

INTRODUCED: September 28, 2020

AN ORDINANCE No. 2020-210

To authorize the Chief Administrative Officer to accept funds in the amount of \$15,000.00 from The Annie E. Casey Foundation, Inc.; to amend the Fiscal Year 2020-2021 Special Fund Budget by creating a new special fund for the Office of Community Wealth Building called the Annie Casey Special Fund; and to appropriate the grant funds received to the Fiscal Year 2020-2021 Special Fund Budget by increasing estimated revenues and the amount appropriated to the new Office of Community Wealth Building’s Annie Casey Special Fund by \$15,000.00 for the purpose of funding research on the number, financial profiles, and economic impact of businesses located within the city of Richmond.

Patron – Mayor Stoney

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: OCT 12 2020 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That the Chief Administrative Officer is authorized to accept funds in the amount of \$15,000.00 from The Annie E. Casey Foundation, Inc., for the purpose of funding research on the number, financial profiles, and economic impact of businesses located within the city of Richmond.

§ 2. That Ordinance No. 2020-050, adopted May 11, 2020, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2020, and ending June 30, 2021, and made

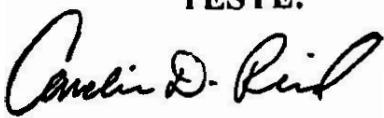
AYES: 8 NOES: 0 ABSTAIN: _____

ADOPTED: OCT 12 2020 REJECTED: _____ STRICKEN: _____

appropriations pursuant thereto, be and is hereby amended by creating a new special fund for the Office of Community Wealth Building called the Annie Casey Special Fund for the purpose of funding research on the number, financial profiles, and economic impact of businesses located within the city of Richmond.

§ 3. That Ordinance No. 2020-050, adopted May 11, 2020, which adopted a Special Fund Budget for the fiscal year commencing July 1, 2020, and ending June 30, 2021, and made appropriations pursuant thereto, be and is hereby amended by increasing revenues from the funds accepted pursuant to section 1 of this ordinance by \$15,000.00 and increasing the amount appropriated to the Office of Community Wealth Building's new Annie Casey Special Fund by \$15,000.00 for the purpose of funding research on the number, financial profiles, and economic impact of businesses located within the city of Richmond.

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

A TRUE COPY:
TESTE:

City Clerk



CITY OF RICHMOND

INTRACITY CORRESPONDENCE

O&R REQUEST

DATE: September 9, 2020 **EDITION:** 1

TO: The Honorable Members of City Council

THROUGH: The Honorable Levar M. Stoney, Mayor *J.M.S.*

THROUGH: Lenora Reid, Interim Chief Administrative Officer *lgr*

THROUGH: John Wack, Director of Finance *JW*

THROUGH: Jay A. Brown, Director of Budget & Strategic Planning *JAB*

THROUGH: Reginald Gordon, Deputy Chief Administrative Officer, Human Services *RG*

FROM: Valaryee Mitchell, Director of the Office of Community Wealth Building *VM*

RE: Proposed Acceptance of the Annie E. Casey Foundation Southern Cities Economic Inclusion Mini Grant Award

ORD. OR RES. No. _____

PURPOSE: To amend the FY 20-21 Special Fund budget, Ordinance 2020-050 and to authorize the Acting Chief Administrative Officer to accept funds in the amount of \$15,000 from the Annie E. Casey Foundation; and to appropriate the increase in the grant funds received to the Fiscal Year 2020-2021 Special Fund by increasing estimated revenues and the amount appropriated to the Office of Community Wealth Building. The funds will be used to research the economic impact of minority-owned businesses in Richmond.

REASON: The OCWB seeks approval for funds in the amount of \$15,000 awarded by the Annie E. Casey Foundation

RECOMMENDATION: The city administration recommends adoption of this ordinance.

BACKGROUND The Annie E. Casey Foundation has worked with the Office of Community Wealth Building and the Office of Minority Business Development for approximately four years on strategies that may be helpful in decreasing poverty and increasing wealth and equity. These

funds will be used to research location, growth and economic impact of minority owned businesses in Richmond.

