



The Partnership Criteria for Fund Eligibility

PRESENTED TO

Potential Fund Awardees

PRESENTED BY

The West End Opportunity Partnership

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1.0 Criteria for Fund Eligibility - Document Overview

The West End Opportunity Partnership (*The Partnership*) a non-profit corporation was created by Kentucky Statute in 2021 to revitalize the West Louisville neighborhoods. After facilitating community engagement sessions to gather input on the various community and business development projects that are a necessity for the growth and sustainability of our neighborhoods, *The Partnership* is poised to begin implementation of funding development projects solely focused on the revitalization of the West End of Louisville. This document will detail the principal standards by which entities are assessed for Fund Eligibility. The weighted metrics outlined in the pages that follow will be separated into four categories each containing subcategories that will be scored. To be considered for receipt of funding for projects, each potential awardee must address the entirety of the designated metrics put forth by *The Partnership*. *The Partnership* is committed to the continued development of the 9 neighborhoods; **Algonquin, California, Chickasaw, Park Duvall, Park Hill, Parkland, Portland, Russell, and Shawnee** that make up The West End of Louisville Community and our hope is that your organization would join us in shaping the future of these neighborhoods.

2.0 Small Business Development Program

Potential **Minority Owned Small Business Awardees** are to provide an overall summary of the project for which the requested fund amount will be utilized. This summary should include a comprehensive description of the project along with details concerning the metrics listed within this section.

2.1 Is your business registered with the State of Kentucky? “America’s SBDC” (REF1)

- Have you obtained a Name and Domain for your Business?
- Have you obtained Business Licenses and Permits?
- Have you obtained Federal and State Tax ID?
- Have you registered for Sales Tax?
- Have you obtained Insurance?

2.2 Provide information Concerning the Funds that are being requested from *The Partnership*

- Are you the sole business owner applying for the loan?
- Have you ever borrowed from a traditional lending institution? If so, has the loan been repaid or is it in good standing? Please provide the lender's name.
- Do you have a Business Account and if so, how long have you had the account? Please provide the institution’s name.
- Do you know your current credit score?
- When do you foresee potentially beginning repayment of the loan?

- Provide details expressing a willingness to adhere to The Partnership’s Financial Advisor’s recommendations concerning loan repayment terms.

2.3 Provide Details Concerning the Planned Operational Entity?

- The purpose of the project.
- Will the entity be unique to the community?
- What resources does the project provide for the community?
- Is the planned location within the nine (9) neighborhoods of the West End of Louisville?
- Do you plan on hiring qualified candidates residing in the West End of Louisville?
(REF10)
- Is the planned location accessible by public transportation?
- Describe the specific group of people expected to utilize the operational entity.
- Explain how the community will benefit from the use of the operational entity.
- Explain in what way the entity's daily end-user will patronize the business.
- Does the entity plan to implement a community give-back program?
- Explain your efforts to obtain community support for the proposed project prior to requesting support from The Partnership. Community support may be demonstrated by letters of support from community members or organizations (This criterion was recommended to the Board for approval by The Partnership’s Finance Committee on October 15, 2024, and will be submitted for Board approval at its December 2, 2024, meeting.)

3.0 Traditional Enterprise Funding Program (Narrative)

Potential Awardees are to provide an overall summary of the project for which the requested fund amount will be utilized. This summary should include a comprehensive description of the project along with details concerning the metrics listed within this section.

3.1 Who does the project serve?

- Describe the specific group of people expected to utilize the operational entity.
- Explain in what way the entity's daily end-user will patronize the business.

3.2 How does the project benefit the community?

- What resources does the project provide for the community?
- Explain how the community will benefit from the use of the operational entity. Will the entity be unique to the community?

3.3 Describe the planned location of the operational entity.

- In what neighborhood will the entity be located within the West End of Louisville? Is the planned location accessible by public transportation?
- Explain your efforts to obtain community support for the proposed project prior to requesting support from The Partnership. Community support may be demonstrated by letters of support from community members or organizations (This criterion was recommended to the Board for approval by The Partnership’s Finance Committee on October 15, 2024, and will be submitted for Board approval at its December 2, 2024, meeting.)

