



## Board Report

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Agenda Number: 54.

**CONSTRUCTION COMMITTEE  
EXECUTIVE MANAGEMENT COMMITTEE  
SEPTEMBER 17, 2015**

**SUBJECT: CRENSHAW/LAX PILOT BUSINESS SOLUTIONS CENTER (BSC) AND METRO'S PILOT BUSINESS INTERRUPTION FUND (BIF) REPORT**

**ACTION: RECEIVE AND FILE STATUS REPORT**

**RECOMMENDATION**

RECEIVING AND FILING the status report on the operations of **Metro's Pilot Crenshaw/LAX Transit Project Business Solution Center (BSC) and Metro's Pilot Business Interruption Fund (BIF)**.

**ISSUE**

In July 2014, Metro's Board issued Motion 79 (Attachment A) which authorized the CEO to establish a Pilot Metro Business Solution Center (BSC) along the Crenshaw Corridor (Corridor). Thereafter, the Board of Directors issued Motion 57 (Attachment B) that authorized the CEO to establish a pilot program for a special Business Interruption Fund (BIF) for "mom and pop" businesses along the Crenshaw Line, Little Tokyo area along the Regional Connector and Phase I of the Purple Line Extension. Motion 57 requires Metro staff to report to the Board of Directors in September 2015 with an evaluation of the program including utilization levels and recommendations for program modification. This report covers Metro's BSC and BIF program activity through August 19, 2015.

**DISCUSSION**

Since the adoption of the aforementioned Board motions and the Receive and File Status Report presented on April 16, 2015, Metro's staff continues to perform a series of actions for the ongoing operations and oversight of Metro's BSC and BIF pilot projects. Both the BSC and BIF have reached milestones and achievements such as the six month operations for Metro's BSC and the award of more than \$1Million of BIF grant funds to small "mom and pop" businesses through Metro's BIF. Early observations, areas of focus for ongoing program operations including data demonstrating each programs performance have been gathered and assessed.

**1. Crenshaw/LAX Pilot Business Solution Center Update**

Metro staff continues to work in collaboration with the BSC Contractor, Del Richardson and Associates (DRA) for the on-going operation of Metro’s BSC. Metro’s BSC has been operational with the full complement of business technical support, referral and case management services for more than six months. The BSC provides businesses in the Crenshaw Corridor access to an array of business services through various means and pathways such as: direct referral to participating Business Development Partners and other business resource programs; enrollment and/or referral to business workshops, seminars and/or classes; including opportunities to participate in special business events and/or programs hosted by Metro’s BSC. In addition, the BSC continues to advance direct outreach and case management for businesses located within the BSC target area of 48<sup>th</sup> - 60<sup>th</sup> Street. Metro’s BSC also provides services for businesses in the southern segment of the Crenshaw/LAX project alignment through access to technical support services at the recently launched BSC satellite office in Inglewood co-located at DRA’s headquarter office.

A. Program Evaluation

The BSC has reached various project milestones and achievements from the “soft” launch in December 2014 and formal launch in February 2015. Following is a summary of key milestones and achievements:

<b>BSC Milestones</b>	November 2014	December 2014	February 2015	June 2015
Notice to Proceed Issued	X			
BSC Soft Launch		X		
BSC Formal Launch			X	
BSC Six Months Operations				X

<b>BSC Achievements</b>	March 2015	June 2015	July 2015	August 2015
BSC Direct Business Contacts >200 businesses	X			
BSC Program Metrics Defined		X		
BSC Target Area Businesses in Case Mgmt. >50%			X	
BSC Satellite Office Soft Launch				X

The BSC program staff continues to provide business technical support, referral and/or case

management services to more than 200 businesses in the Crenshaw Corridor.

Following is a summary of BSC Program Activity Metrics from December 19, 2014 through July 31, 2015:

- Total Number of Businesses Contacted: **281**
- Number of Businesses Completing Intake/Assessment Forms: **215**
- Number of Businesses in Case Management: **54**
- Number of Businesses Receiving Referrals: **212**
- Number of Referrals: **593**.

*Note: Case Management services for businesses in BSC target area.*

Metro staff continues to assess early observations, lessons learned and the overall performance of the pilot program through continuous oversight and monitoring.

Observations identified as areas of focus and on-going assessment are as follows:

- In review of the BSC activities, program structure and overall project scope of work, there is a need to adjust the case management strategy to enhance the efficiency, effectiveness and net benefit to small businesses enrolled in case management.
- Due to the launch of Metro's BIF there may be an unintended impact to Metro's BSC. There is an elevated interest in Metro's BIF thus leading to increased challenges for Metro's BSC to maintain small businesses' interest and commitment to the BSC services and case management process.
- Nearly 50% of businesses obtaining BSC services are outside of the BSC target area of 48<sup>th</sup> - 60<sup>th</sup> Street. This demonstrates increase demand and need for support services for businesses outside the targeted area.

In response, the following activities will be initiated:

- DRA will make program adjustments to enhance case management services and the overall case management strategy.
- Metro will continue to work with DRA for the development of performance metrics to track the effectiveness of case management services in response to program adjustments.
- Launch BSC Client Survey to obtain feedback and program assessment from more than 200 businesses participating in Metro's BSC.
- On-going development of outreach, marketing and engagement strategies for continued promotion of Metro's BSC.
- Continued outreach and education of the business community regarding the near and long-term benefits of obtaining free technical support services through Metro's BSC.
- Continue to leverage the services of Metro's BSC for businesses to obtain information about Metro's BIF and access to technical services in preparing required financial documentation for

application to the BIF.

- On-going analysis of BSC report data to track the overall performance.

\*Activities will be implemented from August 2015 through November 2015.

## B. Program Performance and Utilization

As a pilot project, the review and analysis of the program's qualitative and quantitative performance is an on-going activity. The BSC Performance and Utilization Report is provided as Attachment C.

## C. Program Recommendations

Metro's Crenshaw/LAX Pilot Business Solution Center has been operational for more than six months and is challenged with the defined program model to provide technical support services to small businesses in the Corridor, outreach and case management to the target area of 48<sup>th</sup> - 60<sup>th</sup> Street. In response, DRA has focused efforts on modifying the existing case management strategy including a re-assessment of personnel and technical resources. In effort to present program modification recommendations, it is necessary for Metro and DRA to obtain feedback from the small business community on the quality, effectiveness and efficiency of the current level of services provided through Metro's BSC. Therefore, upon review of the BSC Client Survey results along with assessment of the modified case management strategy; Metro staff will continue to assess the program's performance over the next quarter followed by program recommendations in December 2015.

## 2. Pilot Business Interruption Fund Update

Metro and the BIF Contractor, Pacific Coast Regional Small Business Development Corporation (PCR) continue to advance efforts and activities for implementation of the historic pilot program. The BIF "soft launch" commenced in February 2015 and for nearly six months, Metro and PCR program staff has initiated focused outreach and communication efforts for businesses within the Crenshaw/LAX transit corridor, the Little Tokyo area of Regional Connector and Purple Line Extension, Phase I. Keeping with the objective of providing financial assistance to small "mom and pop" businesses directly impacted by Metro transit rail construction; as of August 19, 2015, Metro awarded fifty-four (54) BIF grants exceeding a total amount of \$1Million. The BIF grants were awarded to businesses in the Crenshaw/LAX transit corridor; the first of the three active transit construction projects for which the BIF provides financial assistance.

### A. Program Evaluation

Metro's BIF has reached various project milestones and achievements. Following is a summary of key milestones and achievements:

<b>BIF Milestones</b>	December 2014	February 2015	April 2015	August 2015
Notice to Proceed Issued	X			
BIF Administrative Guidelines Final		X		
BIF Soft Launch		X		
BIF Formal Launch			X	
BIF Grant Awards > \$1M				X

<b>BIF Achievements</b>	April 2015	June 2015	July 2015	August 2015
BIF Grant Awards (First Awards)	X			
BIF Grant Awards >\$500K		X		
BIF Bi-Monthly Status Report Complete			X	
BIF Small Business Features Media Release				X

Metro and BIF program staff continues to advance outreach efforts to businesses within the Little Tokyo area of Regional Connector and Purple Line Extension, Phase I in preparation to the activation of transit rail construction while continuing direct outreach to businesses in the Crenshaw Corridor. In effort to ensure the BIF pilot program is prudent yet provides a seamless process for applicants, PCR has implemented a multi-prong approach that provides small “mom and pop” businesses access to program information through an interactive on-line application; direct one-on-one consultation with a BIF Program Advisor; and/or on-site client appointments at the business location including Metro’s BSC and Metro’s Little Tokyo Construction Relations office. BIF Advisors are readily accessible to provide hands-on support and guidance to business owners within the three transit project corridors. The level of commitment and effort is demonstrated through the achievements of the BIF grant application activities and BIF grant awards as of August 2015.

Following is a summary of BIF Grant Application Metrics from February 12, 2015 through August 19, 2015:

- BIF applications submitted to date: **123**
  - BIF applications approved to date: 54
  - BIF applications pending financial documents: 51
  - BIF applications deemed not eligible: 16
  - BIF applications denied: 2
- BIF applications pending online; not submitted: **29**
- BIF Grant Payments (total value): **\$1,011,295.88**

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*Note: Businesses that do not meet the BIF eligibility requirements and/or denied are provided a formal written letter of determination issued by PCR.*

In the course of performing oversight and monitoring of the BIF, Metro staff continues to assess early observations, lessons learned and the overall performance of the pilot program. Observations identified as areas of focus and on-going assessment are as follows:

- Direct (proactive) outreach and canvassing appears the most effective means to contact small “mom and pop” businesses in effort to provide information and resources on Metro’s BIF.
- The directly impacted small business community has become more receptive to Metro and PCR in light of the BIF program success in granting awards to diverse community of businesses.
- There is a degree of opposition and/or challenge to the BIF in response to the eligibility requirement for businesses to demonstrate direct impact to Metro construction (businesses located immediately adjacent to the rail corridor and directly affected by Metro construction).

In response, the following activities are ongoing:

- Metro and PCR will continue to advance coordinated outreach and communication activities and strategies to reach businesses in each of the transit rail corridors.
- PCR will continue direct canvassing and continue to provide hands-on support and guidance to business owners.
- Metro’s staff in coordination with Media Relations will continue a focused media relations campaign announcing the successes of the BIF program, highlight the small businesses, and share the personalized testimonials of business owners (BIF grantees) through various platforms.
- Metro will continue to assess the BIF program requirements yet keeping to the lessons learned of Houston Metro for which the BIF is modeled; holding consistent to program guidelines to ensure integrity of program.
- On-going analysis of BIF report data to track the overall performance.

In effort to uphold Metro’s commitment to being a trusted community builder, partner and stakeholder, Metro has implemented an array of communication and outreach initiatives and developed resources in support of the diverse representation of the small business community; such as:

- BIF program materials (factsheet and 4 Step Easy Guide) translated in Spanish, Korean and Japanese
- BIF workshops series launched in June 2015
- BIF program staff on-site hours in the Crenshaw Corridor, Little Tokyo area and forthcoming in Purple Line Extension, Phase I project corridor
- Access to multi-lingual interpretation and translation services.

## B. Program Performance and Utilization

In addition to advancing efforts for the implementation and administration of Metro's BIF; a comprehensive bi-monthly status report inclusive of application, business demographics, financial accounting and expenditure data by project corridor including other key performance indicators has been developed for the continued assessment of the pilot program. The BIF Bi-Monthly Status Report for March 2015 - June 2015 is provided as Attachment D.

## C. Program Recommendations

Metro's Pilot Business Interruption Fund has been operational for nearly six months and has demonstrated the capacity to meet the program objective to provide financial assistance to directly impacted small "mom and pop" businesses through grants to cover certain fixed operating expenses. Serving as the BIF fund administrator, PCR has established standard operating procedures and processes for the administration of Metro's BIF. The established protocols, procedures and processes include but not limited to: dedicated team of financial professionals serving as the BIF Program Manager and BIF Advisors; a formal BIF Grant Committee chaired by PCR's President/Chief Executive Officer and BIF standard operating procedures.

Recognizing the importance to develop a fiscally prudent program, Metro's BIF Administrative Guidelines require an annual audit of the program to be conducted by Metro's Management Audit Services Department (MASD). It is projected that the program audit will be conducted in early 2016. Therefore, Metro staff does not propose any program modification recommendations at this time; however staff will continue to assess the ongoing performance of the BIF and reconvene Metro's internal BIF "tiger team" to address any potential program modifications and/or refinements.

## **ATTACHMENTS**

Attachment A - Motion 79

Attachment B - Motion 57

Attachment C - Metro BSC Performance and Utilization Report

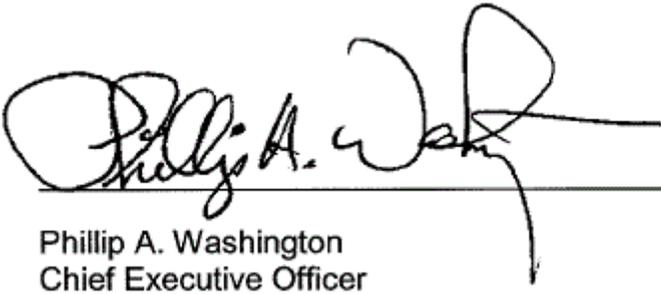
Attachment D - Metro BIF Bi-Monthly Status Report

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Phillip A. Washington  
Chief Executive Officer

**Motion by Supervisor Mark Ridley-Thomas, Mayor Eric Garcetti and Director  
Jacquelyn Dupont-Walker**

**Implementation of a Pilot Business Solution Center for the Crenshaw/LAX Line  
Relates to Item 79**

**July 24, 2014**

Since construction began on the Crenshaw/LAX Line Project (the Project) earlier this year, doing business on the Crenshaw Corridor (the Corridor) has become more challenging for businesses and patrons. Many businesses are already experiencing significant impacts created by construction activities, specifically at the intersections of Crenshaw Boulevard and Martin Luther King Jr. Boulevard and Exposition Boulevard where work is underway to lay the groundwork for future underground stations. Businesses between 48<sup>th</sup> Street and 60<sup>th</sup> Street, where the line will run at-grade, are also anticipated to face significant challenges when construction begins on that segment.