SOURCE: (must select all that apply)

New/increased revenue

Existing general

Fund Balance/Reserve/Contingency/Other Funding)

FISCAL IMPACT/COST ():

- **If Adopted:** The research and data analysis will commence
- **If Not Adopted:** The project will not move forward

FISCAL IMPLICATIONS Fiscal implications will be determined as part of the zero-based budgeting approach during the upcoming budget process).

BUDGET AMENDMENT NECESSARY: Yes.

REVENUE TO CITY: Yes.

DESIRED EFFECTIVE DATE: Upon adoption

REQUESTED INTRODUCTION DATE: September 28, 2020

CITY COUNCIL PUBLIC HEARING DATE: October 12, 2020

REQUESTED AGENDA: Consent Agenda

RECOMMENDED COUNCIL COMMITTEE: No committee – Rule VI(B)(3)(c)

CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES: None

AFFECTED AGENCIES: Budget and Strategic Planning, Finance, Office of Community Wealth Building,

RELATIONSHIP TO EXISTING ORD. OR RES.: Supports the work being funded through the general fund.

REQUIRED CHANGES TO WORK PROGRAM(S): None

Existing Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

OR

New Item – You must show the total appropriation for each modified budget item to receive funds, for your agency

*for a new item you must reference the next corresponding item # with a (.) decimal point, see ordinance #2017-036, FY2018 Program Level Budget)

<u>TO</u>					
<u>Item #</u>	<u>Title</u>	<u>Program</u> <small>(cost center #)</small>	<u>Subprogram</u> <small>(service code #)</small>	<u>Transfer</u> <u>Amount/New</u> <u>Amount</u>	<u>New Appropriation</u> <u>Amount</u>
<u>Grand Total</u>					

*****Grand total for the New Appropriation Amount MUST match the TOTAL AGENCY budget requested as a result of this ordinance*****



THE ANNIE E. CASEY FOUNDATION

2019

City of Richmond, VA

Agreement Number: GA-2019-X6125

Project Number: 219.3314

Upon acceptance and delivery hereof by the undersigned this Memorandum of Agreement (this "Memorandum"), together with the Approved Grant (as defined below), the Terms and Conditions and the Publication Acknowledgement Standards, each deemed to be attached hereto and made a part hereof, collectively, the "Grant Agreement" and the funds provided hereunder, the "Grant Funds" formally establishes a legally binding agreement of City of Richmond, VA (the "Grantee") maintaining its principal place of business at 900 E. Broad Street - Suite 1502 Richmond, VA 23219 with The Annie E. Casey Foundation, Inc., a Delaware corporation, maintaining its principal place of business at 701 St Paul Street, Baltimore, MD 21202 (the "Foundation", and together with Grantee, collectively the "Parties", and individually, a "Party").

The Parties are entering into this Grant Agreement to memorialize the terms, conditions and provisions pursuant to which the Foundation has agreed to extend to the Grantee the Grant as described in that certain document located at the Grantee and Consultant Portal [<https://portal.aecf.org>] (the "Portal") setting forth, among other items, the aggregate amount of the grant, the scope of work, the intended charitable purposes and other objectives, dates of required performance, deliverables and other reporting requirements, and contact information of the Parties (as described therein, the "Project"), the terms of which are expressly incorporated herein and made a part hereof (as the same may from time to time be amended by written agreement duly executed by the Parties, the "Approved Grant"). This Agreement constitutes the entire understanding of the Parties in respect to the subject matter hereof and supersedes any other prior agreement of the Parties in respect to the subject matter contemplated by the Agreement Number set forth above.

