

10/12/2015

100-R-15

A RESOLUTION

**Authorizing the City Manager to Administer the Small Business
Workforce Development Program**

WHEREAS, the City recognizes a need for Evanston residents to be trained in eight specific workforce categories of information technology, sales, business & financial, healthcare, office & administrative, transportation, food service and manufacturing; and

WHEREAS, the City seeks to utilize and involve existing small businesses in Evanston to train unemployed and underemployed Evanston residents through the creation of a 'Small Business Workforce Development Program'; and

WHEREAS, the desired outcome of the Small Business Workforce Development Program is the achievement of completion of apprenticeships or other job training programs and/or related work experience in a trade in a small business located in Evanston, simultaneously reducing unemployment and underemployment in Evanston; and

WHEREAS, the City Council finds that devoting Tax Increment Financing funds and/or Economic Development funds for grants to businesses seeking to be a part of the Small Business Workforce Development Program to be in the best interests of the City of Evanston and its residents,

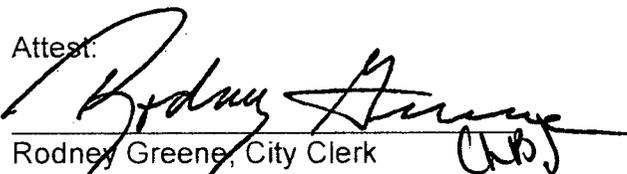
**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF
THE CITY OF EVANSTON, COOK COUNTY, ILLINOIS:**

SECTION 1: The City Manager along with Economic Development and Youth and Young Adult Program staff, are hereby authorized and directed to administer the Small Business Workforce Development Program, attached hereto as Exhibit "1" and incorporated herein by reference is the Agreement.

SECTION 2: The City Manager is hereby authorized and directed to negotiate any additional conditions of the Agreement as he may determine to be in the best interests of the City.

SECTION 3: This Resolution 100-R-15 shall be in full force and effect from and after its passage and approval in the manner provided by law.


Elizabeth B. Tisdahl, Mayor

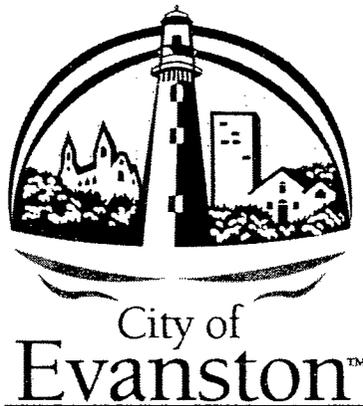
Attest: 
Rodney Greene, City Clerk

Adopted: October 26, 2015

EXHIBIT 1

WORKFORCE DEVELOPMENT PROGRAM FUNDING GUIDELINES

City of Evanston Small Business Workforce Development Program Guidelines



CITY MANAGER'S OFFICE
ECONOMIC DEVELOPMENT DIVISION
2100 RIDGE AVENUE, EVANSTON, ILLINOIS 60201
847-448-8100 | INFO@EVANSTONEDGE.COM | WWW.EVANSTONEDGE.COM |
WWW.CITYOFEVANSTON.ORG

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Program Purpose and Overview

A. Overview: The City of Evanston has made it a priority to retain and create opportunities for small businesses to thrive in Evanston. The Economic Development Division strives to meet this City of Evanston goal with the creation of the Evanston Small Business Workforce Development Program (the "Program"). The Program will utilize Economic Development funds to provide grants to new and existing small businesses within the Program guidelines provided herein. Administration of the Program will be coordinated by the Economic Development Division in consultation with the City Manager and other appropriate City departments.