Under both Federal and State law, Metro is prevented from providing direct cash subsidies to businesses unless access to the business is denied due to construction impacts. While this has not technically been the case on the Corridor, there is a clear nexus between construction activities and reduced business activity, especially the walk-in traffic that many of the retail businesses rely on.

In April 2014, Metro retained a consultant to assess and provide recommendations on how to address the economic impacts of construction activities on small businesses on the Corridor. The consultant's report encourages the development of a pilot Business Solution Center that would provide direct sector-specific technical assistance to businesses along the Corridor to help them through construction activities. Services that could be provided to businesses include financial planning and advice on small business operations as well as dealing with municipal permits and regulations, legal assistance, marketing and grant/loan application management. The consultant specifically suggests that a pilot effort be established to provide proactive and hands-on business assistance to support the over 100 businesses at the at-grade portion of the

Project between 48<sup>th</sup> and 60<sup>th</sup> Streets, as well as a walk-in location along the Corridor for which businesses along the entire rail alignment can receive information, resources and referrals.

The establishment of a Business Solution Center would meaningfully enhance Metro's construction and external relations protocol. While serving as a relatively nominal financial investment for Metro, it would go a long way in helping to build the capacity of small businesses to survive the construction period and ultimately contribute to a vibrant transit corridor upon completion of the Line. If the Metro Board wants to pursue future funding measures to fully build out the system, it will be fundamental that we demonstrate to local small businesses that we are a committed partner during construction periods. This pilot Business Solution Center can serve as a model for such an effort, and to do so, it is essential that Metro partner with a capable and well established service provider to roll-out these services as quickly as possible. Furthermore, it is consistent with Metro's Construction Impact Response Program (CIRP) which was developed in response to construction on the Gold and Red Lines in the 1990s. The CIRP program provided various forms of relief for businesses including economic support and rapid response teams. These resources should also be made available for the Crenshaw Corridor.

The pilot Business Solution Center would also complement Metro's other ongoing efforts to address business' needs during construction. For example, Metro continues to modify construction signage based on the feedback of surrounding business' to highlight the names of businesses, parking locations and to clarify that businesses are open during construction. In addition, Metro is finalizing a communications strategy to promote an "Eat, Shop and Play Local" campaign during construction.

**WE THEREFORE MOVE THAT THE BOARD OF DIRECTORS:**

1. Receive and file the "Recommendations for a Pilot Metro Business Solution Center";

2. Authorize the CEO to immediately solicit proposals to establish a Pilot Metro Business Services Center along the Crenshaw Corridor that includes a physical presence with consistent staffing hours for the duration of the construction of the Crenshaw/LAX Line, as well as a Business Solutions Outreach Strategy for the at-grade portion of the alignment on Crenshaw between 48<sup>th</sup> and 60<sup>th</sup> Streets and other locations that are determined to be significantly impacted by construction activities, and authorize the CEO to execute a contract with the most responsive and qualified bidder, with the objective of beginning operations by October 2014;
3. Direct the CEO to identify up to \$250,000 and amend the current budget to fund the initial year activities, with an overall project budget expected to be approximately \$1,000,000, to be included in future budgets for fiscal year 2016, 2017 and 2018 at \$250,000 per year;
4. Direct the CEO to report back in September on a plan to utilize existing Full-Time Equivalent position(s) to staff the Business Solutions Center.
5. Direct the CEO to incorporate the following elements into the Pilot Business Solution Center Program:
  - a. A single point-of-contact or case management approach for each business; and
  - b. A 72 hour quick response plan.
6. Direct the CEO to establish an additional mitigation menu and criteria based on MTA's previous Construction Impact Response Program that includes:
  - a. Marketing campaigns for impacted businesses;
  - b. Rent and mortgage subsidies to businesses;
  - c. A low-interest loan fund that is accessible to small and micro-businesses;
  - d. Report back to the Board in September with funding recommendations;
7. Direct the CEO to report back on a Post-Construction Façade Improvement Program in conjunction with the approved Design-Build Contract for the Crenshaw/LAX Transit Line;
8. Direct the CEO to report back on the feasibility of establishing Memorandums of Understanding with local business and community stakeholder groups, as has been

done in Denver, Colorado, to ensure that we are maximizing community involvement and engagement as it relates to construction activities;

9. Direct the Diversity and Economic Opportunity Department to manage and oversee the Business Solution Center Project; and
10. Provide quarterly updates to the Executive Management and Construction Committees on the Pilot Business Solution Center and the “Eat, Shop and Play Local” campaign beginning in September 2014.

**Amendment to Item 57**

**Motion by Directors Molina, Dupont-Walker, Ridley-Thomas and Garcetti**

**Business Interruption Fund**

September 18, 2014

**WE, THEREFORE, MOVE that the Board direct the Chief Executive Officer to:**

1. Establish a pilot program for a special **Business Interruption Fund** for mom and pop businesses located along the Crenshaw Line, within the Little Tokyo area along the Regional Connector, **and Phase I of the Purple Line Extension** immediately.
  
2. Define mom and pop businesses as those **meeting the following criteria:**
  - a. Having 25 employees or fewer;
  - b. **A minimal operational history of two years;**
  - c. **Being in good standing with local, state and federal tax requirements; and**
  - d. **Able to produce financial records (i.e. gross receipts, business license information, pay roll taxes and other pertinent financial information) demonstrating the loss of business revenue directly related to the period of construction disruption.**
  
3. Conduct a baseline survey of all businesses within the project areas.

4. **Identify and designate \$10,000,000 of Metro funds annually to be used for the implementation of the Business Interruption Fund. Funds shall be distributed through the project's administration and/or respective Business Solution Center.**
5. **Each business should be eligible for a maximum of \$50,000 annually, not to exceed 60 percent of their annual business revenue loss.**
6. Participation in the program would release MTA and the general contractor from further liability claims for business loss unrelated to specific incidents of damage and would be voluntary.
7. **Direct the Chief Executive Officer to work with Los Angeles County and local cities to seek all appropriate legislation that would temporarily reduce or waive taxes and fees imposed on impacted businesses during transit-related construction activities and work with the Los Angeles County Assessor's Office to immediately initiate outreach activities to businesses impacted by transit-related construction activities in order to inform them of the Assessor's Office Proposition 8/Decline-in-Value Review process.**
8. Report back to Construction Committee monthly, **beginning in October**, with an implementation plan **and report back to the Board of Directors in September 2015 with an evaluation of the program including utilization levels and recommendations for program modification.**

## Metro BSC Performance and Utilization Report

### I. Program Metrics

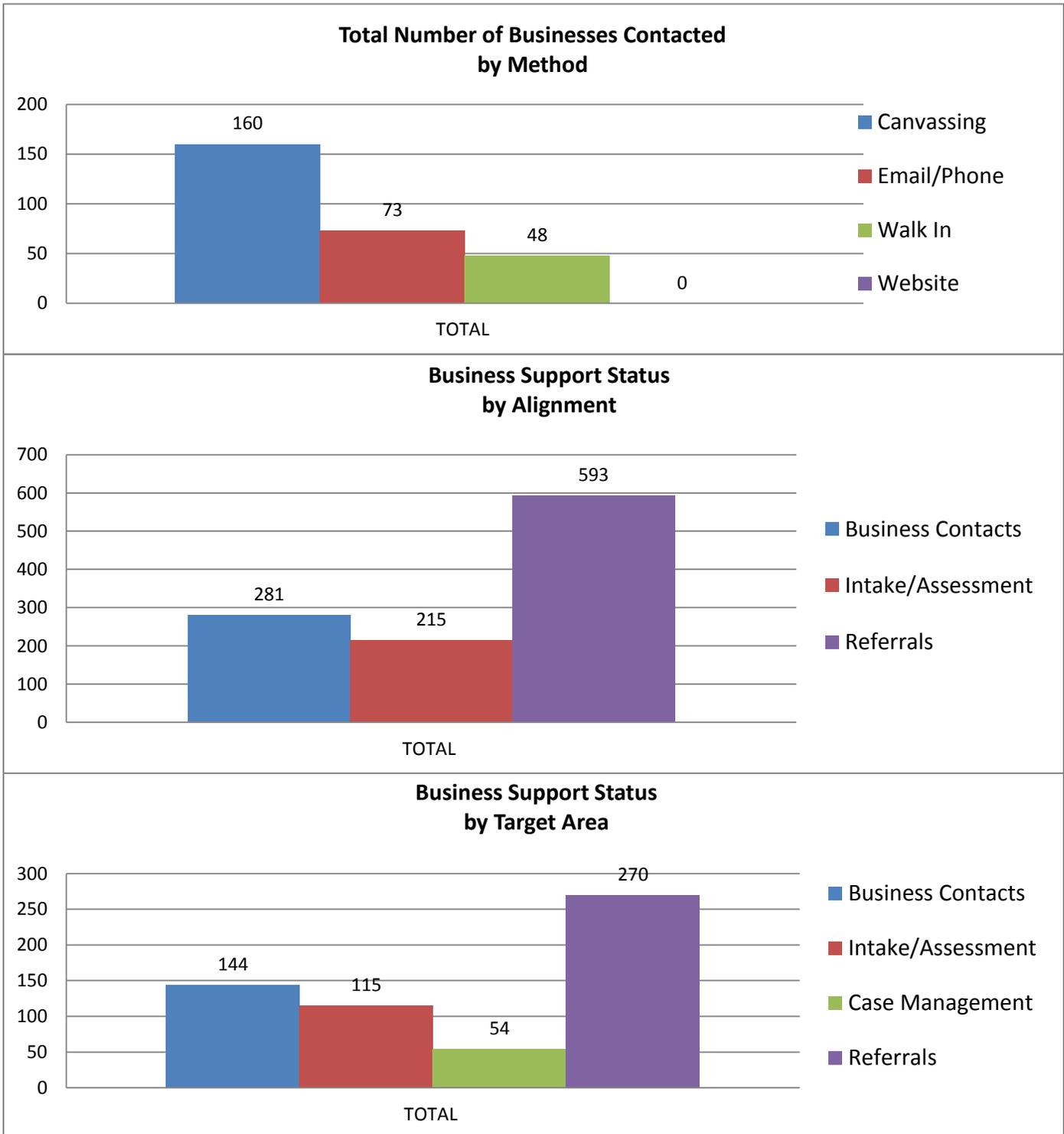
<b>PROGRAM METRICS - ALIGNMENT</b>		
1	Number of businesses contacted	281
2	Number of businesses completing intake/assessment forms	215
3	Number of referrals	593

<b>PROGRAM METRICS - TARGET AREA</b>			
1	Percentage of businesses completing intake/assessment forms	115/91	<b>126%</b>
2	Percentage of businesses in case management	54/91	<b>59%</b>
3	Number of businesses that completed case management plans	<b>17</b>	
4	Number of businesses receiving referrals	<b>91</b>	

Notes:

1. Business Support Status by Alignment: Represents businesses throughout CLAX Transit Corridor
2. Business Support Status by Target Area: Represents aggregated (sub-set) of Alignment
3. BSC program staff has identified 91 eligible active businesses in the target area 48<sup>th</sup> – 60<sup>th</sup> Street.
4. Greater number of businesses (115) in the target area completed intake/assessment forms prior to categorization as an eligible active business.

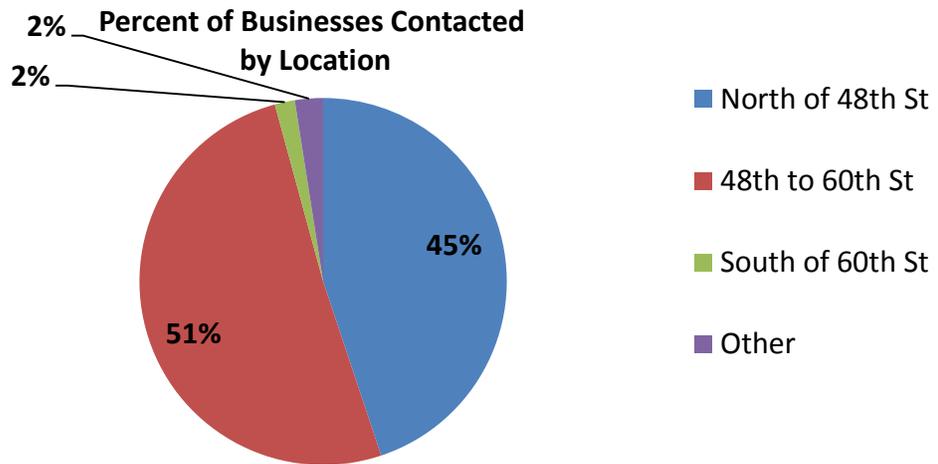
II. BSC Activities Data



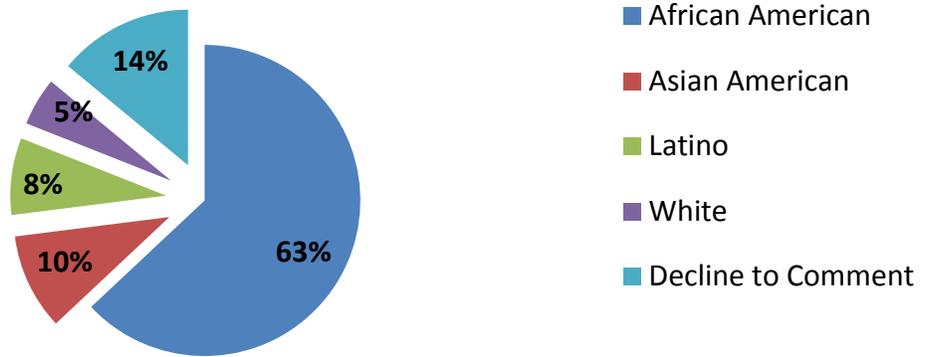
\* Business Support Status by Alignment: Represents businesses throughout CLAX Transit Corridor

\* Business Support Status by Target Area: Represents aggregated (sub-set) of Alignment

