

**Community Action Development Corporation
of Bethlehem**

ANNUAL WORK PLAN

July 1, 2010-June 30, 2011

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COMMUNITY ACTION DEVELOPMENT
CORPORATION of BETHLEHEM
2010-2011**

MISSION: The mission of the Community Action Development Corporation of Bethlehem is to promote social and economic change by fostering business and other economic opportunities within the community of south Bethlehem.

GOALS AND PERFORMANCE TARGETS

TIER 1: ESSENTIAL GOALS

GOAL 1 Provide entrepreneurship training to low-to-moderate income individuals who desire to start or improve businesses in south Bethlehem.

Performance Targets:

- A At least 60 students will enroll in the Start Your Business course. Of these, at least 50% will have low-to-moderate income, at least 50% will be women and the majority will be residents of south Bethlehem. (Tier 1)
- B 45 students will receive significant services (at least 10 hours of training) during the fiscal year. (Tier 1)
- C At least 30 students will complete the SYB class and at least 15 individuals will complete and submit business plans. (Tier 1)
- D 2 SYB participants will be assisted to apply for and receive loans from suitable funders, including either the Rising Tide Community Loan Fund or FRED loans (Fund for Revitalization and Economic Development). (Tier 1)
- E At least 2 businesses will be started in south Bethlehem by SYB class participants within the fiscal year; at least 3 businesses will be started in other locations by class participants within the fiscal year. (Tier 1)
- F At least 8 employment opportunities will be created as SYB students open or expand businesses. (Tier 1)

GOAL 2 Provide technical assistance to individuals who desire to start or develop businesses in south Bethlehem.

Performance Targets:

- A At least 50 prospective and/or existing business owners will receive business technical assistance. Of these, 50% will have low-to-moderate incomes at intake, and the majority will be residents of south Bethlehem, or have businesses located there. (Tier 1)
- B At least 25 individuals will receive a significant level of technical assistance (at least 10 hours of specified technical assistance during the fiscal year). (Tier 1)
- C 20 individuals enrolled in business training (SYB) or technical assistance will learn how to improve their credit scores by using Credit Expert. (Tier 1)

- D 3 individuals will be assisted to apply for and receive loans from suitable funders, either the Rising Tide Loan Fund, or FRED loans (Fund for Revitalization and Economic Development). (Tier 1)
- E At least 1 business will be started in south Bethlehem by a technical assistance recipient within the fiscal year; at least 1 business will be started in other locations by a person receiving technical assistance within the fiscal year. (Tier 1)
- F Attend ten Marketing Council meetings and provide business owners with additional marketing assistance to enable eight of them to expand or improve their businesses. (Tier 1)
- G Two entrepreneurs will make a presentation at Originate Venture's Open Court program to receive constructive feedback on their business ideas and plans. (Tier 1)
- H Ten business owners will be certified as a Women Business Enterprise (WBE) or Minority Business Enterprise (MBE) in Pennsylvania with assistance from CADCB staff. (Tier 1)

GOAL 3 Improve the physical infrastructure in south Bethlehem's Four Blocks International Neighborhood to enhance business development.

Performance Targets:

- A Complete the design and façade improvement of six structures in this neighborhood. (Tier 1)
- B Two business owners to apply for FRED loans to improve the interior space of their commercial establishments. (Tier 1)
- C Provide outreach to local residents and business owners to ensure at least 25 people attend each of the community meetings for the development and completion of the professional streetscape design for Four Blocks International Neighborhood. (Tier 1)
- D Two options for sidewalk repair programs will be developed with input of business owners and forwarded to City officials for consideration. (Tier 1)
- E Apply for funding by writing three proposals to accomplish the first phase of the streetscape design. (Tier 1)
- F Five business owners will obtain new exterior signs for their businesses with assistance from CADCB staff. (Tier 1)
- G Coordinate with City officials to ensure that two problem landlords receive legal consequences for code violations at their properties. (Tier 1)

GOAL 4 Through partnership with the City of Bethlehem, ensure that the Southside Vision 2014 Committees accomplish the tasks outlined in the master plan to encourage community economic development in south Bethlehem.

Performance Targets:

- A Residents of south Bethlehem will be able to use a portion of the South Bethlehem Greenway and the Skateplaza for recreation. (Tier 1)
- B Nine low-to-moderate income households will receive emergency housing repairs. (Tier 1)

- C Streetlights will be installed in the Eastern Gateway neighborhood, completing the East Fourth Street lighting project. (Tier 1)
- D 500 Southside Youth, ages 13 – 19, will participate in positive recreational activities. (Tier 1)

TIER 2: IMPORTANT GOALS

GOAL 5 Improve communication among businesses and encourage current and prospective business owners to participate in training and events so they may be part of a network of small-scale, locally owned businesses in the Lehigh Valley.

Performance Targets

- A Enable 50 local micro-businesses to participate in the 3rd Lehigh Valley Microenterprise Expo to network and gain business exposure. (Tier 2)
- B Host a networking event for 100 CADCB program participants to attend. (Tier 2)
- C Invite five business owners to participate in functions of the Sustainable Business Network of Lehigh Valley. (Tier 2)
- D Invite two business owners to participate in the Bethlehem Farmers’ Market. (Tier 2)
- E Staff will attend ten GLVCC events throughout the year to stay informed and help connect business owners to the greater business community. (Tier 2)

GOAL 6 Provide information to neighborhood businesses and residents so they may be better informed about community issues and services and assume more active roles in the community.

Performance Targets:

- A SYB class participants will receive descriptions of and contact information for CACLV anti-poverty programs. (Tier 2)
- B Staff will attend 10 meetings of the Mayor’s Southside Task Force to keep aware of Block Watch issues in south Bethlehem and relay this information as appropriate to residents and business owners. (Tier 2)
- C Staff will translate 12 announcements and distribute them (both electronically and/or physically) throughout the neighborhood. (Tier 2)

GOAL 7 Advocate for Southside business owners and residents, and encourage their involvement in public health and safety issues.

Performance Targets:

- A Contact City of Bethlehem officials to request increased ice/snow removal. Engage residents and business owners in ongoing discussions or actions. (Tier 2)
- B Contact City of Bethlehem officials to request increased parking opportunities for merchants in south Bethlehem. Engage residents and business owners in ongoing discussions or actions. (Tier 2)

TIER 3: GROWTH AND OPPORTUNITY GOALS

GOAL 8 Explore ways to use technology to assist in recruiting and coaching our program participants

Performance Targets:

- A Staff will use one additional media source to recruit for each SYB class. (Tier 3)
- B A new CADCB website will be developed and will display success stories and before and after photos of Vision 2014 construction projects and events. (Tier 3)