4.0 Organizational Information

4.1 Company Biography

- Provide information detailing the entity's history and that of its founders.
- Describe the core competencies of the entity.
- Provide the location of the Headquarters.
- Provide Duns/UEI and CAGE Code if applicable.
- Provide the entity's connection if any to the West End of Louisville.

4.2 Historical Performance

- Provide detail on a minimum of five major projects completed by the entity including total project cost.

4.3 Financial Documentation

- Provide the most recent quarter financial documents (Balance Sheet/Profit and Loss/Cash flow).
- Provide evidence of profitability and working capital. **(REF13)**

4.4 Credit Information

- Provide evidence of being creditworthy and demonstrate a reasonable ability to repay the loan. **(REF12)**

5.0 Project Plan

Potential Awardees are to provide a comprehensive outline of the forecasted execution of the project. Adherence to the submitted and approved plan will be the responsibility of the awardee. Assurance of adherence will be overseen by *The Partnership* via quality control oversight. The Project Plan should include the goals and objectives concerning allocation of awarded funds, along with providing details concerning the metrics listed within this section.

5.1 Fund Request

- Provide information concerning the amount that is being requested from *The Partnership*.
- Provide details of the project's budget in its entirety (i.e., Total Project Cost). **"DOJ" (REF4)**
- Provide details concerning the allocation of the awarded funds (i.e., forecasted budget). **(REF4)**

5.2 Forecasted Timeline

- Outline the projected timeline encompassing all construction phases and associated steps that will be utilized in the process of the project becoming operational. Provide a forecasted operational date.

5.3 Communication Plan

- Outline the anticipated scope of communication to *The Partnership*, including the content to be conveyed throughout all phases of project development and post-operational stages.
- Specify the projected frequency at which updates will be shared.
- Detail the method and structure by which the status of deliverables and milestones to relevant stakeholders will be communicated.
- Identify the designated point of contact responsible for facilitating communication and ensuring transparency throughout the project lifecycle.

5.4 Project Feasibility

- **Executive Summary:** A concise overview of the business concept, objectives, and key highlights of the plan.
- **Projected Profitability:** Provide details that display the forecasted profitability of the operational entity, i.e., Projected Income Statement.
- **Marketing Strategy:** Detailed plan outlining the target market, marketing channels, promotional activities, and customer acquisition strategies.
- **Organization Metrics:** Provide metrics of desired end users' annual revenue, organizational capacity, and years in business.
- **Market Research:** Comprehensive analysis of the industry, market trends, competitive landscape, and customer demographics to support business viability.
- **Safety and Control:** Policies, procedures, and measures to ensure safety compliance and risk management at the operational site.
- **Site Control Plan Communications:** Inform *The Partnership* of awardees plan for site control concerning the acquisition or leasing of property.: **(REF3)**

6.0 Community Impact

Potential awardees are to provide information concerning past and present examples of organizational community contributions. Successful applicants will also detail their plan to ensure community participation.

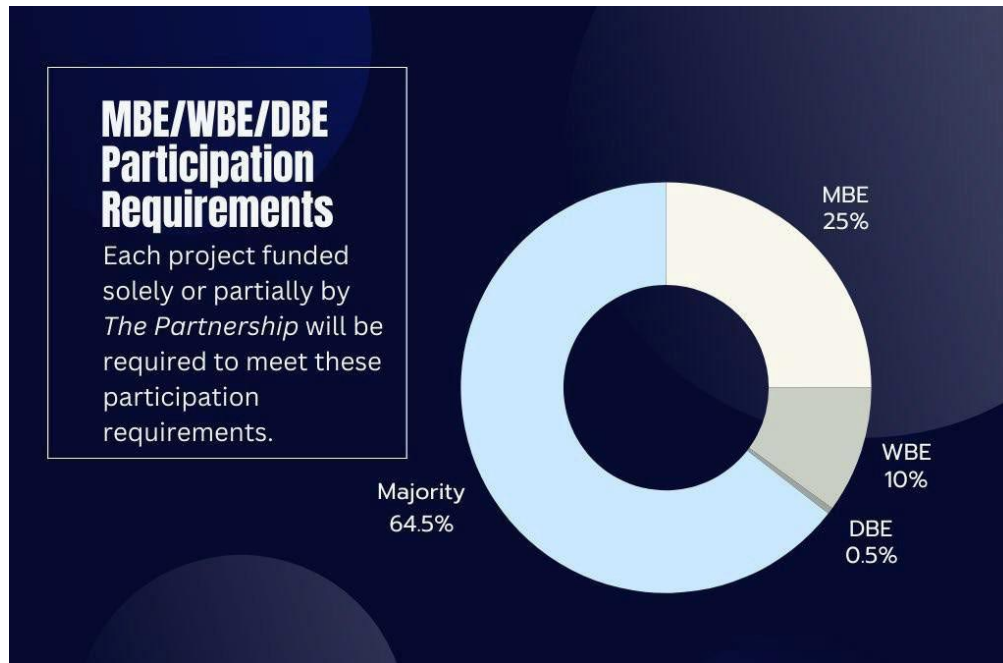
This section will detail the requirements of both *The Partnership's* Community Benefits and Small Package Set Aside programs. This section will also outline required inclusion metrics that must be met post-award.