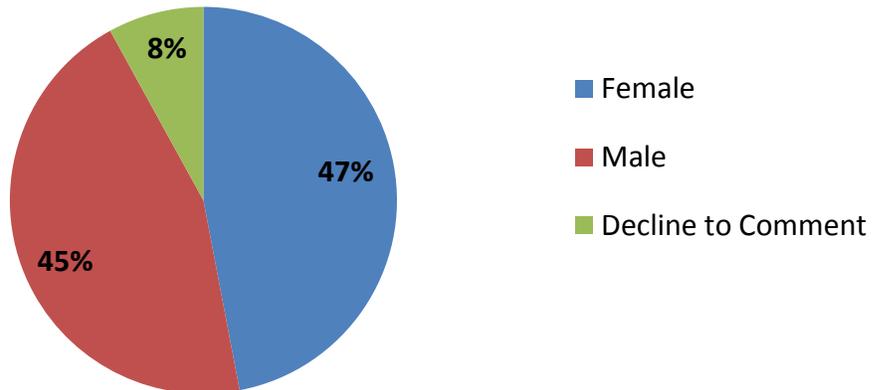
III. Client Demographic Data



**Client Demographics: Ethnicity**



**Client Demographics: Gender**





**Metro**<sup>®</sup>



**Metro Pilot Business Interruption Fund  
(BIF)  
Bi-Monthly Status Report  
March 2015 - June 2015**

\*revised as of August 17, 2015



**Prepared by**

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## Contents

1.1 Purpose .....	3
2.1 Summary Statistics at a Glance .....	3
2.2 Applications .....	4
2.3 Community Outreach and Communication Activities .....	5
2.4 Financial Activities .....	8
The following is a monthly summary of grant funding by rail project:	
2.4.1 Crenshaw/LAX Corridor.....	8
2.4.2 Little Tokyo Area of the Regional Connector .....	15
2.4.3 Purple Line Extension Phase 1 .....	15
2.5 Grantee Statistics.....	16
3.1 Client Satisfaction Survey Report.....	20
3.2 Client Process Evaluation Form .....	22
4.1 Frequently Asked Questions.....	26
4.2 How do I apply to the BIF?.....	26
4.3 How long does it take to get a grant? .....	26
4.4 What do you need from me?.....	26
4.5 How do you keep my financial documents secure? .....	26
5.1 Observations .....	26
6.1 Monthly Testimonial .....	28

## Attachments

Attachment A	Application to Grant Turnaround Analysis
Attachment B	Community Outreach and Communication Activities Calendar
Attachment C	Grant Award Matrix-Crenshaw/LAX
Attachment D	Grant Award Transactions
Attachment E1	Client Satisfaction Survey
Attachment E2	Client Process Evaluation Form

## 1.1 Purpose

This Report summarizes how the Metro Business Interruption Fund (BIF) has worked to provide financial assistance to small “mom and pop” businesses that demonstrate business revenue losses due to direct impact from Metro rail construction. Small “mom and pop” businesses located along three rail corridors are eligible for BIF grant funding.

1. Crenshaw/LAX
2. Little Tokyo Area of the Regional Connector
3. Purple Line Extension Phase 1

The period of this report is from March 2015 – June 2015. The activities summarized include number of applications submitted, community outreach and communications, grantee statistics, financial data and payments. Metrics on client satisfaction and general program observations are also reported. Further, included is a business profile on a BIF grantee.

## 2.1 Summary Statistics at a Glance

During this reporting period, a total of 105 applications were received for the BIF Program. Thirty-five (35) grants were approved and awarded to small businesses along the Crenshaw/LAX Corridor. The total value of the grant awards was **\$688,682.30**. Following are additional statistics:

- 92% grantees received the total amount of the grant award
- 7% grant awards were disbursed for delinquent rent payments
- 1% grant awards were disbursed for delinquent utility payments
- Less than 1% of grant awards were disbursed for delinquent business insurance payments
- Less than 1% of grant awards were disbursed for delinquent business insurance payments
- Less than 1% of grant awards were disbursed for delinquent miscellaneous payments such as past due tax bills, business license fees, including miscellaneous categories
- Zero grant funds were disbursed for delinquent payroll expenses.

There have not been any grants awarded to small businesses in the Little Tokyo area of the Regional Connector or the Purple Line Extension Corridor as of the reported period.

The following chart reflects statistics on the number of years that grantees have been in business:

Grants by Years in Business	
2-5 Years	5
6-10 Years	10
11-20 Years	7
21+ Years	13

## 2.2 Applications

The following is the total number of applications received for the BIF Program via online submission:

**Table 1. Total Number of Applications Submitted by Month**

(Online submission is defined as completing all questions on the application form and pressing “submit”)

Month	# of Applications Received
March 2015	37
April 2015	29
May 2015	18
June 2015	22
<b>Total</b>	<b>105</b>

**Total Number of Applications Approved as Grants - 35**

**Total Number of Applications Declined - 2**

**Total Number of Non-Eligible Applications - 15**

**Total Number of Incomplete Applications (Pending Financial Documents) - 53**

\*Please see Attachment A for the Application to Grant Turnaround Analysis.

**Figure 1. Total Number of Non-Eligible Applications**

(Non-Eligible is defined as not meeting the basic eligibility criteria upon submission of application)



### 2.3 Community Outreach and Communication Activities

During this reporting period, a total of **21** outreach activities occurred. PCR participated in: **15** outreach events in **Crenshaw/LAX Corridor**, **3** outreach events in the **Little Tokyo Area of the Regional Connector** and **3** outreach events in the **Purple Line Extension, Phase I Corridor**. At the time of this report, targeted outreach was conducted primarily on the Crenshaw/LAX Corridor due to direct construction impacts occurring during this reporting period and prior to the inception of the BIF Program.

\*See Attachment B for a listing of meetings, events, presentations and workshops.

The following is a summary of Outreach Efforts and Communication Activities to date:

**Table 1. Outreach Efforts and Communication Activities**

	Crenshaw/LAX	Little Tokyo	Purple Line Extension
Community Meetings	10	2	3
Direct Canvassing	2	0	0
Partnerships/Eat, Shop, Play	2	0	0
Metro Sponsored Workshops	0	1	0
PCR Sponsored Workshops	1	0	0
<b>Total</b>	<b>15</b>	<b>3</b>	<b>3</b>

**“Soft” Launch:** The “soft” launch of the BIF Program was February 12, 2015 which signified the start of accepting applications from small business owners to the program through the PCR website online process. There was no community outreach associated with the “soft” launch as the BIF team worked off of direct referral lists from the Metro’s Business Solution Center (BSC) as a result of their door-to-door canvassing efforts, and the attendees of the initial public launch of the BSC and BIF Programs by Supervisor Mark Ridley Thomas in December 2014.



Construction impact from the view of BIF Grantee Dave Velazquez of Dave's Tattoos, 4343 Crenshaw Blvd.

**“Hard” Launch and Media Event:** The “hard” launch of the BIF Program was April 6, 2015. This included a Metro sponsored press conference with speeches from Mayor Eric Garcetti (Metro Board Chair), Supervisor Mark Ridley Thomas (Metro Board Vice Chair), Jackie Dupont Walker (Metro Board Director) and Mark J. Robertson, Sr. (PCR President/CEO). Testimonials were given by two BIF grantees, Marilyn Brown- Hairdresser/Business Owner- Studio 27 and Gilberto Carrillo- Owner- 1<sup>st</sup> Choice Driving and Traffic School. The media event was well received with significant news coverage on radio, television and print.

**Community meetings/presentations:** PCR has participated in **15** community meetings and presentations which include various Chamber meetings, business expos staffing tables, business organization meetings, construction update meetings through June 30, 2015. PCR program staff has been the keynote speaker and/or presenter at **10** of these events.

**Direct canvassing efforts:** PCR dedicated **2** full days-April 17, 2015 and May 22, 2015- to direct canvassing efforts on the Crenshaw Corridor with three staff members (Angela Winston, Andre Hardy and Devon Davis). PCR program staff went door-to-door and met one-on-one with small business owners speaking with them about the BIF and distributing BIF flyers, tri-folds and business cards. PCR's targeted area was between Exposition and 39<sup>th</sup> street on Crenshaw which received construction impacts early on (starting January 2014) with this same area impacted again beginning in January 2015. Many of these businesses had not heard of the BIF or the BSC as this area is not in the target area of the BSC. PCR's canvassing efforts were tremendously well received and resulted in an immediate increase in applications submitted as well as increased awareness through word of mouth among Crenshaw business owners. Ongoing canvassing efforts generally occur on Fridays with PCR's lead Crenshaw Business Advisor (Andre Hardy) working out of the BSC. PCR program staff have reached out to all known small business owners north of Vernon on Crenshaw which have been impacted by Metro construction to date.

**Outreach Partnerships with BSC and Eat, Shop, Play:** PCR will be partnering with the BSC for outreach efforts as construction impact moves into the BSC target area (48<sup>th</sup> Street – 60<sup>th</sup> Street). PCR thinks it is more efficient and effective not to duplicate the BSC's canvassing efforts in their target area but rather to build on their existing high touch points and referrals to the BIF Program. As construction impacts move into the Inglewood area of the Crenshaw/LAX line, PCR will continue to partner with the BSC and Metro's Eat, Shop, Play by participating in jointly sponsored outreach efforts to coincide with the launch of Eat, Shop, Play in Inglewood. PCR program staff attended **2** Eat, Shop, Play lunch mobs in the Crenshaw/LAX Corridor.

**Metro Sponsored BIF Workshops:** BIF workshops have been scheduled for launch for the Little Tokyo Area Regional Connector as well as for the Crenshaw/LAX corridor for the summer months (June, July, August) of 2015. To date, the following BIF workshops have been hosted:

- 1 - Little Tokyo Area of the Regional Connector (Little Tokyo Branch Library)
- 0 - Crenshaw/LAX Corridor
- 0 - Purple Line Extension, Phase I

Three more BIF workshops are currently calendared for summer months according as:

- 1 - Little Tokyo Area of the Regional Connector (Little Tokyo Branch Library)
- 2 - Crenshaw/LAX Corridor
- 1 - Purple Line Extension, Phase I (Fall 2015)

It is anticipated additional workshops will be hosted in the Inglewood segment of the Crenshaw/LAX Corridor in late Summer 2015.

**PCR Sponsored BIF Workshops:** PCR hosted a one-hour BIF workshop specifically for hair stylists to discuss the problems with documenting finances for cash businesses on June 22, 2015. Conducted by BIF Lead Crenshaw Business Advisor, Andre Hardy, the goal of the workshop was to clearly explain and

illustrate how to apply to the BIF and what financial documents could be considered as it relates to cash businesses. This workshop was very timely because we continue to be challenged by cash based business that typically have little to no financial documentation of their “real” revenue in order to determine revenue loss due to Metro construction. Ten hair stylists attended. PCR felt the workshop was very successful as all 10 plan to apply to the BIF.

**Business appointments at the BSC:** The BIF Lead Crenshaw Business Advisor, Andre Hardy is available to take business appointments at the BSC on Fridays between 9 a.m. – 4 p.m. What PCR has observed so far is most business owners would prefer the business advisors come to their business location. Andre averages about 2 appointments per Friday at the BSC, mostly to apply to the BIF online. The BIF Business Advisors (Andre Hardy and Brian Lazo) are flexible by routinely meeting business owners at their business location in their efforts to service these owners effectively in getting applications submitted to the BIF and collecting documents for grant recommendations.



Business Advisor Andre Hardy Sr. administering a BIF Workshop at Pacific Coast Regional Corp. on June 22, 2015.

## 2.4 Financial Activities

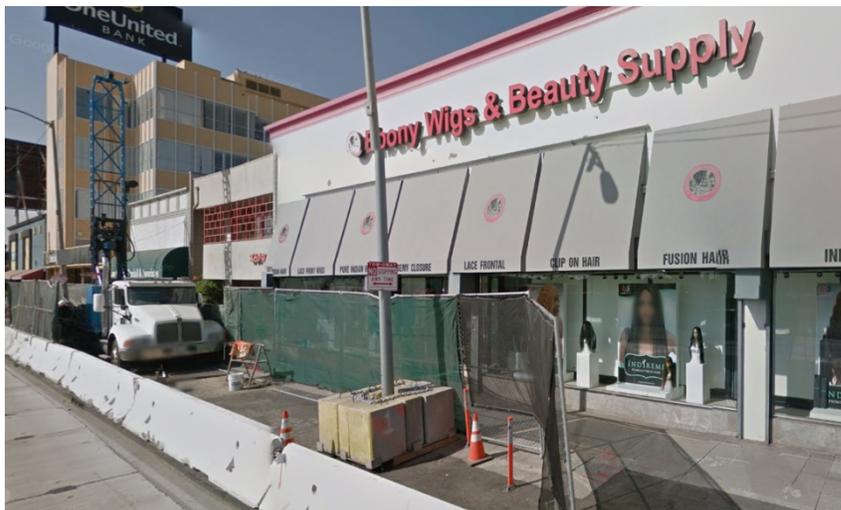
The following is a monthly summary of grant funding by rail project:

### 2.4.1 Crenshaw/LAX Corridor

**Table 1. Grant Amount by Month**

Grant Amount by Month		
Month	# of Grants	Amount
March 2015	4	\$66,310.00
April 2015	8	\$111,239.29
May 2015	12	\$75,583.64
June 2015	11	\$435,549.37
<b>Total</b>	<b>35</b>	<b>\$688,682.30</b>

\*See attachment C - Grant Award Matrix Crenshaw/LAX for grantee details.



Various interruptions along the Crenshaw corridor: along the Baldwin/Crenshaw Mall and in front of Ebony Wigs & Beauty Supply.

