



Inclusive and Equitable Communities Grant Program Application Effective September 2020

Click in the boxes below to type your information. Use the Tab key to navigate through full application. Save and/or print the full application to submit to Southern Minnesota Initiative Foundation (SMIF).

I. Applicant Organization			
Organization Northfield Economic Development Authority		Federal Employer ID # (FEIN) 41-6005424	
Primary Contact Person Nate Carlson		Title Economic Development Coordinator	
Address 801 Washington Street	City Northfield	Zip 55057	
	County Rice	Telephone 507-645-3069	
Email Address nate.carlson@ci.northfield.mn.us		Facsimile N/A	
Tax Status (Eligible organizations are tax exempt 501(c)(3) organizations, units/agencies of local, state or federal government and public schools): <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> Unit of Government <input type="checkbox"/> Public Agency (Government Created) <input type="checkbox"/> Public school/Higher Education Institution <input type="checkbox"/> Ineligible organization, fiscal agent listed in section II.			
<u>If Project Contact person is different from above, please provide that information.</u>			
Project Contact Person Nate Carlson		Title Economic Development Coordinator	
Organization Northfield Economic Development Authority			
Address 801 Washington Street	City Northfield	Zip 55057	
	County Rice	Telephone 507-645-3069	
Email Address nate.carlson@ci.northfield.mn.us		Facsimile N/A	





II. Fiscal Agent (if applicable)			
Organization		Federal Tax ID # (FEIN)	
Primary Contact Person		Title	
Address	City	Zip	
	County	Telephone	
Email Address		Facsimile	
Tax Status (Eligible organizations are tax exempt 501(c)(3) organizations and units/agencies of local, state or federal government. <input type="checkbox"/> 501(c)(3) <input type="checkbox"/> Unit of Government <input type="checkbox"/> Public school/Higher Education Institution <input type="checkbox"/> Public Agency (Government Created)			

III. Project Description	
Project Beginning Date January 1, 2021	Project End Date June 1, 2022
Project Title Building Northfield Stronger	
Provide a 1-2 sentence summary of your project including overall project description, key activity and outcome: This project serves as a monumental step toward empowering Northfield minority businesses to build and grow their businesses in a community that strives to create greater equity.	

IV. Project Basics				
SMIF Counties served:				
<input type="checkbox"/> Blue Earth	<input type="checkbox"/> Fillmore	<input type="checkbox"/> Le Sueur	<input type="checkbox"/> Olmsted	<input type="checkbox"/> Wabasha
<input type="checkbox"/> Brown	<input type="checkbox"/> Freeborn	<input type="checkbox"/> Martin	<input checked="" type="checkbox"/> Rice	<input type="checkbox"/> Waseca
<input type="checkbox"/> Dodge	<input type="checkbox"/> Goodhue	<input type="checkbox"/> Mower	<input type="checkbox"/> Sibley	<input type="checkbox"/> Watonwan
<input type="checkbox"/> Faribault	<input type="checkbox"/> Houston	<input type="checkbox"/> Nicollet	<input type="checkbox"/> Steele	<input type="checkbox"/> Winona





☐ All of the Above

V. Narrative (Please limit to 6 pages)

I. ORGANIZATION INFORMATION

- A. Brief summary of organization history, including the date your organization was established
See attached.
- B. Brief summary of organization mission and goals
See attached.
- C. Brief description of organization's current programs or activities and strengths or accomplishments
See attached.
- D. Provide us with a timeline of your work quarterly or monthly
See attached.

II. PURPOSE OF GRANT

- A. Situation
 - 1. Provide some background to the problem you are trying to solve. What is the need?
See attached.
 - 2. How was that focus determined and who was involved in that decision-making process?
See attached.
 - 3. Describe the diverse or inclusive assets and resources available in your community and how you will leverage those assets to accomplish your goals.
See attached.
- B. Project Details (Please note: all grant projects must be completed within a 18-month timeframe)
 - 1. State the overall goal(s).
 - 2. List the objectives (How will you achieve the goal(s)).
 - 3. Identify the activities that you request SMIF funding for.





4. Will your project create or advance inclusive and equitable entrepreneurial systems in communities of diverse backgrounds? Please elaborate.
5. Will your project create or advance initiatives which increase equity and inclusion within your community? Please elaborate.
6. Who are your partners? What role will they play in this initiative?
7. How do you plan to continue this work (i.e., funding, staffing, etc.)?
8. Will this project be serving people of diverse backgrounds? Please elaborate.
9. What previous experiences does your group or organization have with implementing or working to support equity and inclusion in your community?

