



Ingham County Sunrise Grant Program

**Ingham County Controller, County Services Committee & Board of Commissioners
April-June 2023 Quarterly Report:**

Sunrise Programmatic Fund Use by Category or Program:

Category	Status	# Grants Awarded	# Clients Served	Funds Obligated	Funds Expended through March 31, 2023	Funds Expended through June 30, 2023
Retail / Goods / Services	Complete	213		\$2,620,000	\$2,620,000	\$2,620,000
Tourism / Hospitality	Complete	49		\$600,000	\$600,000	\$600,000
Nonprofits	Complete	83		\$1,240,000	\$1,240,000	\$1,240,000
New Business During Pandemic	Complete	99		\$695,000	\$695,000	\$695,000
Sole Proprietors	Complete	109		\$545,000	\$545,000	\$545,000
Restaurants / Eateries / Taverns	Complete	60		\$905,000	\$905,000	\$905,000
Childcare Providers	Complete	11		\$840,000	\$840,000	\$840,000
Business Incubators	Complete	3		\$480,000*	\$480,000	\$480,000
Impact (Discretionary)	Complete	3		\$200,000*	\$200,000	\$200,000
Succession Planning Technical Assistance	Ongoing			\$450,000	\$220,000	\$220,000
Web, Ecommerce, Bookkeeping, Technical Assistance	Ongoing		70	\$250,000	\$78,184.52	\$122,004.57

Elevate Black Business Accelerator Program Support	Ongoing	6	7	\$140,000	\$25,147.10	\$27,600.07
One and All Inclusive Entrepreneurship Program Support	Ongoing	18		\$300,000	\$0	\$122,197.33
PROGRAMMATIC FUNDS SUBTOTAL		636		\$9,265,000	\$8,448,331.62	\$8,616,801.97
Administrative Expense Type				Funds Obligated	Funds Expended through March 31, 2023	Funds Expended through June 30, 2023
DEI & Economic Development Partner Sub-contracts					\$70,000.00	\$70,000.00
Technical Grant Management Software					\$26,032.48	\$26,032.48
Community Engagement (Professional Marketing & Advertising)					\$45,009.28	\$45,009.28
Professional Services (Finance, Audit, Compliance, Legal, Insurance Expenses)					\$26,625.74	\$28,425.74
LEAP Program Management Compensation					\$221,532.50	\$221,532.50
ADMINISTRATIVE FUNDS SUBTOTAL				\$485,000	\$389,200.00	\$391,000.000
TOTAL SUNRISE FUNDS				\$9,750,000	\$8,837,531.62	\$9,007,801.97

Programmatic Fund Use Narrative

The programmatic funds total budget is \$9,265,000. Through the end of 2023's second quarter, **\$8,616,801.97** has been expended of these budgeted funds, leaving \$648,198.03 remaining.

Technical Assistance

As mentioned in previous reports, contracted consultants with the Michigan Small Business Development Center (MI-SBDC) are available to provide services to businesses. Coordinated outreach is ongoing to encourage businesses to utilize these services. Since contracts were signed, there have been over seven hundred contact hours between consultants and eighty different businesses. The two highest-requested services continue to be bookkeeping and restaurant consulting. The program's technical assistance component has been designed to be flexible and to accommodate demand levels across contract services. Outreach is ongoing by MI-SBDC to their network of Ingham County businesses and clients as we wind down by the end of the year. LEAP continues to aid in outreach to increase technical assistance activity.

Throughout the SBDC technical assistance program, clients have requested additional services beyond SBDC offerings. To meet the needs of clients, LEAP has expanded technical assistance opportunities through other providers like those listed below.

The Sandler Sales Training program was held the week of May 8th in person at the Technology Innovation Center in East Lansing. Sandler has been a global leader in sales and sales management training for over 50 years. Sandler's methodology has helped companies around the world improve their sales effectiveness and productivity. Greg Coyne, Principal, Gerry Weinberg & Associates Sandler Training Center, facilitated the three-day training expertly. 28 people attended the Sandler Boot Camp and walked away with a variety of takeaways including those listed below:

- Integrating Sandler Methodology into Sales Process.
- Scorecards/Cookbook Development
- Debriefing of Sales Calls
- A Prospecting Strategy, Structure and Cadence.

Other business technical assistance trainings for Q2 included a Business Credit Webinar. On May 15th, LEAP hosted the first webinar in the Business Credit Series. The webinar focused on the foundational differences between personal and commercial financing. Over 20 small business owners from Ingham County participated in the program. Coach Crystal, of Crystal Clear Tax & Accounting Consulting LLC, was the facilitator and also offered free 20-minute sessions to the first five people to register for the webinar. This was a huge demand from business clientele through qualitative feedback and we will continue to host webinars throughout the 2023 year.

To best serve the needs of clients, we have also engaged in a contract with Piper & Gold Public Relations to engage with small businesses, on a referral basis, for assistance in business plan marketing and development. This service will help businesses access state-supported programs like the Business Accelerator Fund. While the

program has not officially launched, an application portal has been created. More information will be provided in future reports.