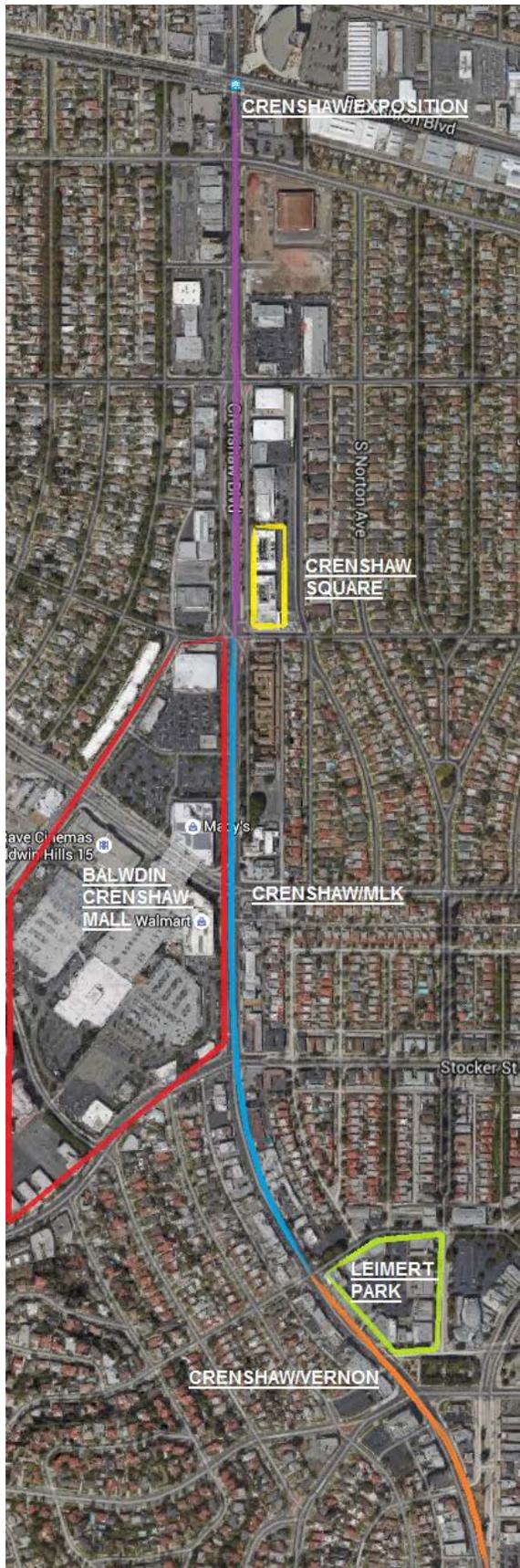
## CRENSHAW/LAX Transit Project

Metro Business Interruption Fund uses the following sections as impact areas:

- Exposition/Crenshaw - Exposition to 39th Street
- Crenshaw/MLK - 39th Street to Homeland
- Crenshaw/Vernon - Homeland to 48th Street
- Crenshaw/Slauson - 48th Street to 60th Street
- Florence/West - 60th to N. Prairie Avenue
- Florence/La Brea - N. Prairie Avenue to N. Cedar Avenue
- Florence/Hindry - N. Cedar Avenue to W. Arbor Vitae Street
- Aviation/Century - W. Arbor Vitae Street to W. Century Boulevard

**Crenshaw/LAX Transit Project**





NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
5	\$112,513.36	CRENSHAW/ EXPOSITION
8	\$79,103.34	CRENSHAW SQUARE
11	\$255,475.95	CRENSHAW/ MLK
6	\$131,258.57	BALDWIN CRENSHAW MALL
4	\$108,339.68	CRENSHAW/ VERNON
1	\$1,991.00	LEIMERT PARK



**NUMBER  
OF  
GRANTS**

**TOTAL GRANT  
AMOUNT**

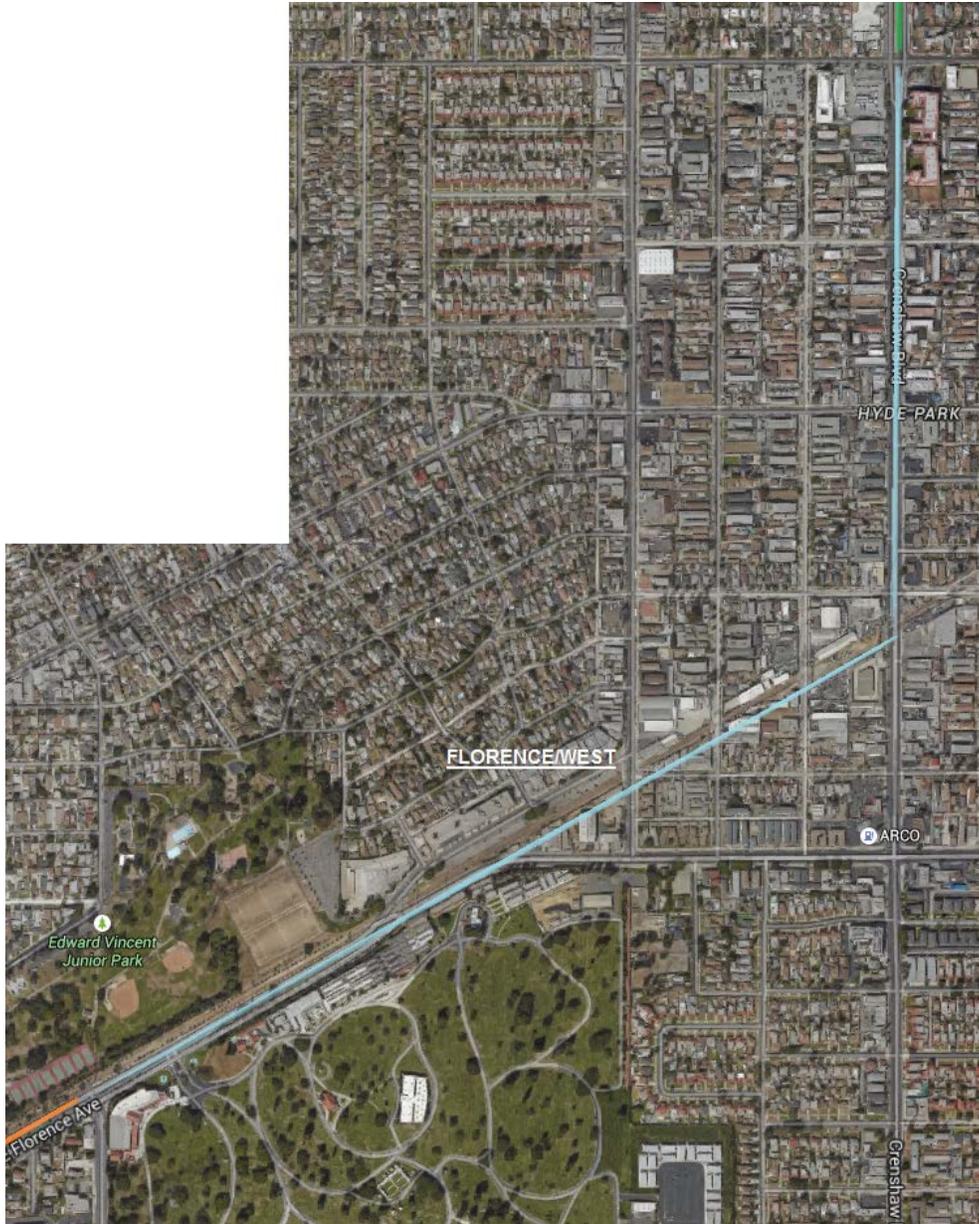
**SECTION**

**0**

**\$0.00**

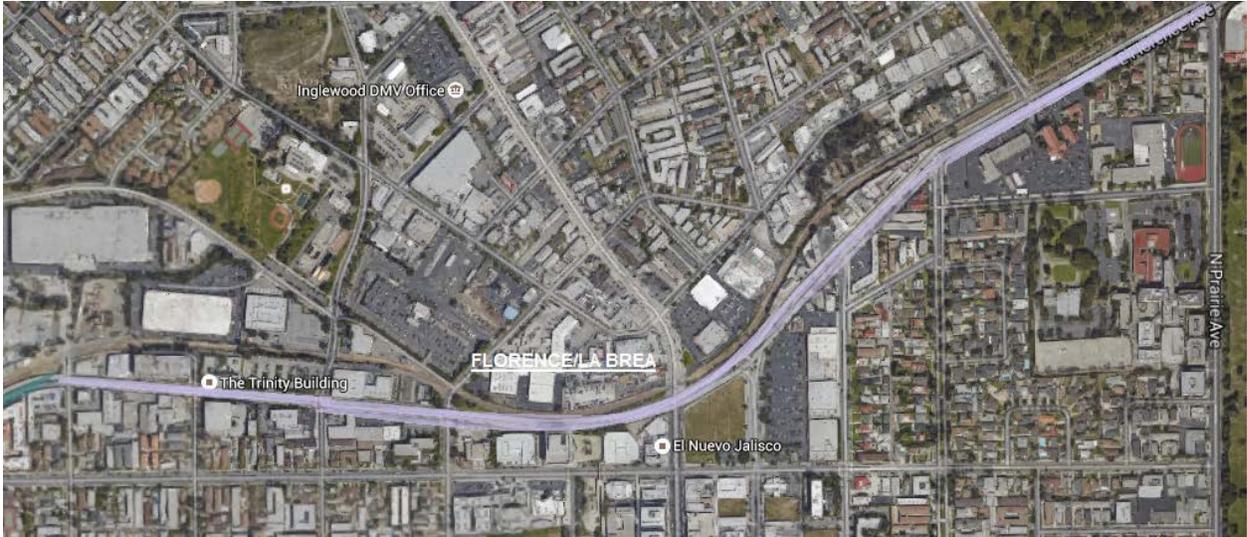
**48th to 60th**

\*Not yet impacted as of June 30, 2015



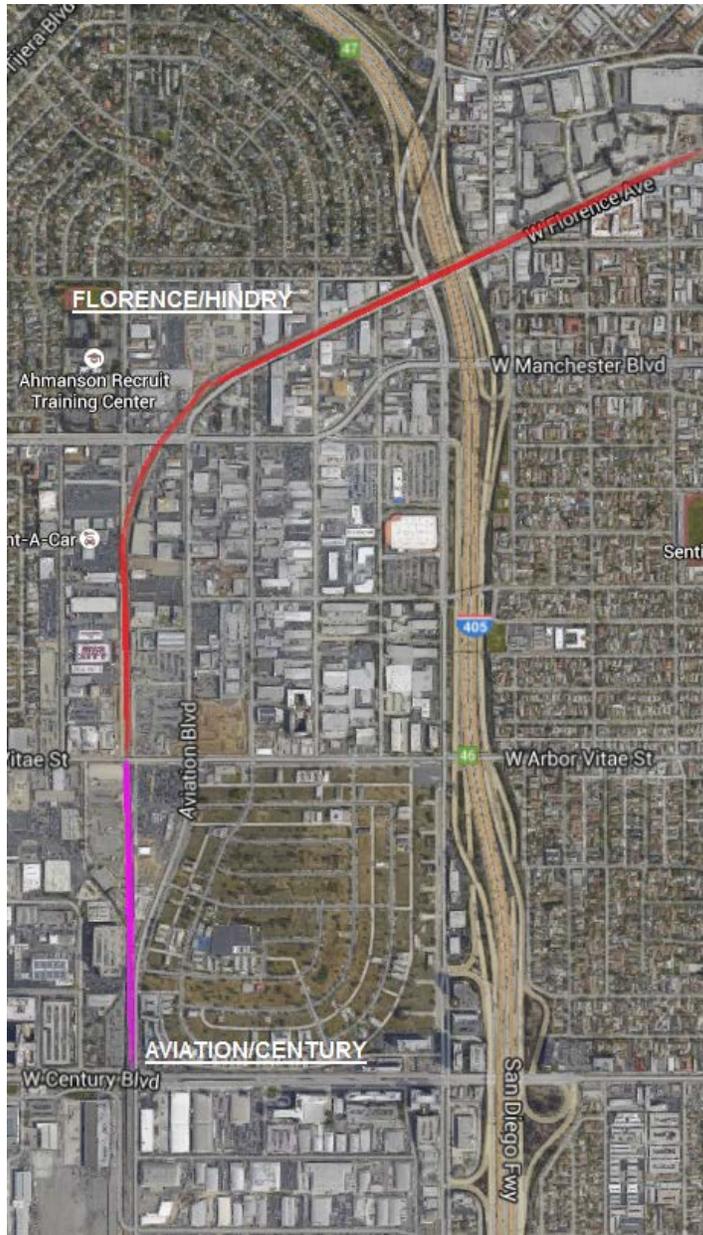
NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
0	\$0.00	FLORENCE/WEST

\*Not yet impacted as of June 30, 2015



<b>NUMBER OF GRANTS</b>	<b>TOTAL GRANT AMOUNT</b>	<b>SECTION</b>
0	\$0.00	<b>FLORENCE/ LA BREA</b>

\*Not yet impacted as of June 30, 2015



NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
0	\$0.00	FLORENCE/HINDRY
0	\$0.00	AVIATION/CENTURY

\*Not yet impacted as of June 30, 2015

### 2.4.2 Little Tokyo Area of the Regional Connector

Not yet impacted as of June 30, 2015.

#### Regional Connector Transit Project



### 2.4.3 Purple Line Extension Phase 1

Not yet impacted as of June 30, 2015.

#### Metro Purple Line Extension

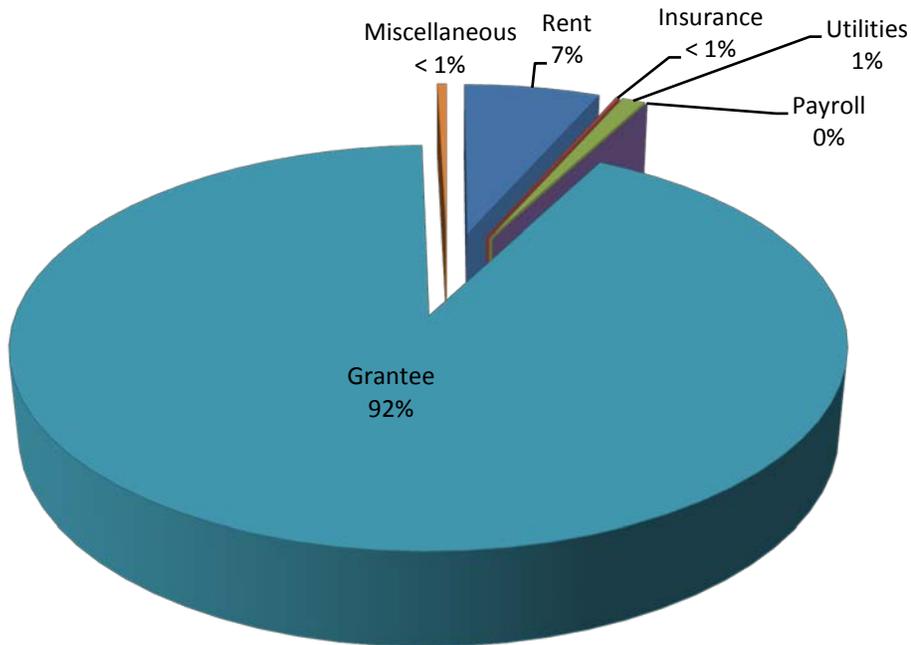


## 2.5 Grantee Statistics

The following charts (Figures 1-7) illustrate grant disbursement categories.