Project Title: Support the city's Disparity Study

Start Date	11/1/2019
End Date	6/30/2020

Payment Provisions

Total Grant Amount	\$15,000.00
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Carryover Amounts, if any N/A

Initial Payment Amount \$15,000.00

The initial payment amount will be disbursed upon receipt and approval of this fully executed Grant Agreement and subsequent payments, if any, will be disbursed upon receipt and approval of the Reporting Requirements detailed below. Our understanding is that these funds will be spent according to the budget submitted by Grantee and as approved by the Foundation in writing (as the same may from time to time be updated by Grantee and approved in writing by the Foundation, the "Approved Budget"). Any proposed changes in the Approved Budget that exceed fifteen percent (15%) of any line item, as well as any changes in key personnel, must be approved in advance in writing by the Foundation. Grantee acknowledges and agrees that: (i) the Foundation's payment obligations in connection with the Approved Grant shall not exceed the lesser of (a) the Payment Amount set forth above, or (b) aggregate amount of expenses actually incurred by Grantee under the Approved Budget (the "Maximum Allowable Grant Payments"); and (ii) in the event that aggregate payments made by the Foundation to the Grantee hereunder exceed the Maximum Allowable Grant Payments, upon request of the Foundation, such excess shall be promptly refunded by Grantee to the Foundation.

Reporting Requirements

Reports are due according to the schedule below (as set forth there, each a "Report Due Date").

Expenditure Final 7/31/2020

Reports will be completed on or before each Report Due Date online via the Portal [https://portal.aecf.org]. Although the Foundation will endeavor to send to the Grantee reminders thirty (30) days prior to each Report Due Date, the failure to do so will not excuse Grantee's performance of the timely delivery of all deliverables.

Grant Agreement

This Grant Agreement is subject to: (i) the provisions of the Approved Grant; (ii) the Terms and Conditions as described in that certain document located at [https://portal.aecf.org] setting forth the legally binding terms and conditions governing the Grant, the provisions of which are expressly incorporated herein by reference (collectively, the "Terms and Conditions"); and (iii) the Publication Acknowledgement Standards as described in that certain document located at [https://portal.aecf.org] regarding how to acknowledge the Foundation in published reports or other disseminated products produced with the grant support of the Foundation, the provisions of which are expressly incorporated herein by reference (collectively, the "Publication Acknowledgement Standards"). The Parties hereto acknowledge and agree that the execution and delivery of this Memorandum in connection with the Grant Agreement contemplated hereby shall be accomplished electronically, including by the utilization of electronic signatures, compliance with the requirements of the Portal and the electronic posting of this Grant Agreement on the Portal and shall have the same legal efficacy as if the execution and delivery of this Memorandum in connection with this Grant Agreement had been accomplished by original ink signatures hereon of a duly authorized

representative of the respective Parties and physically delivered to the other Party.

UPON THE COMPLETE EXECUTION BY THE PARTIES AND THE POSTING OF THIS ENTIRE GRANT AGREEMENT ON THE FOUNDATION'S PORTAL, GRANTEE IS ADVISED TO PRINT OUT AND RETAIN A HARD COPY OF THE ENTIRE GRANT AGREEMENT INCLUDING: (i) THIS MEMORANDUM OF AGREEMENT; (ii) THE APPROVED GRANT; (iii) THE TERMS AND CONDITIONS; AND (iv) THE PUBLICATION ACKNOWLEDGEMENT STANDARDS.

By entering your full legal name into the field below, the undersigned representative of the Grantee confirms that the undersigned is a duly authorized officer of the Grantee and is authorized on Grantee's behalf to: (i) execute and deliver the Memorandum and to accept the Terms and Conditions and to make the representations and warranties set forth therein; (ii) accept the conditions set forth in the Publication Acknowledgement Standards; and (iii) otherwise authorize the performance of Grantee under the Grant Agreement. On behalf of the Grantee, the undersigned attests to the accuracy of all information contained in the Approved Grant and acknowledges that any incorrect information provided by or on behalf of the Grantee may, at the election of the Foundation, render the Approved Grant null and void and require the Grantee to return to the Foundation any payments previously made to the Grantee by the Foundation hereunder. The undersigned further agrees on behalf of the Grantee that this Memorandum may be electronically executed; and acknowledges and agrees that the undersigned's typewritten name in the field below constitutes the undersigned's electronic signature, which is the same as the undersigned's handwritten signature for purposes of validity, enforceability and admissibility.

ACKNOWLEDGED AND AGREED, as of this 21st day of May, 2020.