B. Purpose: The purpose of the Evanston Small Business Workforce Development Program ("the Program") is to educate and train individuals to meet the needs of current and future business and industry in order to maintain a sustainable competitive economic environment. The Program will support individuals in "earn and learn" workforce development models in eight target areas that are based upon the Chicago Cook Workforce Partnership ("Partnership") – "Where are the jobs in Cook County?" 2015 Report. These areas would form the foundation of a City of Evanston supported workforce development program. They are: 1) IT, 2) Sales, 3) Business & Financial, 4) Healthcare, 5) Office & Administrative, 6) Transportation, 7) Food Service, and 8) Manufacturing.

Earn and learn strategies help employers to address skill shortages by training new workers in job specific skills and protocols while receiving partial reimbursement for employee wages. Employers are able to hire employees based upon fit and attitude, and employees are able to earn a wage as they train. This model benefits the public by investing tax dollars into local businesses and citizens. Program participants are eligible to receive a rebate upon the completion of their approved workforce development program followed by job placement of the trainee. The rebate is in the form of a grant.

Definitions

- a. **"Participant"** means the business entity applying for a rebate for providing on the job training in conformance with Program guidelines and determined eligible by the City Council or City Manager or his/her designee to participate in the Program.
- b. **"Program Guidelines"** means the "City of Evanston Small Business Workforce Development Program Guidelines" approved by the City Council that govern the funding and administration of the program. All terms not defined herein shall have the meanings ascribed thereto in the Program Guidelines.
- c. **"Rebate"** means \$3,000 (Three Thousand and no/100 Dollars) per trainee and each participant business can have 5 trainees per year for total Rebate per participant/per year at \$15,000 (Fifteen Thousand and no/100 Dollars).
- d. **"Trainee"** means an Evanston resident seeking on-the-job training by a business entity participating in the Small Business Workforce Development Program in one of eight industries (1) IT, 2) Sales, 3) Business & Financial, 4) Healthcare, 5) Office & Administrative, 6) Transportation, 7) Food Service, or 8) Manufacturing).

Eligibility Criteria

A. Eligible Business Participants: Evanston-based businesses in the Program's eight targeted industry areas are eligible to apply for funding.

- The applicant would be eligible for one round of funding annually and capped at \$15,000.
- This funding level would support up to five Evanston-resident trainees per business at \$3,000 maximum per trainee.
- Business owners agree to pay trainee during the Program for the hours of on-the-job training.
- Business owners with multiple businesses or businesses with multiple locations in Evanston would be eligible for the maximum of \$15,000 to be allocated amongst the multiple locations.
- The business is reimbursed once the training participant is placed in a job for at least 90 days. Applicants would propose their own "earn and learn" job training model which provides opportunities for grassroots creative approaches to training.

B. Ineligible Participants: Any of the following will make a business ineligible for Program participation:

- Business is not an Evanston-based business;
- Workforce trainees who have previously received workforce development funding from the City of Evanston;
- Participant has outstanding water bills with the City of Evanston;
- Government offices and agencies (non-governmental tenants are eligible);
- Owner of business has received grant or loan funds from the City of Evanston and in default of its obligation under the loan agreement or grant agreement.

C. Eligible Trainees: The workforce development program trainee must be an Evanston resident verified by state issued identification, utility bills, bank statements and/or copy of lease/mortgage statements.

D. Eligible Project:

The workforce development program applicant must be an Evanston-based business of 20 or fewer employees in one of the following industries: 1) Information Technology 2) Sales, 3) Business & Financial, 4) Healthcare, 5) Office & Administrative, 6) Transportation, 7) Food Service, or 8) Manufacturing.

Program Steps

Step 1: Arrange to Meet with Staff. Applicants should schedule a meeting with Economic Development Division and Youth and Young Adult Division staff to discuss the program, ask questions, and obtain application materials.

Paul Zalmezak Senior Economic Development Coordinator (847) 448-8013 pzalmezak@cityofevanston.org	Kevin Brown Community Services Manager (847) 448-8042 kebrown@cityofevanston.org
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Step 2: Application Submission. Applications for the City of Evanston Small Business Workforce Development Program may be submitted at any time. The application can be completed online at www.evanstonedge.com/programs/workforcedevelopment

Step 3: Staff Application Review Process.