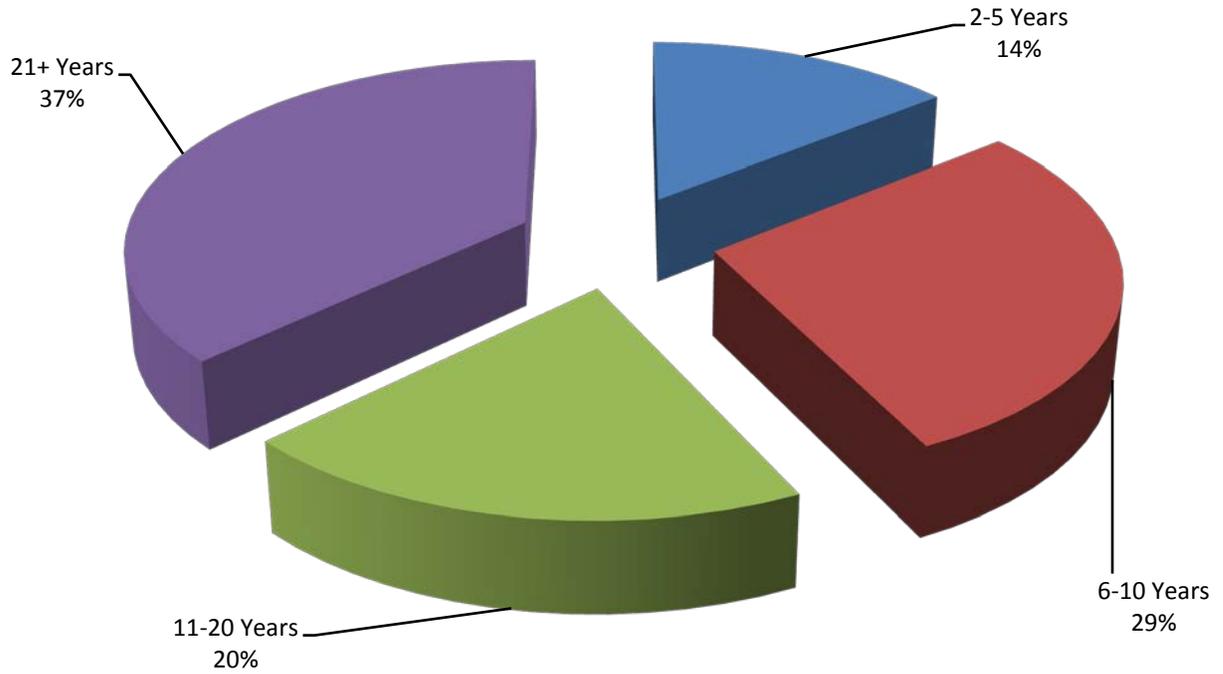
\*See Attachment D for grant payment transaction detail.

**Figure 1: Grant Disbursement Payments by Type**



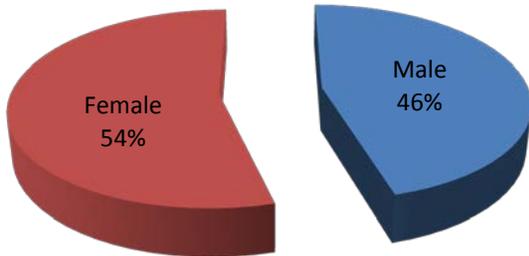
Grant Disbursement by Type	
Rent	\$ 44,507.59
Insurance	\$ 1,130.14
Utilities	\$ 7,500.73
Payroll	\$ -
Grantee	\$ 632,570.86
Miscellaneous	\$ 2,972.98
<b>Total</b>	<b>\$ 688,682.30</b>

**Figure 2: Grant Disbursement by Years in Business**



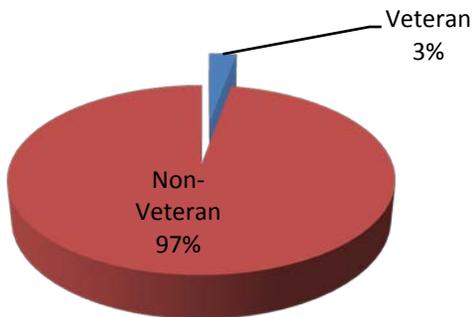
Grants by Years in Business	
2-5 Years	5
6-10 Years	10
11-20 Years	7
21+ Years	13

**Figure 3: Grant Disbursement by Gender**



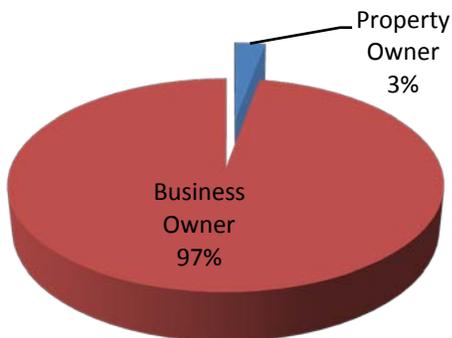
Grant Award by Gender	
Male	16
Female	19

**Figure 4: Grant Disbursement by Veteran Status**



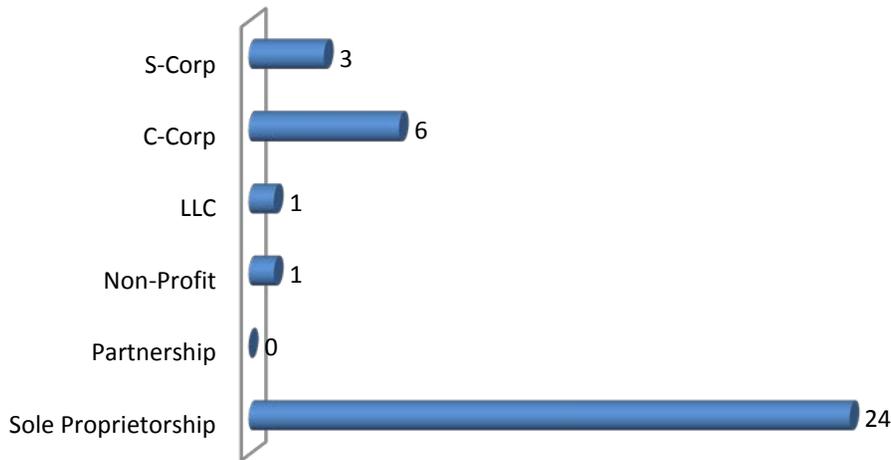
Grant Award by Veteran Status	
Veteran	1
Non-Veteran	34

**Figure 5: Property Owner vs. Business Owner**



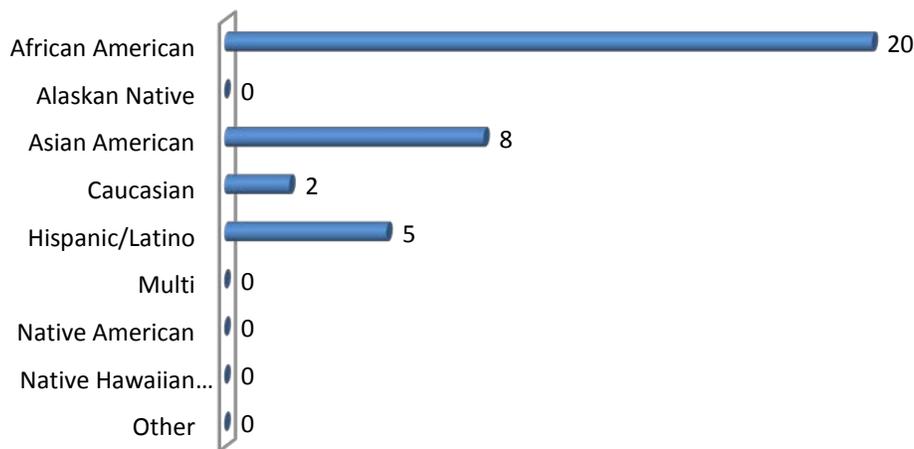
Property Owner vs. Business Owner	
Property Owner	1
Business Owner	34

**Figure 6: Grant Disbursement by Business Type**



Grant Disbursement by Business Type	
S-Corp	3
C-Corp	6
LLC	1
Non-Profit	1
Partnership	0
Sole Proprietorship	24

**Figure 7: Grant Disbursement by Ethnicity**



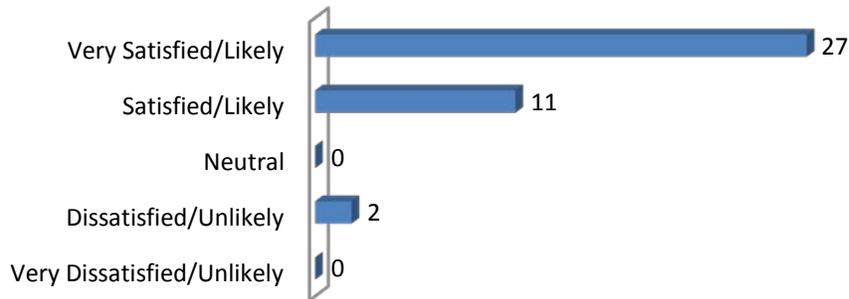
Grant Disbursement by Ethnicity	
African American	20
Alaskan Native	0
Asian American	8
Caucasian	2
Hispanic/Latino	5
Multi	0
Native American	0
Native Hawaiian /Pac. Islander	0
Other	0

### 3.1 Client Satisfaction Survey Report

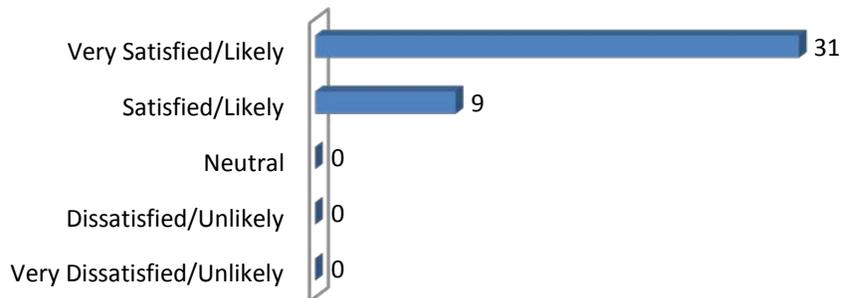
The intent of the client satisfaction survey is to assess the initial client experience and contact with the BIF Program process. This survey was distributed to BIF applicants after the first visit with their assigned Business Advisor.

\*See Attachment E1 for actual survey administered.

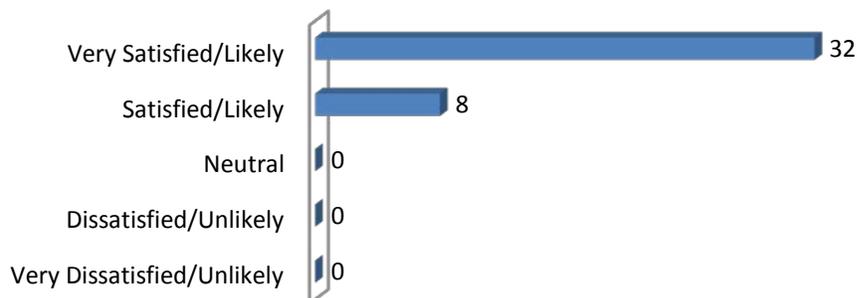
#### Question 1: How would you rate your overall satisfaction with us?



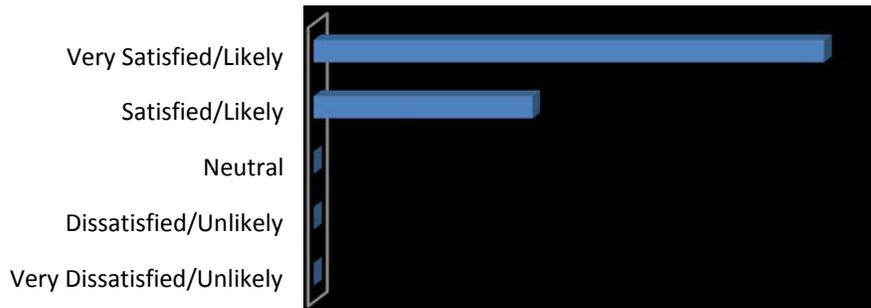
#### Question 2a: Please rate us on the following experiences: Customer Service



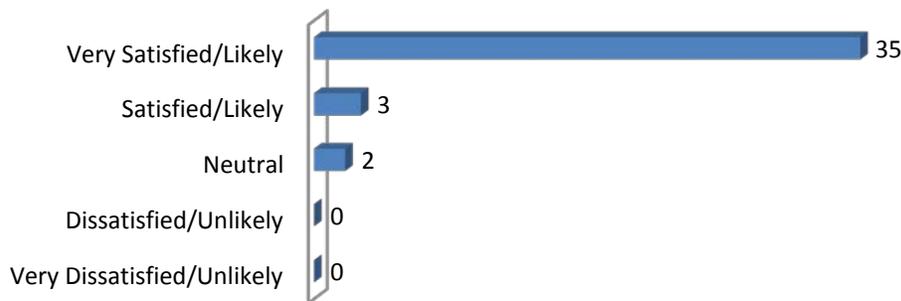
#### Question 2b: Please rate us on the following experiences: Professionalism



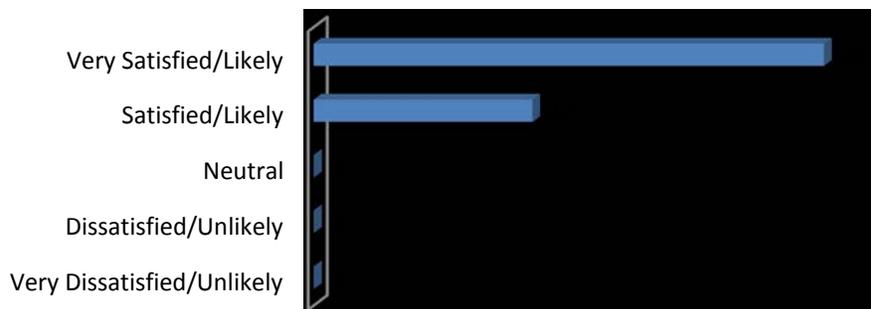
**Question 2c: Please rate us on the following experiences: Quality of Services**



**Question 3: How likely would you recommend us to a friend/business owner?**



**Question 4: If needed, will you use our services in the future?**



Comments (Client Satisfaction Survey)

The following are a few of the comments from those applicants who answered the question: Do you have any suggestions for improving our services?

