 2 | 6/27/2023 | Sharon Ebert | Approve | 6/28/2023 |
| 1 | 3 | 6/27/2023 | Alecia Blackwell - FYI | Notified - FYI | |
| 1 | 4 | 6/27/2023 | Jason May | Approve | 6/29/2023 |
| 1 | 5 | 6/30/2023 | Sheila White | Approve | 6/29/2023 |
| 1 | 6 | 7/3/2023 | Sabrina Joy-Hogg | Approve | 7/4/2023 |
| 1 | 7 | 7/3/2023 | Jeff Gray | Approve | 7/5/2023 |
| Notes: Approved: Out of Office | | | | | |
| 1 | 8 | 7/7/2023 | Lincoln Saunders | Approve | 7/12/2023 |
| 1 | 9 | 7/19/2023 | Mayor Stoney | Approve | 7/25/2023 |

History of Legislative File

| Ver- sion: | Acting Body: | Date: | Action: | Sent To: | Due Date: | Return Date: | Result: |
|-----------------------|---------------------|--------------|----------------|-----------------|------------------|-------------------------|----------------|
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Text of Legislative File Admin-2023-0766

City of Richmond
Intracity Correspondence

O&R REQUEST

DATE: June 23, 2023 **EDITION:** 1

TO: The Honorable Members of City Council
THROUGH: The Honorable Levar M. Stoney, Mayor
THROUGH: J.E. Lincoln Saunders, Chief Administrative Officer
THROUGH: Sabrina Joy-Hogg, DCAO Finance & Administration
THROUGH: Sheila White, Director of Finance
THROUGH: Jason P. May, Director of Budget and Strategic Planning
THROUGH: Sharon L. Ebert, DCAO, Economic Development and Planning
FROM: Patricia Foster, Director, Office of Minority Business Development
RE: Acceptance of Grant Funding

ORD. OR RES. No.

PURPOSE: To amend Ordinance 2023-071 adopted May 8, 2023, and to authorize the Chief Administrative Officer to accept and appropriate \$15,000 from the National League of Cities for Fiscal Year 2023-2024 Special Fund Budget for the purpose of providing Technical Assistance for the City and to appropriate the funds into the Special Fund called the National League of Cities.

REASON: The National League of Cities awarded the City of Richmond Office of Minority Business Development (OMBD) a grant to be expended on training and technical assistance provided by the City Inclusive Entrepreneurship (CIE) Grant Program in collaboration with Collab Capital.

RECOMMENDATION: The City Administration recommends adoption of this Ordinance.

BACKGROUND: The Office of Minority Business Development (OMBD) is coordinating cohorts of city organizations to participate in a 12-month Technical Assistance Program (i.e., National League of Cities). These cohorts are: Office of Minority Business Development (OMBD)/Ownership & Optionality- helping innovative Black-owned firms raise venture capital and connect to mentorship networks; Metropolitan Business League (MBL)/Entrepreneurship Curriculum - Establishing a local affiliate for entrepreneurship curriculum to equip aspiring entrepreneurs with the skills they need; and Small Business Development Center (SBDC)/Ecosystem Accelerator - establishing and/or enhancing a network of entrepreneurial resource partners to accelerate small business goal attainment.

FISCAL IMPACT/COST: The City will use the \$15,000 in grant funds to pay for technical assistance and consulting services

FISCAL IMPLICATIONS: \$15,000 in non-local funds will be available for these efforts.

BUDGET AMENDMENT NECESSARY: Yes, to amend Ordinance #2023-071

REVENUE TO CITY: \$15,000

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: July 24, 2023

CITY COUNCIL PUBLIC HEARING DATE: September 11, 2023

REQUESTED AGENDA: Consent Agenda

RECOMMENDED COUNCIL COMMITTEE: Finance and Economic Development

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: N/A

AFFECTED AGENCIES: The Department of Finance, the Department of Budget and Strategic Planning and the Office of Minority Business Development

RELATIONSHIP TO EXISTING ORD. OR RES.: Amend and adopt Special Fund Budget Ordinance #2023-071

REQUIRED CHANGES TO WORK PROGRAM(S): Eligible expenditures will be centrally tracked by the Office of Minority Business Development

