

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY
ORDINANCE NO.: _____**

Project: Urban League of Greater Cleveland
2930 Prospect Avenue
Cleveland, Ohio 44115

Project Location: Citywide

Project Manager: Matthew Keri

Ward/Councilperson: Citywide

Funding Amount: \$350,000

Purpose of Financial Assistance

That the Director of Economic Development is authorized to enter into an agreement with the Urban League of Greater Cleveland, or its designee, to assist with costs related to outreach, assistance, and administration of a loan fund and assistance, training and planning for small businesses through the Entrepreneurship Center.

Project Description

The ULGC is looking to the City of Cleveland for financial assistance to fund technical assistance, training and strategic planning for small businesses through the ULGC Entrepreneurship Center and the general operations of the UBIZ loan fund to originate, underwrite, service and portfolio manage small business lending of their \$4.25 million loan pool.

ULGC will continue its outreach to businesses and assist in providing solutions and resources to successfully resolve issues. ULGC will also continue to take an active role in loan origination, processing, and closing micro loans for small business clients. The scope of work for 2021-2022 is as follows:

1. Identify Cleveland area businesses that are either in the start-up or expansion stage, and are in need of assistance.
2. Serve as both a direct provider of services and as a referral source to externally provided services for technical training and support.
3. Provide access to capital formation assistance through either arranging for business loans and/or equity injections in the business.
4. Serve as a direct provider of micro-lending services

5. Conduct monthly follow up with borrowers and post counseling to stay abreast of business operations and to be proactive in uncovering potential issues.
6. Make referrals of businesses to the City for assistance as appropriate.
7. Keep the City apprised of all available business training sessions so that they may be promoted on the City's website and through the City's social media outlets.

ULGC will assist in the completion of the Mayor's Transition Goals through their provision of technical assistance and access to capital to small businesses. ULGC will provide high intensity technical assistance through their Becoming Bankable, Construction and Restaurant Accelerator programs to 25 disadvantaged businesses in the city of Cleveland. This will assist the newly established Small Business Administration Council to improve the City's small business environment.

ULGC's work closely aligns with the Mayor's Equity in Action goals. They administer the UBIZ Venture Capital fund, which will deploy more than \$1 million of growth capital to between 10 and 15 small businesses in Cleveland during the term of the agreement. UBIZ aims to bring tangible solutions to disparities in small business lending for African Americans and other disadvantaged small businesses. ULGC will further collaborate with the City of Cleveland's Economic Development department and other service providers to facilitate two Access to Capital webinar/town hall series to educate residents on availability of various capital resources. ULGC will also facilitate a joint minority certification program covering both State MBE and City MBE to 25 Minority businesses with public contract opportunities.

Economic Impact

ULGC will provide technical assistance to local businesses, helping Cleveland retain the associated FTE jobs while also taking an active role in loan origination, processing, and closing micro loans for small business clients.