- “Absolutely none.”
- “Thanks for being there for us and for doing your best to help us.”
- “Excellent service.”
- “Everything was excellent. Great people, great experience.”

### 3.2 Client Process Evaluation Form

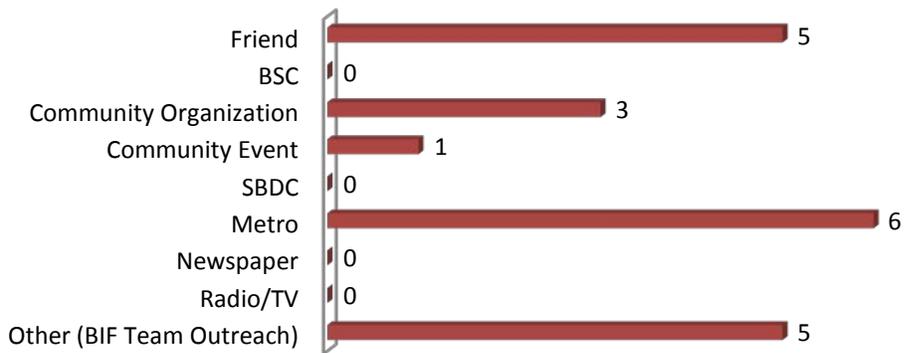
The intent of the Client Process Evaluation Form is to assess the performance of the assigned Business Advisor and to evaluate the application and complete program processes of the BIF. This survey was distributed to BIF grantees at the end of the BIF grant process.

\*See Attachment E2 for actual survey administered.

#### Question 1: Do you presently own or manage a business?



#### Question 2: How did you hear about the BIF?



#### Question 3: Was the BIF application form easy to complete and submit?



**Question 4: Did you receive an appointment with a BIF Business Advisor in a timely manner?**



**Question 5: Was your initial contact with the BIF informative and friendly?**



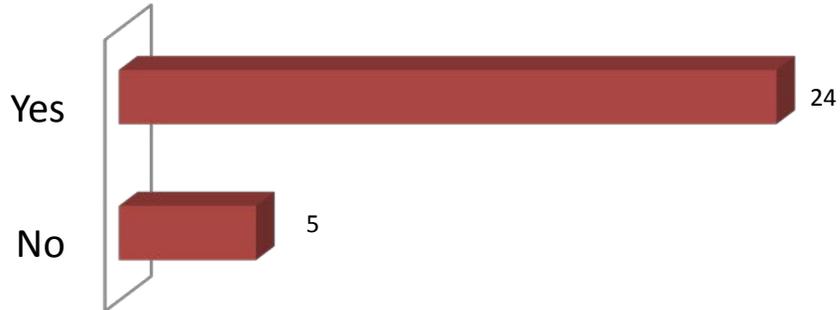
**Question 6: Are you satisfied with the assistance you received?**



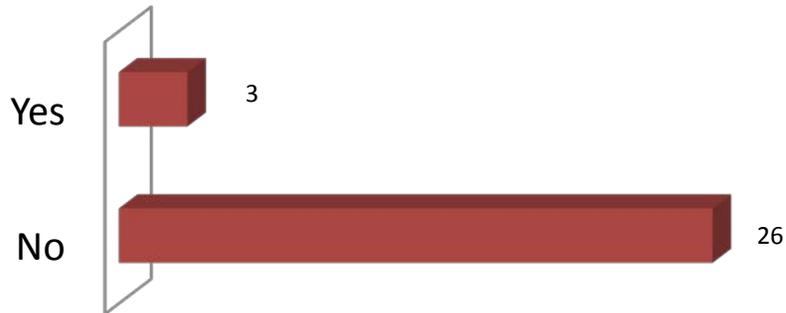
**Question 7: Are you getting the assistance you need at this time?**



**Question 8: Did you receive specific recommendations and/or referral services?**



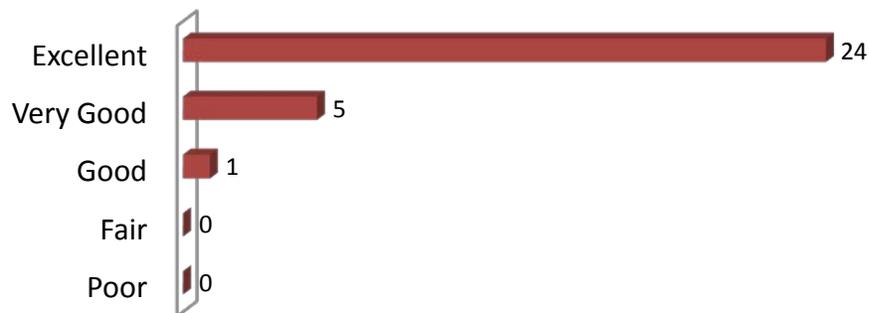
**Question 9: Were there advising areas where we were not able to assist you?**



**Question 10: Was the overall BIF application process smooth?**



**Question 11: How would you rate the business advising services you received at the BIF?**



The following are a few comments from those applications who answered the question: Any additional comments?

- “The experience was great and the product knowledge was well appreciated.”
- “I was very impressed with how smooth the process was in getting this grant. Thanks to all involved.”
- “Wonderfully attentive and helpful advisor.”
- “This program is a God-send.”
- “Disappointed that projected revenues are not considered in the analysis- this is essential to our business moving forward.”

Conclusion: The overall results of both surveys indicate that BIF applicants are very satisfied with the client experience at PCR as well as the BIF application process and general program procedures. At this time, PCR has not identified any major issues or problematic areas in the analysis of the survey responses.

\*Note: Not all applicants choose to complete a survey or answer every question. The survey results charted here are based on responses PCR has been able to capture from applicants. Additionally, the total number of surveys does not equal total number of grants due to business owners receiving multiple grants.

## 4.1 Frequently Asked Questions

BIF team members are consistently asked the following questions:

### 4.2 How do I apply to the BIF?

The BIF application process is seamless, convenient and web-based. The application is located on the Pacific Coast Regional Small Business Development Corporation (PCR) website at [www.pcrcorp.org](http://www.pcrcorp.org). Simply go online to the webpage, scroll down to the Metro icon, click on it to begin. You will be asked for your email address and to create a password. Then answer the application questions and click submit. The application should take no more than 15 minutes to complete. Once your application is submitted, you should receive a call from a BIF Business Advisor within 24 hours to set up a meeting and begin the process.

### 4.3 How long does it take to get a grant?

Once an applicant has met with their business advisor and all requested financial documents have been submitted, it generally takes less than 9 business days to have a check in hand.

### 4.4 What do you need from me?

Your willingness and ability to get your financial documentation to your business advisor in a timely manner. You will need to provide a copy of your current year tax return and any of the following documents to demonstrate your revenue:

- Business bank statements
- Board of Equalization statements (BOE)
- Sales receipts
- Other documentation that shows your business revenue

### 4.5 How do you keep my financial documents secure?

The BIF application and any financial documents submitted in the online application system are secured by establishing your personal account when asked to input your email address and create a password. Any documents submitted by hard copy are kept secure in a locked file at the PCR office. PCR has not experienced any breach or accidental release of information in the 37 years PCR has been in business and take the client's confidentiality very seriously.

## 5.1 Observations

The following are issues PCR has observed in the execution of the BIF Program to date:

- a. Business owners who went out of business before the BIF was operational. A few businesses said they were trying to hang on for the BIF but closed shop in December 2014 and January 2015.
- b. Substantial increase in the number of applications received as a direct result of the door to door canvassing. Meeting business owners face to face has been extremely beneficial as many were skeptical that the "money was real". Putting a face to the BIF Program gives business owners a personal connection and makes the program tangible for them.
- c. Those business owners that have received grants have been very helpful in spreading the word to their neighbors to apply to the BIF. Grantees are also more than willing to speak at outreach events on behalf of the BIF and share their experiences.

- d. Major difference in quality of the applications submitted. PCR is receiving more applications that have comprehensive documentation no doubt due to the increasing experience in what is needed to document the grant requests and being able to reach out to many business owners ahead of direct impact.
- e. However, PCR is still finding a significant number of businesses on the Crenshaw Corridor that do not have adequate financials to document their business transactions and revenues. Also, many of these same businesses have not filed tax returns.
- f. The tide is shifting. There appears to be a number of businesses that are considering applying who thought impact would come and go and that they might weather the storm. But as it turns out, impact is lasting much longer than anticipated and they are NOW excited to apply to the BIF.
- g. Myth: Cash businesses are not eligible for the BIF. Not true. PCR just funded a grant for a sole proprietor barber that was a cash business but had filed verified tax returns that PCR could compare business revenue year over year, pre-impact period and impact period.
- h. The change in the actual application which allows the applicant to state in their own words how Metro construction impacted their business is a good tool and gives us a unique insight into how the construction impact is perceived and their attitude about it. It also gives the applicant an opportunity to share which has been well received.
- i. Language barrier problems: PCR is well prepared to handle issues with small business owners who don't speak English or is not their first language. Usually in these cases, PCR has found that the business owner has a relative, CPA and other colleague that has a command of the English language to assist. PCR's business advisor, Brian Lazo is bilingual- Spanish. PCR also has access to interpreters through the BSC and Metro. To date, PCR has funded **4** Korean speaking businesses and **3** Spanish speaking businesses.

## 6.1 Monthly Testimonial

- **Business Name:** *Lula Washington Dance Theater*
- **Address:** *3773 Crenshaw Boulevard, Los Angeles, CA 90016*
- **Phone Number:** *(323) 292-2852*
- **Date Business Opened:** *January, 1980*
- **Business Designation:** *Non-Profit 501 (c) (3)*
- **Website Address:** *www.lulawashington.org*
- **Business Category:** *Modern Dance Performance School*
- **Grant Amount:** *\$50,000*
- **Unique Qualities:** *1<sup>st</sup> Non-Profit Grantee. Financial analysis was based upon earned income demonstrated from Dance School student tuition as reported on tax return and P&L statement.*

### Business Narrative

Lula Washington Contemporary Dance Foundation (LWCDF) is a 501(c)3 tax-exempt non-profit organization founded in 1980 by Lula and Erwin Washington to provide a creative outlet for minority dance artists in South Los Angeles. The Foundation seeks to build bridges between people of different cultures and ethnic backgrounds through its inter-related parts: the professional Dance Company (Lula Washington Dance Theatre), the [Dance School](#), the Youth Dance Ensemble, and the [Dance Studio](#). LWCDF, located along Crenshaw Metro corridor in 2004 after losing its first home in the 1990 Northridge earthquake, and its second home to fire. LWCDF's dance school has garnered a reputation as one of the best in Los Angeles. The professional company as noted in the following Wikipedia entry is mentioned among the top dance companies in the nation: *There are a number of notable African American modern dance companies using African American cultural dance as an inspiration, amongst these are the Alvin Ailey American Dance Theater, Dance Theater of Harlem and Lula Washington Dance Theater.*

Metro construction impacted the Lula Washington Contemporary Dance Foundation from April 2014 – December of 2014. When Metro construction began Lula and Erwin indicated that student enrollment fell by approximately 50% severely impacting LWCDF's ability to operate at maximum efficiency. However, not a stranger to hard times, they persevered and continued to offer dance classes with fewer students and volunteer instructors, while having to postpone their tours. They provided excellent financial documents including Profit and Loss statements that clearly demonstrated their business revenue loss. Their BIF grant award of \$50,000 will help them stay afloat during construction. Erwin and Lula look forward to the Metro train being completed and bringing even more students to LWCDF.