6.1 Historical Community Contribution

- Explain the organization's community contributions detailing fund allocation location, dollar amount, and recipients.
- Detail current methods of community contribution, if any, beyond financial.

6.2 The Partnership Participation Program

- Each project, funded solely or partially by The Partnership, will be required to include provisions regarding MBE/WBE/DBE participation as defined below. **(REF9)**
 - **Minority Business Enterprise (MBE)** – a business that is fifty-one percent (51%) or more owned by one or more persons who are members of a racial minority.
 - **Women Business Enterprise (WBE)** – a business that is at least fifty-one percent (51%) owned by one or more women.
 - **Disabled Business Enterprise (DBE)** – a business that is fifty-one percent (51%) or more owned by one or more disabled individuals.
- The percentage of MBE/WBE/DBE ownership shall be confirmed via certification provided by one of the certifying bodies listed below or the applicant must provide evidence satisfactory to *The Partnership* of minority ownership. **(REF9)**
 - **Tri-State Minority Supplier Development Council**
 - **Louisville and Jefferson County Human Relations Commission,**
 - **Commonwealth of Kentucky Finance and Administration Cabinet**
 - **MSD's Diverse Works Program**
- Each project, funded solely or partially by The Partnership, will be required to include provisions regarding MBE/WBE/DBE participation adhering to the percentage requirements outlined in the graph below. **(REF9)**



6.3 The Partnership Small Package Set Aside Program

- Per The Partnership's Small Package Set Aside Program, 5% of the MBE/WBE/DBE participation requirement shall be set aside for MBE/WBE/DBE firms with a 3-year average revenue of less than \$500,000.00. **(REF5)**

6.4 Participation Plan

- Potential Awardees are to provide a detailed description of their organization's strategy to ensure that the participation requirements outlined within this section are adhered to. **(REF10)**
- Each awardee is required to comply with *The Partnership's* mandate of Net 14 payment terms implementation for each MBE/WBE/DBE participating firms.
- Each awardee is required to develop milestone-driven phase payment structures for ongoing scopes (beyond a 30-day duration) contracted to MBE/WBE/DBE participating firms.