Applications will be accepted throughout the year until funds are committed. Economic Development Division and Youth and Young Adult Division staff will review applications and in partnership submit for Economic Development Committee and City Council Review. The review will include a vetting of participants to verify residency and to verify participant is not already receiving job training support through other agencies to avoid duplication of services and to maximize population impacted by programs. Strong consideration will be given to applicants who have a demonstrated capacity to achieve the Program's goal of job readiness and job placement.

After Applications are submitted, Staff will:

- Evaluate each project submitted to determine if Application is complete.
- Confirm eligibility of proposed workforce development program;
- Identify appropriate funding sources for the proposed project;
- Confirm business is located in Evanston and follows the eligibility requirements stated above.
- Prepare recommendations of approval of funds to the appropriate Committee.

Staff will evaluate Applications on the following criteria:

- Business owner demonstrated capacity to provide job training;
- Clearly defined job placement plan;
- Business has a clear action plan for the training with respect to clear and definite goals, expectations for trainee, as well as professional job fairs, seminars, workshops and other outreach opportunities that the trainee could utilize to seek full-time employment
- Industry specific certifications such as CDL, food safety, pharmacy tech, etc.
- Training in one of the following 1) Information Technology, 2) Sales, 3) Business & Financial, 4) Healthcare, 5) Office & Administrative, 6) Transportation, 7) Food Service, or 8) Manufacturing.

Step 4: Public Review and Approval Process. Staff will submit recommendations to the Economic Development Committee for funding of the Program annually. Economic

Development Division staff in consultation with the City Manager will review and make the final decisions on funding of each applicant within the established funding limits and the guidelines contained herein.

Step 5: Program Participation Approval and Acknowledgment Forms. Following approval by City staff, Participants will be required to execute a form entitled *Acknowledgement of Program Terms* (Form A), to ensure that the Program participants agree to all terms and requirements contained within this Small Business Workforce Development Guidelines and agrees to follow the requirements for continued Program compliance. Once the Acknowledgement has been executed to the satisfaction of the City Manager, a *Notice to Proceed* will be issued to the Participant (Form B).

Step 6: Program Trainee Approval for Participant Business. The applicant must submit the name and proof of residence of individuals participating in the training program. Staff will also verify if participant is receiving workforce development support from partner agencies.

Step 7: Training Program Completed by Trainee at Participant Business. Participant shall finance the Project and pay the Trainee wages during participation in the Program. The Participant will document the training that took place, the work completed and materials purchased for the training. Such invoices shall include proof of payment to all contractors, suppliers, and trainees. The minimum training under the Program shall be 200 hours per trainee and documented with a trainee log that will be submitted with the request for a rebate. Participant is required to maintain accurate and sufficiently detailed records.

The Participant shall manage, implement, perform, provide, and carry out in a timely manner all of the tasks, activities, and services set forth in the Small Business Workforce Development Program Guidelines in order to receive funding.

Step 8: Participant Business submits documentation for Rebate. See Paragraph C below under *Program Administration* details regarding documentation that is needed for rebate issuance.

Small Business Workforce Development Program Administration

The Program provides participants the opportunity to receive a rebate upon completion of the workforce development program and job placement for a minimum of 90 days.

A. Funding Source(s): Projects will be funded through: tax increment financing (TIF) within applicable TIF Districts and/or the Economic Development Fund.

B. Rebate: Funding would occur on a reimbursement basis after the trainee is placed in employment for a period of no less than 90 days in employment field and verification is provided by Program participant business. The training Program for each trainee must be completed within nine months of the Notice to Proceed issuance. The applicant is eligible for one round of funding per year and capped at \$15,000 (\$3,000 per trainee and maximum number of trainees is 5 individuals). Business owners with multiple businesses or businesses with multiple locations are eligible for the maximum of \$15,000 to be allocated amongst multiple locations.