FOUNDATION:

The Annie E. Casey Foundation, Inc.,
a Delaware nonprofit nonstock corporation

By: Lisa Hamilton,
President and Chief Executive Officer

GRANTEE:

City of Richmond, VA,
EIN: 54-6001556

By: Valaryee Mitchell,
Director of the Office of Community Wealth

Building

TERMS AND CONDITIONS

The following terms and conditions are intended to ensure that Foundation grants comply with applicable provisions of federal tax law, including the requirement that the Foundation make reasonable efforts and establish adequate procedures to see that Grant Funds are spent exclusively for the purposes for which they were granted and to obtain accurate, full and complete reports on or before the Report Due Date regarding, among other matters, how Grant Funds have been expended. All initially capitalized terms used herein and not otherwise defined herein shall have the same meaning as ascribed to such terms in the attached Memorandum of Agreement (the "Memorandum").

1. All Grant Funds must be used exclusively for charitable purposes within the meaning of Internal Revenue Code of 1986, as amended (the "Code") Section 170(c)(2)(B) and, more specifically, for the purposes described in the attached Memorandum and substantially in accordance with the Approved Budget and in accordance with the expenditure, performance, deliverable and reporting time periods provided therein, collectively, the "Term"). The Grant Funds may not be expended for any other purpose without the Foundation's prior written approval. AS MORE PARTICULARLY SET FORTH IN THE MEMORANDUM, IN THE EVENT THAT AGGREGATE PAYMENTS MADE BY THE FOUNDATION TO THE GRANTEE EXCEED THE MAXIMUM ALLOWABLE GRANT PAYMENTS, UPON REQUEST OF THE FOUNDATION, SUCH EXCESS SHALL BE PROMPTLY REFUNDED BY GRANTEE TO THE FOUNDATION.
2. The Grantee must administer and disburse Grant Funds in compliance with all applicable antiterrorist financing and asset control laws, regulations, rules and executive orders. No part of the Grant Funds may be used to promote or support terrorist activities or make payments to any person or entity named in any list of suspected terrorists or blocked individuals promulgated by the U.S. government.
3. Although the Grant Funds need not be maintained in a separate or segregated bank account, such funds must be shown on the Grantee's books of account as a separate fund dedicated to charitable purposes and otherwise reflecting that such funds are being held by the Grantee exclusively for the purposes contemplated by the Memorandum. Grantee must invest the Grant Funds in highly liquid investments with the primary objective of preservation of principal (e.g., interest-bearing bank accounts or a registered money market mutual fund) so that the Grant Funds are available for the Project. Together with any progress or final reports required under this Agreement, Grantee must report the amount of any interest or other income generated by the Grant Funds (collectively, "Income"). Any Income must be used exclusively for the purposes contemplated by the Approved Grant.

Records of receipts and expenditures hereunder, as well as copies of reports submitted to the Foundation, must be kept for at least four (4) years following completion of the Term hereof. The Foundation shall have the right to monitor and conduct an evaluation of the performance of the Grantee hereunder and to review financial and other records regarding the Grantee's use of Grant Funds. The Grantee's books and records shall be made available for the Foundation's inspection at reasonable times for the purpose of verifying expenditures and reviewing program activities and

accomplishments.