6.5 Community Benefits Program

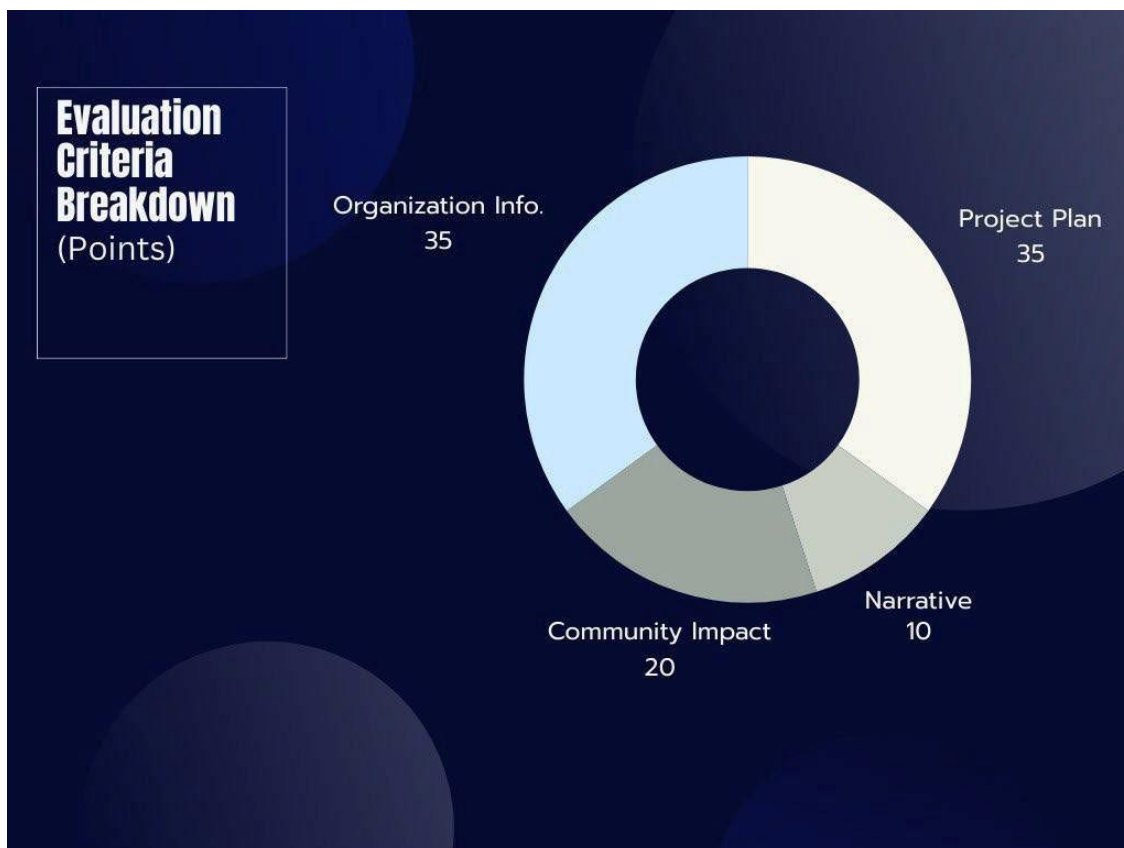
- Awardees will be required to participate in The Partnership's Community Benefits Program. Awardees will designate an approved Louisville West End nonprofit entity to assist with providing employment opportunities, education, financial or in-kind contributions, volunteering, and more. The mandate is to promote an environment of equity and inclusion within the community. **(REF10)**
- Designated nonprofit recipients are to be identified and approved before construction starts.
- Specific method and volume of contribution is to be submitted for approval along with nonprofit identification submittal. **(REF10)**

- The total value of the contribution is required to be an overall minimum of 1% of the total project cost (includes direct financial, volunteer, etc.). Value is to be confirmed via an itemized report. **(REF10)**

7.0 Evaluation Criteria

The Criteria for Fund Eligibility will be reviewed and evaluated by a selection committee according to the awardee's relevant organizational information, the feasibility of the project, intentionality concerning community impact, and the project's value-added community impact. This selection committee shall provide a determination on fund award within thirty (30) days from the potential candidate's submittal. Specific evaluation criteria will include the following:

- **Organizational Info:** 35 Points
- **Project Plan:** 35 Points
- **Community Impact:** 20 Points
 - **Narrative:** 10 Points
(REF8)



8.0 Nonprofit Business Program

Potential **Minority Nonprofit Awardees** are to provide an overall summary of the project for which the requested fund amount will be utilized. This summary should include a comprehensive description of the project along with details concerning the metrics listed within this section.

8.1 Is your Nonprofit registered with the State of Kentucky? (REF2)

- Have you obtained a Name and Domain for your Nonprofit?
- Have you selected a Kentucky Nonprofit startup corporation structure?
- Have you Nominated a Kentucky registered agent?
- Have you recruited your board members?
- Have you consented to the bylaws and conflict of interest policy?
 - Applying for IRS 501(c)(3)
- Have you secured an EIN (Employer Identification Number)?
- Have you applied for a Federal Tax Exemption?
- Have you applied for a Kentucky State Tax Exemption?
- Have you applied for permits and licenses within your town or county?