Leave a Legacy

The Center for Community-Based Enterprise (C2BE) is the technical assistance provider for the Leave a Legacy program in reference to the Silver Tsunami, earlier mentioned in other reports. Throughout the past year, C2BE has reviewed 4,691 enterprises using primary LEAP data and parameters created by the contractors to target businesses that meet the threshold to be viable candidates to sell to their employees. C2BE completed the business screening of the initial set of Ingham County businesses provided by LEAP. The screening revealed many companies needed to be able to sell to employees and were not primarily due to the impact of the COVID pandemic. However, C2BE could still identify several businesses in the data set that met the initial screening criteria and completed 1:1 engagements. The engagements revealed the challenges of needing to restart, pivot, scale down, or sustain their business and its impact on maintaining a profitable business and a stable workforce that could eventually become owners. To read more about C2BE's work and continued strategies, please find the attached the report titled, "Attachment A."

Ingham County One and All

As noted in previous reports, the additional programmatic funds of \$440,000, remaining from the competitive relief grants process in fall 2021, were reallocated for other programs, including One and All. Funding supports LEAP's internationally award-winning One and All inclusive entrepreneurship program at \$150,000 a year for 2 years (2023-2024) to support underrepresented and Asset Limited Income Constrained Employed (ALICE) people establishing or growing their businesses in Ingham County. LEAP continues to seek additional funding partners to support this robust and incredibly rich program that the community has come to know and love for the 2024 program year. As mentioned in the previous quarterly report, the accepted 2023 cohort was predominantly female, located in the city of Lansing, between the ages of 30 and 49, with diverse industries and business types represented. The program ran February 27-April 28 and delivered a unique combination of business and communication training, coaching, mentoring and business resources, and provided participants with a lifelong connection to a professional network.

The 18 program graduates reported they are better positioned to grow and scale their businesses, have better awareness and access to funding, feel more financially secure and capable, more capable of marketing their businesses, hiring and running their businesses and like they are not alone on their business journey. As highlighted in the table above, the programmatic expenses, not including the administration expenses, to-date is \$122,197.33. Staff hours and admin are continuous throughout the 2023 year and are not reflected in the expenses to date. Admin expenses will be aggregated and reflected in the Q4 report. The application period and program dates for the 2024 Ingham County funded One and All program will also be determined by Q4 and reported then.

In addition to One and All, funds also support Elevate—LEAP's Black-owned business accelerator program in partnership with PNC Foundation. Funds contribute to working capital grants (anticipated at \$5,000 – 10,000 each in value) to Black-owned businesses in Ingham County participating in this program, designed to

empower and accelerate growth of Black-owned businesses in Ingham County to facilitate more equitable business ownership representation. As mentioned in the previous report, Elevate completed its first cohort on October 30th, 2022 with 7 out of the 8 participants in Ingham county or expanding into the county. 6 out of the 7 Ingham county businesses received support from the Sunrise Elevate budget. Funds were used to support payroll, new equipment, construction cost for expansion, marketing, and legal counsel; all of which went through a procurement process to select the best price and vendor. The second cohort of Elevate was announced on April 12th in Q2. The participants are listed below. The program is in great standing and continues to be well received. Working capital grants for this cohort will not begin to be awarded until August after LEAP and Best Practices Consulting assess needs, participation, and business goals of participants.

- Simbarashe Chiduma – Openarmslink
- Adrian Joseph – Goodfellas Bagel Deli
- Blake Matthews – Paradiso Productions
- Melissa Moore – Moore Vision Optical Boutique
- Joshua Southern – Risky Studios
- Jacqueline Taylor – Little Dreamers Daycare
- Kelly West – The MilesWest Group
- Deardra Westfall – Nature’s 92
- Dymon Wilson – The Sista Stu

Administrative Fund Use Narrative

During the second quarter of 2023, \$1,800 was expensed in professional services administrative costs for access to the LexisNexis background checking database.

2,884.5 hours of work have been completed by the LEAP team on the Ingham Sunrise Program from its inception in the fall of 2022. An additional 119.5 hours were worked by LEAP staff from April 2023 through June 2023 for a new total to 3,004 hours.

There are still more staff hours anticipated over the remaining course of the program, with continued work on the technical assistance programs, inclusive entrepreneurship programs, and continued financial and reporting administration in the next year and a half.

Through the end of 2023’s second quarter, \$391,000 in administrative costs have been expensed, of the \$485,000 budgeted. In order to cover some degree of anticipated administrative “hard costs” into the future, LEAP is not yet spending down the administrative funds on the basis of hours worked, despite hours being far over anticipated levels and what can be accommodated in the not-to-exceed administrative budget.

LEAP remains committed to working as many hours as necessary to excellently deliver on the full scope of work attached to the Ingham County Sunrise Grant Program, which to our knowledge is the most nuanced and complex pandemic relief program oriented around filling gaps and reaching those most in need conducted anywhere in Michigan.

The total planned fund use for the Ingham County Sunrise Grants Program is \$9,750,000, including all programmatic and administrative fund use. A total of **\$9,007,801.97** has been expensed through the end of June 2023, leaving \$742,198.03 obligated for future expenses throughout the remainder of the program term and according to the budget detail provided in this report.

Thank you for your continued support. Please feel free to contact me should you have any questions or require additional information. I can be reached at: bob@purelansing.com or (517) 285-6360.

Regards,

A handwritten signature in black ink, appearing to read "R. L. Trezise, Jr.", written in a cursive style.

Robert L. Trezise, Jr.
President & CEO