4. If the Grantee is a tax-exempt organization under Code Section 501(c)(3), the Grantee represents that its tax-exempt and "public charity" status are valid and have not been revoked, that the receipt of this Grant will not result in Grantee's loss of public charity status, and that the Grantee will notify the Foundation immediately of any change in its tax-exempt or "public charity" status. In the event Grantee ceases to be recognized for any reason by the IRS as tax exempt under Code Section 501(c)(3) or ceases to be recognized for any reason by the IRS as a "public charity" by reason of failing to be described in Code Section 509(a)(1), (2), (3) or (4) or otherwise, it will immediately notify the Foundation of such change in status.
5. No part of the Grant Funds are earmarked by the Foundation to:
 - a. carry on propaganda, or otherwise attempt to influence legislation (within the meaning of Code Section 4945(d)(1));
 - b. influence the outcome of any public election, or to carry on, directly or indirectly, any voter registration drive (within the meaning of Code Section 4945(d)(2));
 - c. make any grant to an individual or to an organization that is not a "public charity" that does not fully comply with the requirements of Code Sections 4945(d)(3) and (4);
 - d. undertake any activity for any purpose other than one specified in Code Section 170(c)(2)(B); or
 - e. provide money, gifts, or any other tangible or intangible property of value directly or indirectly to anyone in order to improperly influence any act or decision relating to the Foundation or to the Project, including by assisting any party to secure an improper advantage. Training and information on compliance with these requirements are available at www.learnfoundationlaw.org.
6. Grantee acknowledges and agrees that subject to compliance with the provisions of Section 6 above, the Foundation has not earmarked any of the Grant for any organization or individual other than the Grantee. Grantee agrees that it is solely responsible for the selection of any other organization or individual to receive a portion of the Grant Funds consistent with the Approved Budget and the terms of this Grant Agreement.
7. With respect to any item of proprietary or otherwise privileged or confidential information of, or in respect of, the Foundation that is furnished to the Grantee by the Foundation or otherwise obtained during the course of the Grantee's performance hereof, the Grantee will exercise the same degree of care it exercises to protect and safeguard its own proprietary, privileged and confidential information and not disclose to or otherwise permit any third person or entity not in a privileged or confidential relationship with the Grantee access to such proprietary or otherwise privileged or confidential information.
8. Any violation of the foregoing conditions will require refunding to the Foundation of any funds or property subject to the violation. The Foundation may discontinue, modify or withhold any further Grant payments due hereunder and require a refund of any unexpended previously disbursed Grant Funds if, in the Foundation's sole judgment, such action is reasonably appropriate or necessary to comply with the requirements of any law or regulation affecting its responsibilities under this Grant Agreement.
9. The Grantee may acknowledge the Foundation's support in its annual report, on Grantee's website and in similar public communications. Any other use of the Foundation's name or logo is prohibited without the prior written approval of the Foundation.
10. The printing (including electronically) of publications that result from this grant must follow the attached Publications Acknowledgement Standards of the Foundation.
11. Grantee represents and warrants that: (i) Grantee is an entity duly organized or formed, qualified to do business, and in good standing under the laws of the jurisdiction in which the Grantee is

organized; (ii) Grantee is not an individual (i.e., a natural person) or a disregarded entity (e.g., a sole proprietor or sole-owner entity) under U.S. law; (iii) Grantee has the right to enter into and fully perform this Grant Agreement; and (iv) Grantee's performance of this Grant Agreement will not violate any agreement or obligation between Grantee and any third party. Grantee will promptly notify the Foundation in writing if any of the foregoing cease to be true and correct in all material respects.

12. In carrying out the Project, Grantee will comply with all applicable laws, regulations, and rules and will not infringe, misappropriate, or violate the intellectual property, privacy, or publicity rights of any third party.
13. Grantee will conduct, control, manage, and monitor the Project in compliance with all applicable ethical, legal, regulatory, and safety requirements, including applicable international, national, local, and institutional standards (collectively, the "Requirements"). Grantee will obtain, maintain and periodically make reasonable efforts to update all necessary or required approvals, consents, and reviews before conducting the applicable activity. As a part of Grantee's annual periodic reports to the Foundation, Grantee must report whether the Project activities were conducted in compliance with all Requirements.
14. If the Project involves:
 1. any protected information (including personally identifiable, protected health, or third-party confidential information), the Grantee will not disclose this information to the Foundation without obtaining the Foundation's prior written approval and all necessary or required consents to disclose such information; and/or
 2. children or "vulnerable subjects", Grantee will obtain any necessary or required consents and approvals unique to these subjects.

Any activities by the Foundation in reviewing documents and providing input or funding do not modify Grantee's responsibility to determine and comply with all Requirements regarding the Project.