III. EVALUATION

- A. How will you know you are successful? What will be happening? What will be different?
- B. How do you plan to measure progress or success from your efforts? These can be quantitative (countable) or qualitative (describable).
- C. How will you complete your evaluation work? Who will be performing? What will you be asking?

VI. Attachment – Project Budget Worksheet

Please complete the SMIF Project Budget Worksheet (required). This form is available on our website or by request.

VII. Proposal Checklist – Required Documents from Fiscal Agent/Applicant Organization

Nonprofit Organization: <input type="checkbox"/> Completed application	Unit of Government, Public Agency or Public School:
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<input type="checkbox"/> SMIF Project Budget Worksheet (balanced) <input type="checkbox"/> Audited financials or filed tax forms if unaudited <input type="checkbox"/> IRS 501(c)(3) Determination Letter <input type="checkbox"/> Letter(s) of support from partner organization(s) other than the applicant organization and fiscal agent All items above must be included, or application will not be considered.	<input type="checkbox"/> Completed application <input type="checkbox"/> SMIF Project Budget Worksheet (balanced) <input type="checkbox"/> Audited financials or filed tax forms if unaudited <input type="checkbox"/> Letter(s) of support from partner organization(s) other than the applicant organization and fiscal agent All items above must be included, or application will not be considered.
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VIII. Application Submittal	
I have read thoroughly and comply with the Inclusive and Equitable Communities Grant Guidelines. To the best of my knowledge, all information provided in this application is true and correct.	
Authorized Signature	Date
Print Name	Title
Guidelines, application and project budget worksheet are available online at www.smifoundation.org . If you have any questions about the application and supporting documents, please contact: Jen Heien Grants Coordinator 507-214-7040 jenniferh@smifoundation.org For questions about the Inclusive and Equitable Communities Grant Program, please contact: Pam Bishop	





SOUTHERN MINNESOTA
INITIATIVE FOUNDATION

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Vice President of Economic Development
507-214-7013
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BUILDING NORTHFIELD STRONGER

Narrative for SMIF Inclusive and Equitable Communities Grant Application

I. Organization Information

The City of Northfield Economic Development Authority (EDA), created in 1991, seeks to improve the economic condition of Northfield. Focusing on appropriate commercial and industrial development, the EDA works to establish a higher tax base and additional job opportunities for the citizens of Northfield. The EDA provides resources and tools, including loans and grants, to support this kind of development.

The Mission of Northfield Economic Development Authority strives to improve the economy of Northfield through initiatives that increase employment, broaden the tax base, attract new enterprises and resources to the community and strengthen our appeal as a place to do business.

2019 accomplishments of the Northfield EDA

- Micro Grants – Program established in 1999
 - Launch5 Media received a \$5,000 grant for business expansion opportunity
 - Groundwire Coffee Roasters received a \$5,000 grant for their business expansion opportunity with Little Joy
 - Contented Cottage Bed & Breakfast received a \$5,000 grant for their business expansion of a new room for the facility
- Loan activity the EDA approved
 - \$100,000 loan to assist with the remodeling expenses for the Reunion Restaurant
 - \$50,000 loan for Secure Base Counseling Center to assist with their property acquisition and business expansion
 - \$250,000 loan to assist with gap financing for the 5th Street Lofts project

Major projects

- Assisted with the coordination and recruitment of a developer for the 5th Street Lofts

- Supported creation of a Redevelopment Tax Increment Financing District (TIF District)
- Provided property to the project (510 Washington Street)
- Provided a sizable revolving loan
- Established a Socio-Economic Committee to examine the conditions in Northfield for women, minority and veteran business owners
 - Contracted with Strong & Starlike Consulting to examine business conditions for minority and immigrant business owners and entrepreneurs

The Northfield EDA operates on a quarterly cycle and provides updates to the public through an Economic Development Newsletter. See here for link:

<https://www.ci.northfield.mn.us/1186/Northfield-Economic-Update-Newsletter>

II. Purpose of Grant

A) Situation

The problem is to enhance communication and capacity of the NEC to work with minority business owners particularly those for whom English is not their first language.

The Northfield EDA established a work plan in 2018 that established a strategic priority on business development and retention through a socio-economic lens. In essence, the Northfield EDA prioritizes the development and retention of business owned/operated by veterans, women and minorities. A sub-committee of the EDA was formed to address this strategic priority.

Over the last two years, the Socio-Economic Committee has pursued gathering crucial information on the current business environment for minority-owned businesses in Northfield. This committee made recommendation to the EDA Board in 2019 to hire a third-party consultant to assess the environment. The consultant, Strong & Starlike Consulting, Inc, following the completion of this work, made several recommendations on how to improve the business environment for minority-owned businesses. The EDA is working with the same consultant to establish a work plan for the Socio-Economic Committee.