ATTACHMENTS: Copy of Electronic Grant Award letters

STAFF: Patricia Foster, Director of Minority Business Development, (804) 646-7966

City of Richmond



LEVAR M. STONEY
MAYOR

October 26, 2022

Clarence E. Anthony
President and CEO
National League of Cities
660 North Capitol Street, N.W.
Washington, D.C. 20001

RE: Commitment to participate in the City Innovation Ecosystems (CIE) Program

Dear Mr. Anthony:

It is with great enthusiasm that I offer my full support once again for the inclusion of the City of Richmond as a participant in the City Innovation Ecosystems (CIE) program at the National League of Cities. Through our participation, we are committing ourselves to the attempted implementation of the following three policies, programs, and practices:

- **Entrepreneurship Curriculum:** Establishing a local affiliate for entrepreneurship curriculum to equip aspiring entrepreneurs with the skills they need.
- **Ecosystem Accelerator:** Establishing and/or enhancing a network of entrepreneurial resource partners to accelerate small business goal attainment.
- **Ownership & Optionality:** Helping innovative Black-owned firms raise venture capital and connect to mentorship networks.

The City also acknowledges and encourages the participation of two local nonprofits in the CIE program: Floyd Miller, on behalf of Metropolitan Business League (MBL), and Rodney Williams, on behalf of Small Business Development Center (SBDC).

Notwithstanding the City's commitment to attempting to implement these policies, programs, and practices, the City will in no way be held liable for its, or the local nonprofits', failure to do so.

I, or a designee, commit to formally announcing the City's commitment at NLC's Formal Launch at City Summit Conference on November 16 or 17, 2022.

Our city commits to active participation in the 2022-23 CIE program, including the following activities:

- Working towards the desired outputs and outcomes of the three commitments above.
 - **Entrepreneurship Curriculum:**

City of Richmond



- **Output:** By April 2023, the ESO will apply to the Kauffman FastTrac Affiliate program.
- **Outcome:** By August 2023, at least ten entrepreneurs will have participated in a FastTrac program through their local affiliate, as measured by course enrollment and/or completion certificates from the affiliate.
- **Ecosystem Accelerator:**
 - **Output:** By April 2023, 1) five or more trusted “spoke” organizations—i.e., non-profits, education, economic development, and associations that specialize in working with small business owners of color or rural businesses—will have joined the city’s resource partner network, as measured by collaborative partnerships formalized, program materials, shared resources developed, and press releases, and 2) the “hub” will establish qualitative and quantitative ecosystem enhancement goals.
 - **Outcome:** By August 2023, the resource partner network will have accelerated its entrepreneurial and small business ecosystem by, 1) identifying gaps in its local/regional service provision, and 2) clarifying a proposed ecosystem enhancement plan accounting for AT LEAST ONE entrepreneurial or small business support pathway.
- **Ownership & Optionality:**
 - **Output:** By April 2023, cities will survey local banks and lenders, as well as startups (venture-backed and non-venture-backed), combine findings, and determine clear trends. Cities will also identify lending partners who may have existing financial readiness programs in place to provide educational tools and guidance.
 - **Outcome:** By August 2023, cities will develop a brief from survey findings and convene lenders to discuss trends and adoptable lending solutions that stood out from the findings. Cities will also partner with Collab and/or a lending partner to conduct at least one educational workshop to prepare Black small businesses and venture-backed startups for capacity financing and venture capital.

Specifically, we have identified the following three individuals as best suited to carry out the City’s commitment:

- Entrepreneurship Curriculum – Floyd Miller, Metropolitan Business League (MBL)
- Ecosystem Accelerator – Rodney Williams, Small Business Development Center (SBDC)
- Ownership & Optionality – Patricia Foster, Director, Office of Minority Business Development, City of Richmond

City of Richmond



Through its participation in the CIE program, the City of Richmond is committed to the attempted implementation of equitable policies, programs, and practices to support entrepreneurship-led economic growth in our community. We look forward to leveraging the information, resources, made available by the National League of Cities to do so.