15. Grantee acknowledges that the Foundation is relying on the information Grantee will provide in reports and during the course of any due diligence conducted prior to the Start Date and during the Term of this Grant Agreement. Grantee represents and warrants that the Foundation may continue to rely on this information and on any additional information Grantee provides regarding the Project.
16. Grantee will maintain insurance coverage on an occurrence basis sufficient in amount to cover potential damages, losses or claims arising out of or related to the activities, risks, and potential omissions of the Project in accordance with generally-accepted industry standards and as required by law and in connection therewith cause an endorsement to be issued identifying the Foundation as an "additional insured". Grantee also will ensure that each of the Grantee's permitted sub-grantees, if any, and each of its permitted subcontractors, if any, maintains insurance coverage consistent with the requirements of this section.
17. The State and Federal Courts located in Baltimore, Maryland, shall have exclusive jurisdiction over any dispute which might arise in connection with this Grant Agreement, and this Grant Agreement shall be governed by the laws of the State of Maryland without regard to the application of the principles of conflicts of law.
18. Each of the Parties hereto hereby waives any and all rights he or she may have to a jury trial in connection with any litigation arising with respect to rights and obligations of the Parties under this Agreement or otherwise.
19. The terms and conditions of this Grant Agreement are subject to unilateral modification by the Foundation as may be required under the Code and the rules and regulations promulgated thereunder.

20. This Grant Agreement and all documents, instruments and agreements in the furtherance hereof posted on, and executed in accordance with the procedures therefore on, the Foundation's Portal shall each constitute an original and collectively one and the same Grant Agreement.

PUBLICATION ACKNOWLEDGEMENT STANDARDS

The following is the standard of The Annie E. Casey Foundation, Inc. (the "Foundation"), regarding how to acknowledge the Foundation in published reports or other disseminated products produced with the grant support of the Foundation. This standard applies to both electronic and paper (i.e., tangible) versions of such published reports or other disseminated products. All initially capitalized terms used herein and not otherwise defined herein shall have the same meaning as ascribed to such terms in the attached Memorandum of Agreement.

Any printed or electronic report or publication that results from this project must include an acknowledgment disclaimer, such as the following, on the inside front cover, title page, or on any page preceding the body of the report where other credits and acknowledgments are provided. On a website or similar electronic format, the disclaimer should appear at or near the beginning of the text. You are welcome to extend this suggested text with additional recognition of specific Foundation staff members, if appropriate. You may wish to contact the Foundation's strategic communications liaison at media@aecf.org finalizing your document, if you have any questions about the wording of your disclaimer.

This research was funded by The Annie E. Casey Foundation, Inc., and we thank them for their support; however, the findings and conclusions presented in this report are those of the author(s) alone, and do not necessarily reflect the opinions of the Foundation.

If the Foundation is one of multiple funders for your project and final product, you may modify the suggested disclaimer, depending on the needs and wishes of your other funders, as follows:

This research was funded in part by The Annie E. Casey Foundation; Inc., and we thank them for their support; however, findings and conclusions presented in this report are those of the author(s) alone, and do not necessarily reflect the opinions of the Foundation. OR:

This research was funded by The Annie E. Casey Foundation, Inc., and City of Richmond, VA we thank them for their support; however the findings and conclusions presented in this report are those of the author(s) alone, and do not necessarily reflect the opinions of these foundations [organizations].

Copies of publications sent to the Foundation

In addition to sending a hardcopy of your final product to the Foundation staff person who manages your grant, please send three copies to the attention of Cheryl McAfee, Knowledge Center, at The Annie E. Casey Foundation, Inc., 701 St. Paul Street, Baltimore, MD 21202. Please be sure to include information about which grant funded this product. Please note that Grant Final Progress Reports

should be submitted via the Portal and should not be sent to the Knowledge enter. These final products will become part of the Foundation permanent collection of publications, and may be archived within the Foundation's Knowledge Center system.

**Annie E. Casey Foundation
Southern Cities Economic Inclusion
2019 Mini-grants**

(**Grant has been extended to September 30, 2020**)

The Annie E. Casey Foundation is interested in supporting cities in the Southern Cities Economic Inclusion Cohort with \$10,000-\$15,000 grants towards implementing and/or moving forward promising economic inclusion strategies.

Two grant approaches will be considered; each must contribute to individual city economic inclusion goals and strategies.