8.2 Provide Information Concerning the Funds that are being requested from The *Partnership*

- Have you ever borrowed from a traditional lending institution? If so, has the loan been repaid or is it in good standing? Please provide the lender's name.
- Do you have a Business Account and if so, how long have you had the account? Please provide the institution's name.
- Do you know your current credit score?
- Have you previously applied for any Government Grants? (REF6)

8.3 Provide Details Concerning the Planned Operational Nonprofit Entity

- What is your giving focus for this Nonprofit? (REF11)
- Who will this project serve?
- Will the entity be unique to the community?
- What resources does the project provide for the community?
- Do you plan on hiring qualified candidates who reside in the West End of Louisville? (REF10)

- Is the planned location accessible by public transportation?
- Describe the specific group of people expected to utilize the operational entity.
- Explain how the community will benefit from the use of the operational entity.

9.0 Board-Initiated Projects

The Board may initiate projects without the necessity of an application from an external applicant. Board-initiated projects will comply with the same criteria set forth in this policy, depending on the type of project.

10.0 Compliance Acknowledgement Statement

Each awardee is required to comply with *The Partnership's* mandate of continued oversight during, pre- and post-development/construction. An awardee's compliance with *The Partnership's* implementation of QA and QC processes will ensure that the desired result and community impact of the project are realized. Project oversight will consist of but is not limited to the following processes below:

Pre - Construction

- Compliance with this document.

During - Construction

- QA/QC Inspections performed by certified inspectors.
- Required project reports at intervals determined by The Partnership's project managers showcasing the details below.
 - Forecasted and Actual Timeline and Budget
 - Status of Community Impact Metrics
- Regularly Scheduled Update Meetings.

Post - Construction

- Quarterly Operational Outcome Analysis for the initial 12 months of operations. **(REF8)**

10.1 Acknowledgement Statement

“As a potential awardee, we acknowledge The Partnership's dedication to the revitalization of the West End of Louisville. We understand the significance of addressing the weighted metrics outlined in the Criteria for Fund Eligibility document to be considered for funding, and we are committed to actively engaging with The Partnership to ensure our projects align with these standards.

We hereby acknowledge that we have read and understand the metrics and details outlined in this document. Furthermore, we attest that the signature of our company's authorized representative has been voluntarily affixed to this document.

Company Name

Authorized Signatory

Title

Date



The Partnership Criteria for Fund Eligibility Reference Page

1. **America's SBDC Kentucky – Starting a Small Business in Kentucky**
<https://kentuckysbdc.com/how-to-start-a-small-business-in-kentucky/>
2. **Chamber of Commerce – How to Start a Nonprofit in Kentucky**
<https://www.chamberofcommerce.org/nonprofit/kentucky/>
3. **U.S. Department of Housing and Urban Development – Site Control, Acceptable Documentation**
<https://www.hudexchange.info/faqs/1540/how-must-recipients-demonstrate-site-control/>
4. **SBA/SCORE – Budget Template**
<https://www.score.org/templates/startup-expenses/>
5. **Commonwealth of Kentucky – Minority & Women Business Enterprise Certification Program**
<https://finance.ky.gov/office-of-the-secretary/office-of-equal-employment-opportunity-contract-compliance/minority-and-women-business-enterprise-certification-program/Pages/default.aspx>
6. **USAGov – Government Grants**
<https://www.usa.gov/government-grants>
7. **Kentucky Nonprofit Network - Supplier and Vendor Diversity**
<https://kynonprofits.org/learn/supplierdiversity/>
8. **Department of Labor – Quarterly Narrative Performance Report Template**
<https://www.dol.gov/sites/dolgov/files/ETA/Performance/pdfs/WIOA%20QNPR%20Template%20ETA-9179%205-20-21%20FINAL.pdf>

9. **Commonwealth of Kentucky – Certification FAQs**
<https://finance.ky.gov/office-of-the-secretary/office-of-equal-employment-opportunity-contract-compliance/minority-and-women-business-enterprise-certification-program/Pages/frequently-asked-questions.aspx>
10. **MSD – Community Benefits Program**
<https://louisvillemtd.org/communitybenefits>
11. **National Council of Nonprofits – Evaluation and Measurement of Outcomes**
<https://www.councilofnonprofits.org/running-nonprofit/fundraising-and-resource-development/evaluation-and-measurement-outcomes>
12. **SBA – Loan Terms, Conditions, and Eligibility**
<https://legacy.sba.gov/partners/lenders/7a-loan-program/terms-conditions-eligibility>
13. **SBA – Lender Match**
<https://www.sba.gov/loans/lender-match/>