A recommendation proposed by the consultant was to improve the access for minority businesses to the Northfield Enterprises Center (NEC) through increased communications and building of minority business networks. The NEC is an entrepreneurial development arm of the EDA and operates as a private, non-profit 501c(3). Here is the link to their website:

<http://northfieldenterprisecenter.com/>

The NEC has been operational for the past 20 years and has made a significant impact for entrepreneurial development in Northfield. The EDA has an existing contract for services with the NEC and wishes to enhance the services provided. In order to build out additional capacity within the NEC, more funding is needed to enhance the operations of the NEC to create a more equitable organization. Currently, the NEC Director operates at 16 hours per week.

This grant will serve as initial seed-funding for the NEC to establish the increased program capacity and allow the EDA additional time to evaluate the future funding levels of the NEC.

B) Project Details

The overall goal is to increase the availability of business resources for minority businesses. The Northfield Enterprise Center has been operating for over 20 years to coach and foster business growth within the community. However, the capacity for the NEC needs to be increased when making a targeted attempt to improve equity in operations.

As the sole funder and contract holder for the NEC, the Northfield EDA serves the role of setting the scope of services. The EDA has made it a high priority that the NEC support the initiatives of the EDA to embolden the existing and future minority entrepreneurs in Northfield. The EDA will ultimately serve as the project manager for this portion of the NEC's workload. The EDA will ensure that NEC staff meet the following objectives.

1. Increase staff time by four (4) additional hours per week dedicated to project outcomes.
2. Ensure all resource materials are translated in the Spanish language and disbursed to businesses seeking technical support.
3. Build trust within the minority-business community and ensure bi-lingual capability is possible through either consultant services or community volunteers.
4. Establish quarterly workshops dedicated to growing a minority-business network.
5. Offer small scholarships to reduce barriers to entry for minority-businesses.

This grant will fund the additional staff time, the increase in communications costs, the costs associated with establishing workshops, and the costs with offering small scholarships.

Through this project, the EDA and NEC will be advancing the strategic initiative of retaining and expanding Northfield business in a more equitable fashion. Having dedicated staff time to this cause, both organizations are making a clear attempt to increase the availability of resources and establish greater inclusivity for all businesses. Advancement of equitable entrepreneurial systems is a fundamental objective when increasing staff time and availability.

The Northfield City Council has made it clear through their actions by establishing a Racial Equity Action Plan that creating greater equity and inclusivity throughout the community is vital to the future of the community. Businesses are fundamental to a community's vitality and ensuring availability to resources offered by the NEC is instrumental when striving for greater inclusivity.

The Northfield EDA collaborates with local lenders, the City Council and Northfield Chamber of Commerce to carry out economic development initiatives. The EDA will rely on this support once more as the NEC carries out this project. Through communication efforts and directing businesses to NEC services, these partnerships are essential for success. The Chamber has offered support by coordinating on workshops and will donate time in setting up these events. The minority-businesses will also play a role in partnership to the NEC. By communicating to

fellow businesses and providing critical feedback, the minority-businesses involved in this project will also be instrumental in defining how services are best distributed.

Should this project be deemed successful, the Northfield EDA will review the possibility of increasing the contract award amount per year to sustain this work. The current contract with the NEC expires on December 31, 2022, and the EDA has the authority to adjust the award amount through an amendment process, if deemed necessary.

Northfield is a diverse community of 20,000 people and within that framework, there are 90 businesses that identify as minority-owned and deserve equitable access to resources. The purpose of this project is to build capacity and propel the momentum that both the NEC and EDA have initiated as of recently to both grow and recruit new minority businesses. Through consultant contracting with Strong & Starlike, EDA Committee members committing resources to this cause, and the NEC engaging with community members, each organization plays an instrumental role in building Northfield stronger.

III. Evaluation

This project will be evaluated every six months according to the following.

1. Did the NEC dedicate four (4) additional hours to implement this project over the past six (6) months?
 - a. The NEC shall provide the EDA with an itemized accounting of time spent on the “Building Northfield Stronger” project.
 - b. The NEC shall provide documentation on how many minority-businesses accessed NEC services.
2. Has the NEC translated all resource documents and disbursed them accordingly to businesses inquiring into NEC services?
 - a. The NEC shall provide the EDA with examples of translated work. The NEC shall have 100% of resource documents translated by June 30, 2020.
3. Has the NEC built trust within the minority-business community and ensured bi-lingual servicing capabilities?
 - a. The NEC shall provide anecdotal evidence that businesses trust the NEC either through written or spoken testimonials.
 - b. The NEC shall also demonstrate how the organization ensured bi-lingual servicing.
4. Has the NEC initiated quarterly workshops dedicated to growing a minority business network?
 - a. The NEC shall provide the agenda and learning outcomes for each workshop. The NEC shall submit a head count for those in attendance of each workshop. By the end of the project, the NEC shall have established a minority business network of ten (10) minority businesses.