"We are so happy about this. I want to thank Angela and Andre and the whole team for making this happen for us. We need it badly. It is coming at a time when we were impacted greatly by Metro construction. We are overjoyed about this. And, it is going to help a lot of kids." - Erwin Washington



# ATTACHMENT A

## APPLICATION TO GRANT TURNAROUND ANALYSIS

# Attachment A: Application to Grant Turnaround Analysis

	Business Name	Business Owner	Date of Complete File	Grant Approval Date	Business Days to Turnaround	Notes
1	Lili Wigs	Jerry Song	3/12/2015	3/19/2015	6	
2	1st Choice Driving and Traffic School	Gibert Carrillo	3/16/2015	3/19/2015	4	
3	Design Studio 27	Marilyn Brown	3/6/2015	3/19/2015	10	
4	Parisian Wigs, Inc.	Cynthia Park	3/12/2015	3/19/2015	6	
5	One of a Kind Hats	Sonja Robinson	3/23/2015	4/9/2015	14	No GAC on 03/26 and 04/02
6	Crenshaw Industrial Medical Clinic	Dr. Paul Guidry	3/31/2015	4/9/2015	8	
7	James Brumfield Design	Dawn Brumfield	4/3/2015	4/9/2015	5	
8	Metropolitan Optical	Jose Diaz	4/9/2015	4/16/2015	6	
9	Crenshaw Car Wash	Nuriel Zeituni	4/3/2015	4/16/2015	10	Waited for 4506-T to verify
10	Gina of Beverly Hills Salon	Regina Wilson	4/3/2015	4/16/2015	10	Waited for manual sales ledger
11	More than Hair Salon	Tracie Smith	4/23/2015	4/30/2015	6	
12	John Nibo	John Nibo	4/21/2015	4/30/2015	8	
13	Jendayi, Inc.	Monnae Michael	5/1/2015	5/7/2015	5	
14	Tak's Coffee Shop	Florentino Bravo	4/29/2015	5/7/2015	7	
15	Call The Tax Doctor.com	Kevin Hayes	4/29/2015	5/7/2015	7	
16	Tax Ease Plus Accounting	Taylor Mayfield	5/1/2015	5/14/2015	10	
17	Lili Wigs	Jerry Song	5/14/2015	5/21/2015	6	
18	Crenshaw Discount Store	Hyung Park	5/14/2015	5/28/2015	11	Waited for signed 4506-T
19	Total Body Nutrition	Sonia Robinson	5/19/2015	5/28/2015	8	
20	Parisian Wigs, Inc.	Cynthia Park	5/18/2015	5/28/2015	9	
21	Rustyro, Inc.	Ronald Graves	5/22/2015	5/28/2015	5	
22	Maurice Guillmeno	Maurice Guillmeno	5/21/2015	5/28/2015	6	
23	Southern Girl Desserts, LLC	Catarah Coleman	5/21/2015	5/28/2015	6	
24	Elegant Chic Purse	Chinyere Jackson	5/18/2015	5/28/2015	9	
25	Crenshaw Gold for Cash	Gennady Tikhonov	6/10/2015	6/11/2015	2	Rewrite from 05/07/15
26	Cynthia Park - Property Owner	Cynthia Park	6/2/2015	6/11/2015	8	
27	Lula Washington Dance Theater	Erwin Washington	5/27/2015	6/11/2015	12	First non-profit analysis
28	Cool Muffler Electric Auto Repair	Ingrid Gudiel	6/12/2015	6/18/2015	5	
29	Sense Fashion	Eunice Pae	6/15/2015	6/18/2015	4	
30	Black Sheep Insurance	Erica Sykes	6/12/2015	6/18/2015	5	
31	A Sharp Edge Beauty & Barber Salon	Jacquelyn Hunt	6/8/2015	6/18/2015	9	
32	Ebony Wigs Beauty Supply	Ki Han	6/16/2015	6/25/2015	8	
33	Nationwide Insurance	Lucious Wilder	6/15/2015	6/25/2015	9	
34	Proby's Tax Service	Elaine Proby	6/16/2015	6/25/2015	8	
35	Dave's Tattoos	David Velazquez	6/16/2015	6/25/2015	8	

Average Submission Time (in calendar days)

**7.43**

Applications Processed Within 9 Business Days:

**28**

# ATTACHMENT B

## COMMUNITY OUTREACH AND COMMUNICATION ACTIVITIES CALENDAR

**Attachment B: Metro BIF Outreach Activities Calendar**

<u>OUTREACH EVENT NAME</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>BIF STAFF ASSIGNED</u>	<u>PROJECT CORRIDOR</u>
Beverly Hills Chamber of Commerce Meeting	Thurs. March 19, 2015	8 a.m - 10 a.m.	9400 S. Santa Monica Blvd., Beverly Hills, CA 90210	Angela	Phase 1 Purple Line Extension
Eat, Shop Play Community Fest	Sat. March 21, 2015	10 a.m. - 4 p.m.	Leimert Park Village	Angela, Devon, Andre	Crenshaw/LAX
Mayor's Small Business Resource Fair	Sat. March 28, 2015	10 a.m. - 2 p.m.	Baldwin Crenshaw Mall Center Court	Angela, Devon, Robert	Crenshaw/LAX
Crenshaw Chamber Meeting	Thurs. April 16, 2015	12 p.m. - 2:00 p.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
BIF Canvassing	Fri. April 17, 2015	8:00 a.m. - 5:00 p.m.	Crenshaw/Exposition	Angela, Devon, Andre	Crenshaw/LAX
BIF Presentation - Little Tokyo Connector	Tue. April 28, 2015	11:30 a.m. - 1:30 p.m.	Japanese American Museum, Alameda & 1st	Angela, Brian, Bryan	Crenshaw/LAX
2015 Business Mixer (West Adams Worksource Center & Crenshaw Chamber)	Thurs. April 30, 2015	6:00 p.m. - 8:00 p.m.	2900 Crenshaw Boulevard, Los Angeles, CA 90016	Angela	Crenshaw/LAX
Crenshaw Square Visit	Mon. May 11, 2015	3:00 p.m - 5:00 p.m.	3860-3870 Crenshaw Blvd.	Angela	Crenshaw/LAX
Greater Wilshire Neighborhood Council Presentation	Wed. May 13, 2015	7:00 p.m. - 8:00 p.m.	Ebell Theater - 4401 W. 8th Street, Los Angeles, CA 90005	Angela	Phase 1 Purple Line Extension
Keynote Speaker @ Crenshaw Chamber Meeting	Thurs. May 21, 2015	12 p.m. - 2:00 p.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
Sec 1 Construction Community Meeting	Thurs. May 21, 2015	5:30 p.m. - 7:00 p.m.	Temple Beth Am, 1039 S. La Cienega Blvd. 90035	Angela	Phase 1 Purple Line Extension
BIF Canvassing	Fri. May 22, 2015	8:00 a.m. - 5:00 p.m.	Crenshaw/Exposition	Angela, Devon, Andre	Crenshaw/LAX
Metro Construction Update Community Meeting	Thurs. May 28, 2015	6:00 p.m. - 7:30 p.m.	Inglewood City Hall - 1 Manchester Blvd., Inglewood, CA 90301	Angela	Crenshaw/LAX
Little Tokyo Regional Connector Project Update Meeting	Wed. June 3, 2015	5:30 p.m. - 7:30 p.m.	100 W. 1st Street - Deaton Auditorium	Angela	Little Tokyo
Recycling Black Dollars Presentation	Tue. June 9, 2015	8:00 a.m. - 10:00 a.m.	Denny's 3740 S. Crenshaw Blvd. Los Angeles, CA 90016	Angela	Crenshaw/LAX
Baldwin Hills Crenshaw Mall Quarterly Tenants Meeting	Wed. June 17, 2015	8:30 a.m - 10 a.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
Little Tokyo Community Forum	Wed. June 17, 2015	6:00 p.m. - 8:00 p.m.	St. Francis Xavier Japanese Catholic Church - 222 S. Hewitt Street Classroom #3	Angela	Little Tokyo
PCR Workshop	Mon. June 22, 2015	10:00 a.m. - 12:00 p.m.	Pacific Coast Regional - Lottie Center for Business Excellence	Andre	Crenshaw/LAX
Eat, Shop Play - Inglewood	Fri. June 26, 2015	11:30 a.m. - 2:00 p.m.	Orleans & York 400 E. Florence Ave. Inglewood, CA 90301	Angela	Crenshaw/LAX
The Leimert Park Village 20 20 Initiative	Sat. June 27, 2015	8:00 a.m. - 3:00 p.m.	Leimert Park Village	Angela	Crenshaw/LAX
BIF Workshop - Little Tokyo	Tue. June 30, 2015	6:00 p.m. - 8:00 p.m.	Little Tokyo Branch Library 200 S. Los Angeles Street Los Angeles, CA 90012	Angela	Little Tokyo

# ATTACHMENT C

## GRANT AWARD MATRIX - CRENSHAW/LAX

## Attachment B: BIF Grant Awards June 25, 2015

	Business Name	Business Owner	Business Address	Business Type	Reported Revenue Loss Value	Grant Award Amount	Grant Approval Date	Grant Payment Date	Rail Corridor
1	Lili Wigs	Jerry Song	4072 Crenshaw Boulevard Los Angeles, CA 90008	Retail; specialty hair products	\$ 9,384.00	\$ 9,384.00	3/19/2015	4/1/2015	CLAX
2	1st Choice Driving and Traffic School	Gibert Carrillo	4112 Crenshaw Blvd. Los Angeles, CA 90008	Service; traffic school	\$ 44,480.00	\$ 44,480.00	3/19/2015	4/1/2015	CLAX
3	Design Studio 27	Marilyn Brown	3679 Crenshaw Blvd. Suite 219 Los Angeles, CA 90016	Service; hair salon	\$ 9,897.00	\$ 9,897.00	3/19/2015	4/1/2015	CLAX
4	Parisian Wigs, Inc.	Cynthia Park	4102 S. Crenshaw Boulevard Los Angeles, CA 90008	Retail; specialty hair products	\$ 29,549.00	\$ 2,549.00	3/19/2015	4/1/2015	CLAX
5	One of a Kind Hats	Sonja Robinson	3856 Crenshaw Boulevard Los Angeles, CA 90008	Retail	\$ 629.50	\$ 629.50	4/9/2015	4/15/2015	CLAX
6	Crenshaw Industrial Medical Clinic	Dr. Paul Guidry	4343 Crenshaw Blvd. Suite 305 Los Angeles, CA 90008	Service	\$ 50,000.00	\$ 50,000.00	4/9/2015	4/15/2015	CLAX
7	James Brumfield Design	Dawn Brumfield	3650 West Martin Luther King Jr. Boulevard Los Angeles, CA 90008	Retail	\$ 3,192.00	\$ 3,192.00	4/9/2015	4/15/2015	CLAX
8	Metropolitan Optical	Jose Diaz	3848 Crenshaw Boulevard Los Angeles, CA 90008	Retail	\$ 1,581.79	\$ 1,581.79	4/16/2015	4/23/2015	CLAX
9	Crenshaw Car Wash	Nuriel Zeituni	4220 Crenshaw Boulevard Los Angeles, CA 90008	Service	\$ 50,000.00	\$ 50,000.00	4/16/2015	4/22/2015	CLAX

Attachment B: BIF Grant Awards June 25, 2015

	Business Name	Business Owner	Business Address	Business Type	Reported Revenue Loss Value	Grant Award Amount	Grant Approval Date	Grant Payment Date	Rail Corridor
10	Gina of Beverly Hills Salon	Regina Wilson	3870 Crenshaw Blvd., Suite 103 Los Angeles, CA 90008	Service; hair salon	\$ 5,836.00	\$ 5,836.00	4/16/2015	4/22/2015	CLAX
11	More than Hair Salon	Tracie Smith	3411 1/2 West 43rd Place Los Angeles, CA 90008	Service; hair salon	\$ 1,991.00	\$ 1,991.00	4/30/2015	5/1/2015	CLAX
12	John Nibo	John Nibo	4074 Crenshaw Boulevard Los Angeles, CA 90008	Commercial property Owner	\$ 30,400.00	\$ 30,400.00	4/30/2015	5/1/2015	CLAX
13	Jendayi, Inc.	Monnae Michael	3650 West Martin Luther King Jr Blvd Ste# 245 Los Angeles, CA 90008	Jewelry Store	\$ 9,383.03	\$ 9,383.03	5/7/2015	5/13/2015	CLAX
14	Tak's Coffee Shop	Florentino Bravo	3870 Crenshaw Blvd., Suite 101 Los Angeles, CA 90008	Restaurant	\$ 17,942.70	\$ 17,942.70	5/7/2015	5/13/2015	CLAX
15	Call The Tax Doctor.com	Kevin Hayes	3860 Crenshaw Blvd #203 Los Angeles, CA 90008	Tax Preparer	\$ 3,045.57	\$ 3,045.57	5/7/2015	5/13/2015	CLAX
16	Tax Ease Plus Accounting	Taylor Mayfield	4371 Crenshaw Blvd. Unit B2 Los Angeles, CA 90008	Tax Preparer	\$ 7,967.34	\$ 7,967.34	5/14/2015	5/20/2015	CLAX
17	Lili Wigs	Jerry Song	4072 Crenshaw Boulevard Los Angeles, CA 90008	Retail, Specialty Hair	\$ 4,854.00	\$ 4,854.00	5/21/2015	5/26/2015	CLAX
18	Crenshaw Discount Store	Hyung Park	3657 Crenshaw Blvd. Los Angeles, CA 90016	Retail	\$ 50,000.00	\$ 50,000.00	5/28/2015	6/3/2015	CLAX

Attachment B: BIF Grant Awards June 25, 2015

	Business Name	Business Owner	Business Address	Business Type	Reported Revenue Loss Value	Grant Award Amount	Grant Approval Date	Grant Payment Date	Rail Corridor
19	Total Body Nutrition	Sonia Robinson	3650 Martin Luther King Blvd. Los Angeles, CA 90008	Retail	\$ 15,212.01	\$ 15,212.01	5/28/2015	6/3/2015	CLAX
20	Parisian Wigs, Inc.	Cynthia Park	4102 S. Crenshaw Boulevard Los Angeles, CA 90008	Retail	\$ 2,584.00	\$ 2,584.00	5/28/2015	6/3/2015	CLAX
21	Rustyro, Inc.	Ronald Graves	3650 West Martin Luther King Los Angeles, CA 90008	Hair Salon	\$ 50,000.00	\$ 50,000.00	5/28/2015	6/3/2015	CLAX
22	Maurice Guillmeno	Maurice Guillmeno	4283 Crenshaw Boulevard Los Angeles, CA 90008	Barber	\$ 20,658.75	\$ 20,658.75	5/28/2015	6/3/2015	CLAX
23	Southern Girl Desserts, LLC	Catarah Coleman	3650 West Martin Luther King Jr. Blvd., Suite 100 Los Angeles, CA 90008	Bakery	\$ 50,000.00	\$ 50,000.00	5/28/2015	6/3/2015	CLAX
24	Elegant Chic Purse	Chinyere Jackson	3650 Martin Luther King Blvd Los Angeles, CA 9008	Retail	\$ 3,471.53	\$ 3,471.53	5/28/2015	6/3/2015	CLAX
25	Crenshaw Gold for Cash	Gennady Tikhonov	4343 Crenshaw Blvd. Suite 106 Los Angeles, CA 90008	Retail	\$ 26,215.00	\$ 26,215.00	6/11/2015	6/17/2015	CLAX
26	Cynthia Park - Property Owner	Cynthia Park	4086/4114 Crenshaw Blvd. Los Angeles, CA 90008	Commercial Property Owner	\$ 24,000.00	\$ 24,000.00	6/11/2015	6/17/2015	CLAX
27	Lula Washington Dance Theater	Erwin Washington	3773 Crenshaw Blvd. Los Angeles, CA 90016	Non-Profit Service	\$ 50,000.00	\$ 50,000.00	6/11/2015	6/17/2015	CLAX

