

## 2006 – 2007 CDBG/HOME APPLICANT QUESTIONS AND RESPONSES

Name of Organization: **Davis Downtown Business Association (DDBA)**  
Project Title: **Entrepreneurial Training Program**

1. Describe in detail why almost 60% of your costs for this program come from your CDBG RFP with the other 40% from the participant.

**The current rate of \$195 for the ten-week course allows participants from a wide variety of backgrounds to afford to take this course. Similar courses that are offered through Small Business Development Centers, in conjunction with local community colleges across the state have much higher fees, much lower course attendance, do not hold the course as often as we have (many no longer offer the program because of low attendance) and do not waive fees for low to moderate income residents. In order to make this program successful, we have had to “buy-down” a portion of the fees, and have extensively marketed the course to low-income participants.**

2. Why aren't DDBA membership fees assessed to include future allocation for economic development?

**This project was originally developed as a partnership between the city of Davis, the Greater Sacramento Small Business Development Center and the DDBA and was not meant to specifically benefit DDBA members only. When the program was developed with the City of Davis in 1999, DDBA agreed as part of their partnership to take on the administrative aspects of the project program. The program is an economic development program to improve micro-enterprise in the City of Davis, not just DDBA members. Out of the 340 participants in the classes, 35 have been members or have located their business in downtown after the course (10% of total participants). DDBA assessment fees stimulate economic development in downtown in a wide variety of ways, including marketing, events and other programs.**

3. Please explain how your project results in job creation.

**By properly educating existing independent businesses owners, this program helps strengthen their knowledge to make their business successful. For the person just starting their business, it gives them a guide of where to begin and how to make the business successful by teaching them how to write a detailed business plan, their “roadmap” on how to run their business. Rather than allow them to start a business and then fail at great personal expense, this program provides a solid footing for them in their business endeavors. This translates to jobs created and an overall stronger business community.**

4. How many jobs do you estimate have been created or retained in Davis over the life of this project?

**We conservatively estimate is that this program has created or retained more than 175 jobs over the life of this project. We estimate that 25% of the participants in the last 6 1/2 have moved from the area; 40% have either not started a business or as an owner of an existing business have not added any additional employees, and the remaining 35% have added an average of 1-2 employees for their business.**

5. Do you have any recent estimates of the amount of employees (including those who own their own business) or jobs that have been created due to the DDBA's micro-enterprise development program?

**See above answer for #4.**