5. Did the NEC offer small scholarships in an effort to reduce barriers to entry for minority-businesses?
 - a. The NEC shall provide the EDA with a total amount of scholarships made and to what businesses. The available funding for scholarships shall not exceed \$3,500. The NEC Board is authorized to establish the criteria for scholarships and shall submit that criteria to the EDA prior to offering any scholarships.

The EDA requires that a summary report be delivered by the NEC every six (6) months. If the NEC and EDA start to see a shift in minority-business participation, this project shall be deemed successful.

On behalf of the Northfield Economic Development Authority and the Board of Directors for the Northfield Enterprise Center, we thank the Southern Initiative Foundation for their continued support and consideration of this grant.

10-13-2020

Northfield Enterprise Center

19 Bridge Square
Northfield, MN 55057
507-786-9065

RE: Inclusive and Equitable Communities Grant

Greetings!

We here at the NEC are very excited for this new opportunity to help many of the underserved, entrepreneurs in our area. With the help of the Northfield EDA, we look forward to creating new connections, expanding our reach and tapping into a community that is largely forgotten in this area. We have already began reaching out and working with a few minority owned businesses and with this grant we will be able to expand our reach, update our educational materials and host regular workshops to help build and grow their businesses.

Chris Whillock
Executive Director



Anticipated 18-Month Project Budget

Applicant Organization/Fiscal Agent:	NORTHFIELD ECONOMIC DEVELOPMENT AUTHORITY
Federal ID #:	41-6005424
Project Title:	BUILDING NORTHFIELD BETTER
Amount Requested from SMIF:	\$20,000

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Round to nearest dollar

PROJECT REVENUE:	Applicant Match			Total Revenue
	Project Cash In-Hand	Project Cash Pending	Project Non-Cash Support*	
Applicant Organization	50,000	-	-	50,000
Nonprofit Organizations (other than SMIF)				-
Government Units/Agencies (local, state, federal)				-
Public Institutions (higher education, school districts, libraries, etc)				-
Corporations/Businesses				-
Clubs/Associations				-
Individuals				-
Participant Tuition/Fees/Memberships				-
Other Sources (describe below):				-
				-
				-
				-
				-
Total Applicant Project Revenue	\$ 50,000	\$ -	\$ -	\$ 50,000
Southern Minnesota Initiative Foundation Grant Request				20,000
Total Project Revenue				70,000

**Project Non-Cash Support is defined as goods or services (other than cash) that are invested in a project (such as a volunteer's time; or project space, materials, supplies, etc.).*

PROJECT EXPENSES:	Applicant Match		SMIF Funds	Budget Total
	Project Cash Expenses	Project Non-Cash Expenses		
Salaries and Wages/Benefits	28,200		10,500	38,700
Consultant Fees/Contract Fees	3,500			3,500
Travel				-
Rent/Lease/Utilities	6,140			6,140
Communcations (postage, printing, telephone)	200		3,000	3,200

Equipment	810			810
Supplies	650			650
Technology				-
Marketing/Promotion/Publicity	500		3,000	3,500
Scholarships/Participant Fees			3,500	3,500
Participant Meals/Transportation/Childcare				-
Other Expenses (describe below):				-
PAYROLL TAX	10,000			10,000
				-
				-
Total Project Expenses	\$ 50,000	\$ -	\$ 20,000	\$ 70,000

Budget Check Figures:	Must all equal OK
Maximum SMIF Request: \$20,000 <i>Grant requests can be up to, but not exceeding \$20,000</i>	OK
Applicant cash revenue equals applicant cash expenses <i>Must show how all project income will be spent and how all project expenses will be paid for</i>	OK
Applicant non-cash revenue equals applicant non-cash expenses <i>Must show value and source of non-cash support and break it down by category under expenses</i>	OK
SMIF Grant Request equals SMIF Funds expenses <i>Grant Request must equal Project Expenses: SMIF Funds total</i>	OK
Project expenses equal project revenue <i>Total Project Revenue should equal Total Project Expenses. If not please make sure project budget shows how all income will be spent and how all expenses will be paid for</i>	OK

If you have any questions or the budget does not balance, please contact Jen Heien, Grants Coordinator, at 507-214-7040 or jenniferh@smifoundation.org