C. Program Documentation Prior to Rebate Issuance: The following are required to be submitted to the City of Evanston (mail or e-mail is acceptable):

- Attach a photocopy of all Certificates of Employee (Form C), along with a copy of the payroll records for each employee in the Program and proof of City of Evanston residency for each employee in the Program. Payroll records must be redacted prior to sending to the City, removing social security numbers and date of birth prior to transmittal.
- Description of trade/work performed by employee(s), start and end dates, total hours worked.
- Trainee log(s) with outlined tasks and must total not less than 200 hours per trainee.

Obligation to Refrain from Discrimination

A. Participant covenants and agrees for itself, its successors and its assigns to the Property, or any part thereof, that it will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, marital status, national origin or ancestry, or age or physical or mental disabilities that do not impair ability to work, and further that it will examine all job classifications to determine if minority persons or women are underutilized and will take appropriate affirmative action to rectify any such underutilization.

B. That, if it hires additional employees in order to perform this contract, or any portion hereof, it will determine the availability of minorities and women in the area(s) from which it may reasonably recruit and it will hire for each job classification for which employees are hired in such a way that minorities and women are not underutilized.

C. That, in all solicitations or advertisements for employees placed by it or on its behalf, it will state that all Participants will be afforded equal opportunity without discrimination because of race, color, religion, sex, sexual orientation, marital status, national origin, ancestry, or disability.

No Agency Created

The Participant and any contractor, supplier, vendor or any third party hired by Participant to complete the Project are not agents of the City. Any provisions of this Agreement that may appear to give the City any right to direct the Participant concerning the details of the obligations under this Agreement, or to exercise any control over such obligations, shall mean only that the Participant shall follow the direction of the City concerning the end results of the obligations.

FORM A

ACKNOWLEDGEMENT OF PROGRAM TERMS

I, _____, _____(title), acknowledge that I have read and understand the contents of the *Small Business Workforce Development Program Guidelines* provided to me as a participant in the Program. I certify that I have the authority to execute this acknowledgment on behalf of the participant business. By signing below, I understand and will ensure that the Participant business will follow the Guidelines and it is the responsibility of the Participant to do so and not the responsibility of the City of Evanston.

Name (Print)

Date

Name (Signature)

FORM B
NOTICE TO PROCEED

DATE

Successful Applicant
[Street address]
Evanston, IL 6020X

Dear Applicant:

Thank you for your interest in the City of Evanston Small Business Workforce Development Program. This letter is to inform you that your application has been granted approval and inform you of the next steps in the process.

Your application has been approved for up to \$_____ in reimbursement for a total of _____ trainees at the business. The next step is to read program guidelines enclosed and sign the *Acknowledgment of Program Terms*, to document that the terms and conditions of participation in the Program are clear and you agree to follow the guidelines. Once this acknowledgment is submitted, you will have nine (9) months to complete the training of the employees and submit the necessary paperwork to the City for review. Upon completion of the training, you will need to submit the paperwork outlined in the guidelines to us in order to receive reimbursement.

Please let me know if you require additional information or have any questions. We're glad your business is in Evanston and look forward to assisting you.

Sincerely,

Johanna Nyden,
Economic Development Division Manager

FORM C

CERTIFICATE OF EMPLOYEE

The Participant business is required to complete and sign this certificate with its submission of the request for a Rebate. Participant must fill in the name of each trainee, the total number of hours training was provided, and the industry category that the training was provided in to correspond to the eight categories outlined in the Program guidelines.

Employee Name	Total Number of Training Provided	Industry Provided	Training

I, _____, _____ (title), affirm under penalties of perjury and upon personal knowledge that the contents of the foregoing certificate are true and accurate. By signing below, I acknowledge that I am issuing this certification to request a rebate from the City of Evanston. I acknowledge that any omission or inaccurate information could jeopardize the approval of the rebate.

Name (Print)

Date

Name (Signature)