Sincerely,

Levar M. Stoney, Mayor
City of Richmond

10/26/2022

Date

Patricia Foster Digitally signed by Patricia Foster
Date: 2022.10.28 17:10:12 -04'00'

Implementation Lead – Ownership & Optionality
Patricia Foster
Director, Office of Minority Business Development
City of Richmond

10/28/2022

Date

Implementation Lead – Entrepreneurship Curriculum
Floyd Miller
President & CEO, Metropolitan Business League

10/31/22

Date

Rodney Williams

Implementation Lead – Ecosystem Accelerator
Rodney Williams
Director, Small Business Development Center

Date



Memorandum of Understanding
BETWEEN
The National League of Cities Institute
AND
City Of Richmond

J. E. Lincoln Saunders
Chief Administrative Officer
City Of Richmond
900 E. Broad Street,
Richmond, VA 23219

Dear Mr. Saunders,

Congratulations! The National League of Cities Institute (NLCI) City Inclusive Entrepreneurship (CIE) Program is pleased to provide a grant of **\$15,000** to the **City of Richmond** to support the implementation of its **Ownership & Optionality Commitment**, including the following outputs and outcomes:

- **Initiating Activity:** As of November 2022, you have convened a meeting with Collab Capital and at least one entrepreneurial support organization with access to a network of tech-enabled and high-growth Black entrepreneurs and business owners.
- **Output:** By April 2023, you will survey local banks and lenders, as well as startups (venture backed and non-venture backed), combine findings and determine clear trends. You will also identify lending partners who may have existing financial readiness programs in place to provide educational tools and guidance.
- **Outcome:** By August 2023, you will develop a brief from survey findings and convene lenders to discuss trends and adoptable lending solutions that stood out from the findings. You will also partner with Collab and/or a lending partner to conduct at least one educational workshop to prepare Black small businesses and venture backed startups for capacity financing and venture capital.

By accepting this grant, your city and/or organization agree to the following:

- Grantee, in partnership with assigned program expert and key ecosystem partners, will implement the commitment above and achieve commitment outcome by the end of the grant performance period, or advance its selected commitment through another method, pre-approved by NLCI.
- Grantee is required to complete an interim progress report, including a self-report on budget allocation status, to NLCI midway through the grant performance period (May 2023).
- Grantee is required to complete a final grant report, including a self-report on budget allocation status and a summary of lessons learned, to NLCI at the conclusion of the grant performance period (August 31, 2023).
- Keep NLCI staff apprised of commitment implementation progress, including unexpected setbacks or staffing changes, throughout the grant performance period.
- If necessary, be available to conduct a formal post-grant interview.

- Ensure that the programmatic lead for the city or at least one staff person from the city attends every quarterly group conference call.
- Spend all funds or return to NLCI any remaining unused funds by the end of the grant performance period.
- If funds remain at the conclusion of the performance period, Grantee will contact NLCI staff to discuss the possibility of a “No Cost Extension” (NCE), returning grant funds, and/or other options.

Upon receipt of this MOU and any other required documents, NLCI will disburse all funds in a single payment via direct deposit. Funds can be expected to arrive within 7-10 business days after an award is made. Please confirm receipt of funds.

For any grant related questions, please contact Corianne Rice, Program Director, Center for Municipal Practice, at rice@nlc.org.

Sincerely,

Jennifer F. Steinfeld

Director, Entrepreneurship & Economic Development
National League of Cities

Attachments:


MOU Receipt Statement

Memorandum of Understanding
BETWEEN
The National League of Cities Institute
AND
City Of Richmond

MOU RECEIPT STATEMENT

By signing this document, I acknowledge that I have read and agreed to the grant provisions set forth in this letter for the National League of Cities' City Inclusive Entrepreneurship Program.

MUNICIPALITY/NON-PROFIT NAME - (GRANTEE OF RECORD)



Signature


4/28/23
Date

J.E. Lincoln Saunders
Name – Authorized Signature

Chief Administrative Officer
Title

City of Richmond
Municipality/Non-Profit

NLCI Agreement

DocuSigned by:


Signature

5/9/2023
Date

Stacy Richardson, MPA
Chief of Staff, Executive Office
National League of Cities