- A collective grant across two or more cities focused on a common area of economic inclusion. Cities may aggregate their individual grant amounts towards collective work; a strategy for cross-site engagement must be included in addition to content work.
- An individual grant for one city on a specific area of economic inclusion. A match or evidence of leveraged funds will be required.

Some specific guidelines:

- Grants may be used for up to a one year period.
- Grants may go to the City or to a partner engaged in the economic inclusion work.
- If the request is to support attendance at a conference, the foundation may opt for a cost reimbursement approach.
- We would like to make grant awards by July 1.

Please fill out the following information; limit your response to 1 ½-2 pages, single-spaced.

1. City: Richmond, Virginia
2. Main contact and email: Evette Roots – Evette.Roots@Richmondgov.com
3. Brief context: (a paragraph or two describing the area of focus, and what is needed to move the strategy forward)

Richmond, VA is often referred to as the “Tale of two Cities.” While our local economy is growing and Richmond is becoming a Southern destination, we have 24% poverty rate and more than half of our children live in poverty. The economy is clearly not working for all citizens.

Richmond is the only city in the cohort that has not procured a much needed disparity study. In fact, we have determined that we do not have good baseline data or information to assist us in building a case for a disparity study for the city. As a result, we are requesting \$15,000 in grant funds to obtain baseline data for the City Of Richmond, which would assist us in articulating the need for the first ever disparity study.

4. Summary of proposed work: 2 paragraphs/half page describing the work and how it will contribute to your city's economic inclusion results this year.

As you know acquiring accurate and important data is extremely important in the work that we are doing. Unfortunately Richmond has not done a good job in gathering the important data that is needed in the business sector in order to thoroughly understand our current business community as it relates to businesses of color.

Therefore, we would like to hire a data and consulting firm to gather data that can answer the questions below along with additional questions that we may have related to Richmond's economic growth.

1. How many businesses are actually located in Richmond?
2. How much do they contribute economically?
3. How many minority owned businesses are in Richmond and what are the dominant sectors?
4. How many legacy businesses are in Richmond (50+ years)
5. What is the breakdown on our BPOL taxes (small, large businesses) and what are the demographics.

5. Scope of Work: 3-4 bullets describing what will happen during the grant period.

- We'll be using survey methodology across consumer advertising platforms (Facebook, Instagram, YouTube), to gauge self-reported metrics for how many businesses and business owners there are in Richmond.
- We'll be using advanced statistical methods to expand our survey data to projections, based on correlations observed between 7 other cities that reflect the City of Richmond in size, economic output, and diversity.
- The final products will be: (1) a comparison analysis between the City of Richmond and comparable cities as far as the average number of businesses and their financial profiles (2) a projection model, that can be re-used alongside additional data, and (3) the sum of data collected with a quality analysis on the veracity of the data.

6. Anticipated Results: 3 bullets describing what results you expect to see from the work – what will be different?

- The data will be collected and analyzed.
- The data will be used as a benchmarks for information going forward to support the need for a disparity study.
- The data will be used to assist us in learning more about the needs our businesses, especially businesses of color, and how we can be a viable resource for them.

7. Performance Measures: 3 bullets on how will you measure the success of your work (# of events/meetings/ stakeholders engaged, work products, policies changed, etc.)?

- The ability of the infrastructure of this program to be replicated will be a success metric. For example, if the data collection methodology works, we believe that this highlights a mechanism to connect with consumers that many metropolitan regions do not employ — while companies of all sizes and all verticals use social platform for surveys, brand studies, etc., municipalities are left with data collection mechanisms that are manual and cumbersome — we believe this methodology will hopefully extend beyond this project.
- If approved, the launch of the disparity study would be a success metric. With work products 1-3 mentioned in Question 5, we hope to create a justification for a disparity study, and create databacked proof behind observation and qualitative intelligence.
- The advertising metrics (click-through-rate, CPA, conversion rate) would be used as benchmarks, for future studies, as success metrics; the intention is to always optimize the metrics, and aim higher!

****Grant has been extended to September 30, 2020****