Attachment B: BIF Grant Awards June 25, 2015

	Business Name	Business Owner	Business Address	Business Type	Reported Revenue Loss Value	Grant Award Amount	Grant Approval Date	Grant Payment Date	Rail Corridor
28	Cool Muffler Electric Auto Repair	Ingrid Alvarez de Gudiel	4252 Crenshaw Blvd. Los Angeles, CA 90008	Service	\$ 7,939.54	\$ 7,939.54	6/18/2015	6/24/2015	CLAX
29	Sense Fashion	Eunice Pae	3868 Crenshaw Blvd. Los Angeles, CA 90008	Retail	\$ 5,556.84	\$ 5,556.84	6/18/2015	6/24/2015	CLAX
30	Black Sheep Insurance Services	Erica Sykes	3886 Crenshaw Blvd. Los Angeles, CA 90008	Service	\$ 17,499.00	\$ 17,499.00	6/18/2015	6/24/2015	CLAX
31	A Sharp Edge Beauty & Barber Salon	Jacquelyn Hunt	4088 Crenshaw Blvd. Los Angeles, CA 90008	Service	\$ 8,626.66	\$ 8,626.66	6/18/2015	6/24/2015	CLAX
32	Ebony Wigs Beauty Supply	Ki Han	3677 Crenshaw Blvd. Los Angeles, CA 90016	Retail	\$ 50,000.00	\$ 50,000.00	6/25/2015	7/1/2015	CLAX
33	Nationwide Insurance	Lucious Wilder	3631 Crenshaw Blvd. Suite 101 Los Angeles, CA 90016	Service	\$ 2,616.36	\$ 2,616.36	6/25/2015	7/1/2015	CLAX
34	Proby's Tax Service	Elaine Proby	3870 Crenshaw Blvd. Ste. 226 Los Angeles, CA 90008	Service	\$ 27,012.34	\$ 27,012.34	6/25/2015	7/1/2015	CLAX
35	Dave's Tattoo	David Velazquez	4343 Crenshaw Blvd. #102 Los Angeles, CA 90008	Service	\$ 24,157.34	\$ 24,157.34	6/25/2015	7/1/2015	CLAX

\$ 715,682.30    **\$ 688,682.30**

**ATTACHMENT D**

**GRANT AWARD  
TRANSACTIONS**

**Pacific Coast Regional Corporation**  
**Attachment D: Transactions by Account**

	<u>Date</u>	<u>Grantee Business</u>	<u>As of June 30, 2015 Name</u>	<u>Amount</u>	<u>Balance</u>
<b>Apr 15</b>					<b>0.00</b>
	04/01/2015	Parisian Wigs	MS. CYNTHIA PARK	-2,549.00	-2,549.00
	04/01/2015	Parisian Wigs	LOS ANGELES DWP	-675.73	-3,224.73
	04/01/2015	Design Studio 27	MARILYN BROWN	-9,221.27	-12,446.00
	04/01/2015	Lili Wigs	JERRY YONGHAN SONG	-9,384.00	-21,830.00
	04/01/2015	1st Choice Driving and Traffic School	GILBERTO CARRILLO	-44,480.00	-66,310.00
	04/14/2015	James Brumfield Designs	DAWN BRUMFIELD	-3,192.00	-69,502.00
	04/14/2015	One-of-a-Kind Hats	SONJA T. ROBINSON	-629.50	-70,131.50
	04/14/2015	Crenshaw Industrial Medical Clinic	PAUL L. GUIDRY MD, INC.	-50,000.00	-120,131.50
	04/21/2015	Metropolitan Optical	JOSE A. DIAZ DBA METROPOLITAN OPTICAL	-1,581.79	-121,713.29
	04/21/2015	Gina of Beverly Hills	LOS ANGELES D.W.P.	-580.44	-122,293.73
	04/21/2015	Gina of Beverly Hills	REGINA WILSON	-5,255.56	-127,549.29
	04/21/2015	Crenshaw Carwash	NURIEL ZEITUNI dba CRENSHAW CARWASH	-38,369.43	-165,918.72
	04/21/2015	Crenshaw Carwash	LOS ANGELES DWP	-3,102.57	-169,021.29
	04/21/2015	Crenshaw Carwash	HAMNI BANK	-8,528.00	-177,549.29
				<u>-177,549.29</u>	<u>-177,549.29</u>
<b>Apr 15</b>					
<b>May 15</b>					<b>0.00</b>
	05/05/2015	More Than Hair Salon	CITY OF LOS ANGELES OFFICE OF FINANCE	-350.70	-350.70
	05/05/2015	More Than Hair Salon	ROBERT MONRENO INSURANCE AGENCY	-435.00	-785.70
	05/05/2015	More Than Hair Salon	TRACIE H SMITH dba MORE THAN HAIR SALON	-1,205.30	-1,991.00
	05/05/2015	John Nibo	JOHN E NIBO	-30,400.00	-32,391.00
	05/12/2015	Jendayi, Inc.	RFP INSURANCE AGENCY	-550.00	-32,941.00
	05/12/2015	Jendayi, Inc.	BOARD OF EQUILIZATION	-127.00	-33,068.00
	05/12/2015	Jendayi, Inc.	BOARD OF EQUILIZATION	-318.00	-33,386.00
	05/12/2015	Jendayi, Inc.	JENDAYI INCORPORATED	-8,388.03	-41,774.03
	05/12/2015	Tak's Coffee Shop	TAK'S COFFEE SHOP INCORPORATED	-17,942.70	-59,716.73
	05/12/2015	Call the Tax Doctor.com	CALL THE TAX DOCTOR.COM INC.	-3,045.57	-62,762.30
	05/19/2015	Tax Ease Plus Accounting	EUNICE KIM	-1,730.00	-64,492.30
	05/19/2015	Tax Ease Plus Accounting	LOS ANGELES DWP	-859.56	-65,351.86
	05/19/2015	Tax Ease Plus Accounting	TAYLOR MAYFIELD	-5,377.78	-70,729.64
	05/26/2015	Lili Wigs	DWP	-280.59	-71,010.23
	05/26/2015	Lili Wigs	JERRY Y. SONG	-4,316.93	-75,327.16
	05/26/2015	Lili Wigs	DWP	-256.48	-75,583.64
				<u>-75,583.64</u>	<u>-75,583.64</u>
<b>May 15</b>					
<b>Jun 15</b>					<b>0.00</b>
	06/03/2015	Parisian Wigs, Inc.	PARISIAN WIGS, INC.	-953.47	-953.47
	06/03/2015	Parisian Wigs, Inc.	LADWP	-686.63	-1,640.10
	06/03/2015	Parisian Wigs, Inc.	THE GAS COMPANY	-126.27	-1,766.37
	06/03/2015	Parisian Wigs, Inc.	CITY OF LOS ANGELES TREASURER	-817.63	-2,584.00
	06/03/2015	Elegant Chic Purse	CHINYERE JACKSON	-3,471.53	-6,055.53
	06/03/2015	Total Body Nutrition dba GNC	TOTAL BODY NUTRITION, INC.	-14,615.36	-20,670.89
	06/03/2015	Total Body Nutrition dba GNC	LADWP	-596.65	-21,267.54
	06/03/2015	Southern Girl Desserts, LLC	SOUTHERN GIRL DESSERTS, LLC	-27,404.99	-48,672.53
	06/03/2015	Southern Girl Desserts, LLC	CITY OF LOS ANGELES, PUBLIC WORKS SANIT,	-238.25	-48,910.78
	06/03/2015	Southern Girl Desserts, LLC	CITY OF LOS ANGELES DEPARTMENT OF PUBL	-97.56	-49,008.34

**Pacific Coast Regional Corporation**  
**Attachment D: Transactions by Account**

<u>Date</u>	<u>Grantee Business</u>	<u>As of June 30, 2015 Name</u>	<u>Amount</u>	<u>Balance</u>
06/03/2015	Southern Girl Desserts, LLC	CITY OF LA BUSINESS TAX	-410.67	-49,419.01
06/03/2015	Southern Girl Desserts, LLC	CAPRI RETAIL SERVICES, LLC	-21,848.53	-71,267.54
06/03/2015	Rustyro, Inc. dba Hair Architects	RUSTYRO, INCORPORATED	-41,098.94	-112,366.48
06/03/2015	Rustyro, Inc. dba Hair Architects	CAPRI RETAIL SERVICES, LLC	-8,901.06	-121,267.54
06/03/2015	Maurice Guillmeno	MAURICE GUILLMENO	-20,658.75	-141,926.29
06/05/2015	Crenshaw Carwash	HYUNG B. PARK	-50,000.00	-191,926.29
06/15/2015	Lula Washington Dance Theater	LULA WASHINGTON CONTEMPORY DANCE FOI	-50,000.00	-241,926.29
06/16/2015	Crenshaw Gold for Cash	GENNADY TIKHONOV	-26,215.00	-268,141.29
06/18/2015	Cynthia Park	CYNTHIA PARK	-24,000.00	-292,141.29
06/24/2015	A Sharp Edge Beauty Salon	JACQUELYN HUNT	-5,051.66	-297,192.95
06/24/2015	A Sharp Edge Beauty Salon	CYNTHIA PARK	-3,500.00	-300,692.95
06/24/2015	A Sharp Edge Beauty Salon	BOARD OF BARBERING & COSMETOLOGY	-75.00	-300,767.95
06/24/2015	Cool Muffler Electric Auto Repair	FRANCISCO GUDIEL AND	-7,939.54	-308,707.49
06/24/2015	Sense Fashion	EUNICE C. KIM	-5,556.84	-314,264.33
06/25/2015	Black Sheep Insurance Services	STATE OF CALIFORNIA FRANCHISE TAX BOAR	-873.98	-315,138.31
06/25/2015	Black Sheep Insurance Services	ALLIED PREMIUM FINANCE, INC.	-145.14	-315,283.45
06/25/2015	Black Sheep Insurance Services	BLACK SHEEP FINANCIAL SRV. INC.	-16,479.88	-331,763.33
06/30/2015	Proby's Tax & Accounting	Elaine Proby dba Proby's Tax & Accounting	-27,012.34	-358,775.67
06/30/2015	Dave's Tattoos	David Velazquez dba Dave's Tattoos	-24,157.34	-382,933.01
06/30/2015	Nationwide Insurance	Lucious Wilder dba Lucious Wilder Insuran	-2,616.36	-385,549.37
06/30/2015	Ebony Wigs Beauty Supply	Ki Hwan Han dba Ebony Wigs and Beauty	-50,000.00	-435,549.37
			<u>-435,549.37</u>	<u>-435,549.37</u>
			<u><b>-688,682.30</b></u>	<u><b>-688,682.30</b></u>

Jun 15

**TOTAL**

**ATTACHMENT E1**

**CLIENT SATISFACTION  
SURVEY**

## Metro Business Interruption Fund (BIF) Client Satisfaction Survey

Thank you for your participation in the Metro Business Interruption Fund (BIF). Please take the time to answer a few quick questions regarding your experience.

**1. How would you rate your overall satisfaction with us?**

Very Satisfied                      Satisfied                      Neutral                      Dissatisfied                      Very Dissatisfied

**2. Please rate us on the following experiences:**

**Customer Service**

Very Satisfied                      Satisfied                      Neutral                      Dissatisfied                      Very Dissatisfied

**Professionalism**

Very Satisfied                      Satisfied                      Neutral                      Dissatisfied                      Very Dissatisfied

**Quality of Services**

Very Satisfied                      Satisfied                      Neutral                      Dissatisfied                      Very Dissatisfied

**3. How likely would you recommend us to a friend/business owner?**

Very Likely                      Likely                      Neutral                      Unlikely                      Very Unlikely

**4. If needed, will you use our services in the future?**

Very Likely                      Likely                      Neutral                      Unlikely                      Very Unlikely

**5. Do you have any suggestions for improving our services?**

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**ATTACHMENT E2**

**CLIENT PROCESS  
EVALUATION FORM**



**Metro**

**Attachment E2**



**Metro Business Interruption Fund (BIF)  
Client Process Evaluation Form**

Dear BIF Client:

The desire of the Metro Business Interruption Fund (BIF) is to make the process of applying to the BIF as meaningful and beneficial as possible for our clients. You can help us by completing this form and returning it to us.

**BIF BUSINESS ADVISOR NAME:** \_\_\_\_\_

1. Do you presently own or manage a business?       Yes       No
  
2. How did you hear about the BIF?
 

<input type="checkbox"/> Friend	<input type="checkbox"/> SBDC
<input type="checkbox"/> Business Solutions Center (BSC)	<input type="checkbox"/> Metro
<input type="checkbox"/> Community Organization: _____	<input type="checkbox"/> Newspaper (name): _____
<input type="checkbox"/> Community Event: _____	<input type="checkbox"/> Radio/TV: _____
<input type="checkbox"/> Workshop: _____	<input type="checkbox"/> Little Tokyo Small Business Assistance Center
<input type="checkbox"/> Other: _____	
  
3. Was the BIF application form easy to complete and submit?       Yes       No
  
4. Did you receive an appointment with a BIF Business Advisor in a timely manner?       Yes       No
  
5. Was your initial contact with the BIF informative and friendly?       Yes       No  
 If no, please comment: \_\_\_\_\_  
 \_\_\_\_\_
  
6. Are you satisfied with the assistance you received?       Yes       No  
 If no, please comment: \_\_\_\_\_  
 \_\_\_\_\_
  
7. Are you getting the assistance you need at this time?       Yes       No       Unsure  
 If no or unsure, please explain: \_\_\_\_\_  
 \_\_\_\_\_
  
8. Did you receive specific recommendations and /or referral services from the BIF Business Advisor?       Yes       No
  
9. Were there advising areas where we were not able to assist you?       Yes       No  
 If yes, please list those areas: \_\_\_\_\_  
 \_\_\_\_\_
  
10. Was the overall BIF application process smooth?       Yes       No
  
11. Generally speaking, how would you rate the business advising services you received at the BIF?
 

<input type="checkbox"/> Excellent	<input type="checkbox"/> Very Good	<input type="checkbox"/> Good
<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	
  
12. Any additional comments? \_\_\_\_\_  
 \_\_\_\_\_

Thank you for your time and consideration. If you would like us to contact you regarding any of your concerns please check the box and leave a phone number.

Please contact me at \_\_\_\_\_