

Community Action Development Corporation of Allentown

ANNUAL WORK PLAN

July 1, 2010 – June 30, 2011

**ANNUAL WORK PLAN
COMMUNITY ACTION DEVELOPMENT CORPORATION
OF ALLENTOWN
2010 - 2011**

DESCRIPTION: The Community Action Development Corporation of Allentown (CADCA) works toward stabilization of neighborhoods and economic empowerment of the residents of those neighborhoods by enabling and encouraging residents to develop and own their own businesses in the neighborhoods.

MISSION: The mission of the Community Action Development Corporation of the Allentown is to assist and promote neighborhood revitalization and community spirit by providing access to economic opportunity, creating and sustaining businesses owned and operated by neighbors, and empowering people to have a voice in the decisions that affect their lives.

GOALS AND PERFORMANCE TARGETS

TIER 1: ESSENTIAL GOALS

GOAL 1: Offer entrepreneurial skill training to residents of the City of Allentown whose business interests are consistent with CADCA's mission.

Performance Targets:

- A. Enroll at least one hundred and twenty-five (125) participants for the Start Your Business Class. (Tier 1)
- B. At least thirty (30) residents will prepare themselves to become entrepreneurs by graduating from CADCA's Start Your Business Program with a business plan. (Tier 1)
- C. At least twenty-two (22) of the thirty (30) residents will be from the City's Focus area. (Tier 1)
- D. At least four (4) of the twenty-two (22) Focus area residents will be from the Weed and Seed area. (Tier 1)
- E. Of the thirty (30) residents indicated above, ten (10) will have made substantial progress toward the establishment of new businesses. (Tier 1)
- F. Of the ten (10) residents who will make substantial progress toward the establishment of a new business, at least seven (7) will be from the Focus area including one (1) from the Weed and Seed area. (Tier 1)
- G. Of the above noted thirty (30) residents, at least six (6) will be employed in their own new businesses by the end of the program year. (Tier 1)
- H. Of the six (6) residents who will be employed in their own businesses by the end of the program year, at least two (2) will be from the Focus area. (Tier 1)

GOAL 2: Provide technical assistance to entrepreneurs whose business interests are consistent with CADCA's mission.

- A. Twenty-five (25) existing Allentown area business owners will have the opportunity to strengthen and/or expand their businesses through information and technical assistance provided by CADCA in such areas as improving accounting and record keeping procedures, cooperative purchasing, marketing and borrowing opportunities. (Tier 1)
- B. Of the twenty-five (25) noted above, at least fifteen (15) will be from the Focus area. (Tier 1)

- C. Of the above noted twenty-five (25) business owners, fifteen (15) will continue to work closely with CADCA to make improvements or changes in one or more of the above areas, as documented by follow-up visits and phone calls. The results will be measured by reduced costs, increased sales or more customer traffic as examples. (Tier 1)
- D. Provide business start-up information and technical assistance to at least twenty (20) entrepreneurs not included in goal #1 above. (Tier 1)
- E. Provide in-depth assistance to at least fifteen (15) of the thirty-five (35) total persons noted in objectives #B and #D, by meeting with each of them four (4) times during the program year to work on the areas noted above and also noting progress in their case files. (Tier 1)
- F. At least 5 jobs will be created through a combination of all the technical assistance efforts indicated above. (Tier 1)
- G. At least 8 businesses will be presented to CACLV's Microenterprise Marketing Council to receive constructive feedback on marketing ideas and plans. (Tier 2)

GOAL 3: Collaborate with the City of Allentown and the Seventh Street area merchants, residents and property owners to support the Main Street Program's continued revitalization of the Seventh Street Corridor.

Performance Targets:

- A. Merchants will sponsor at least three special events to promote the Seventh Street corridor. (Tier 1)
- B. Maintain a functioning website with information on Seventh Street businesses and attractions. (Tier 1)
- C. Publish at least three bi-lingual newsletters which provide information on the Main Street project and promote the Seventh Street corridor. (Tier 1)
- D. Continue to expand the volunteer network and conduct at least two volunteer-supported events focusing on the Seventh Street corridor. (Tier 1)
- E. Increase the membership of the SSDC by adding at least three merchants. (Tier 2)

GOAL 4: Collaborate with the City of Allentown and the Seventh Street area merchants, residents and property owners to expand the Façade Program.

Performance Targets:

- A. Communicate to all commercial and residential property owners the revised façade program guidelines which include the design plan recommendations, the program participation requirements and the new funding amounts available per property. (Tier 2)
- B. Complete eight (8) commercial facades during the program year. (Tier 2)
- C. Complete three (3) residential facades during the program year. (Tier 2)

GOAL 5: Implement the Neighborhood Partnership Program in conjunction with KNBT, PPL and the Steering Committee.

Performance Targets:

- A. Award at least ten (10) incentive grants. The grants will be used for HVAC upgrades, electrical and lighting improvements, and similar property enhancements. (Tier 1)
- B. Complete two projects that will upgrade or enhance the streetscape along the 7th Street corridor. (Tier 1)
- C. Identify and fund teenager program initiatives which will serve at least fifty (50) teen-agers. (Tier 1)
- D. Monitor and support Old Allentown/Elm Street project priorities totaling \$83,000. (Tier 1)

GOAL 6: Begin implementation of the Jordan Heights Neighborhood Plan.

Performance Targets:

- A. Conduct at least four joint Steering Committee meetings to guide and monitor the progress of the plan objectives. (Tier 1)
- B. Create Jordan Heights’ town watch with at least 20 members. (Tier 1)
- C. Create Jordan Heights’ homeowner association with at least 15 members. (Tier 1)
- D. Complete youth service directory and website. (Tier 1)
- E. Develop partnerships to create youth programming at 625 Chew Street and the Kidspace building located at 4th and Allen streets. (Tier 1)
- F. Re-establish Start Your Business Summer Youth Camp for at least 15 youth per year. (Tier 1)

TIER 2: IMPORTANT GOALS

GOAL 7: Conduct a Growers’ Market in the CADC focus area in collaboration with the City of Allentown, the Greater Lehigh Valley Chamber of Commerce, local growers, local merchants and local volunteers.

Performance Targets:

- A. Recruit at least ten (10) growers / vendors for the market. (Tier 2)
- B. Growers and vendors will participate in the weekly market for a minimum of fifteen (15) weeks. (Tier 2)
- C. At least five (5) teen-agers will participate in the weekly growers’ market serving as ambassadors, helpers or running a youth enterprise. (Tier 2)

RESOURCE ASSESSMENT

In the chart below, provide a list of total annual resources needed for the program.

| RESOURCES NEEDED FOR PROGRAM | Full/Budgeted |
|--|----------------------|
| Fundraising Target Amount (fundraising goal) | \$ 114,926 |
| Staffing if fully staffed | # 8 |
| Volunteer hours/Number of volunteers | # 220/50 |