

DIVERSITY EQUITY INCLUSION SLO BUSINESS GRANT 22-23

THIS AGREEMENT, dated 6/27/2023 | 4:42 PM PDT for the convenience of the parties hereto, is between the City of San Luis Obispo, a chartered municipal corporation (referred to herein as CITY), and Texture (referred to herein as GRANTEE).

WITNESSETH:

WHEREAS, GRANTEE has requested CITY to contribute to the product inventory as submitted in its application to the CITY on March 31, 2023.

WHEREAS, the Services will be available to residents of the City, thereby serving both a public and municipal purpose.

NOW, THEREFORE, CITY and GRANTEE for and in consideration of the mutual benefits, promises, and agreements set forth herein, do agree as follows:

1. GRANTEE will make its Services, as described in its application (the "Application"), incorporated by reference and attached as Exhibit A, available to City residents from July 1, 2023 to June 30, 2024.
2. GRANTEE will provide CITY with a mid-year report, due January 10, 2024, and final program report, due July 10, 2024, summarizing administrative, financial, and client Service activities. Said reports shall be in the form of "Exhibit B," attached hereto.
3. GRANTEE and all its agents, representatives, or participants in any manner in the performance of its obligations and duties hereunder shall be employees or volunteers of GRANTEE. They shall not, for any purpose, be considered employees or agents of the CITY.
4. GRANTEE agrees to hold CITY harmless and to defend CITY against, from, and in any claim, action, proceeding, or hearing wherein there is an allegation charging liability of the part of the CITY as a result of any act or omission, negligent, or otherwise, by GRANTEE.
5. CITY agrees to pay the GRANTEE a one-time only grant, in the sum of \$12,000, to be used for the Services as described in the Application. The grant will be paid in one installment when a signed contract is received.
6. The Department Head- Administration may terminate this agreement at his sole discretion, after a public hearing and upon ten (10) days written notice to GRANTEE. Said termination shall be effective thirty (30) after CITY mails notice of termination of agreement to GRANTEE. Any funds not paid pursuant to paragraph 5 above shall revert to CITY upon said termination.
7. GRANTEE shall complete the five-hour Small Business Development Center (SBDC) course within 30 business days of fund disbursement. Proof of completion shall be provided to

CITY. If GRANTEE fails to provide timely proof of completion, CITY reserves the right to pursue return of the awarded funds in civil action.

- 8. GRANTEE hereby certifies and agrees that it will comply with the Human Relations Commission "Bylaws," which creates an environment within the City in which all persons can enjoy equal rights and opportunities regardless of race, religion, sex, national origin, sexual orientation, age, physical, mental, or economic status.
- 9. For purposes of notice under this agreement, all notices shall be considered effective upon being sent by certified mail to the following addresses:

CITY:

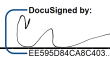
City of San Luis Obispo
 919 Palm Street
 San Luis Obispo, CA 93401
 Attn: Greg Hermann, Assistant City Manager

GRANTEE:

Texture
 474 Marsh St
 San Luis Obispo, CA 93401
 Attn: Courtney Haile
 hello@racemattersslo.org

IN WITNESS WHEREOF, the parties have executed this agreement by their proper officers duly authorized:

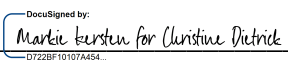
GRANTEE

By:  _____
 Courtney Haile, Executive Director

CITY OF SAN LUIS OBISPO, A MUNICIPAL CORPORATION

By:  _____
 Greg Hermann, Assistant City Manager

APPROVED AS TOFORM:

By:  _____
 Christine Dietrick, City Attorney



HUMAN RELATIONS COMMISSION

Diversity, Equity, & Inclusion SLO Business Grant:
2023-24 DEI SLO Business Grant Application

The funding and grant application will support initiatives to diversify the local economy and shall be accessible to anyone. All proposals must be inclusive of all individuals and communities.

BUSINESS INFORMATION



BUSINESS NAME

Texture

PROJECT/PROGRAM NAME

Retail + Admin Support

DATE BUSINESS ESTABLISHED

2/8/2023

BUSINESS LICENSE NUMBER

119508

WEBSITE

www.racemattersslo.org - Texture page forthcoming

Address

Street Address

474 Marsh Street

Address Line 2

A & B

City

SAN LUIS OBISPO

Postal / Zip Code

93401-3801

State / Province / Region

California

Country

United States

***If you are not currently a business, you must be willing to participate in 5 hours of one-on-one coaching with the Small Business Development Center and secure a business license.**

Yes No

CONTACT INFORMATION



(This person will receive notifications regarding grant decisions, contract execution, and reporting requirements)

BUSINESS CONTACT *

Courtney Haile

PHONE

(415) 264-8641

E-MAIL ADDRESS *

hello@racemattersslo.org

WHO PREPARED THIS APPLICATION (if different than above)**PHONE****GRANT REQUEST INFORMATION****1) Which of the below best describes your business proposal reflected in this application ***

- Service
- Product
- Experience
- Promotion
- Other Seeking funds for retail inventory and staffing, for personal services business.

2) Provide an executive summary of the proposal (Max 200 words) *

Texture salon and boutique is managed by R.A.C.E. Matters SLO County and housed in the larger Texture multi use space. The goal of the business is to provide Black hair care services and to sell Black-owned, made, and centered products – expanding services and access for Black community members in particular while also providing programs for the larger BIPOC community and education for all. The first year of rent and utilities, plus one time costs of decor, renovations, and salon fixtures are covered by other grants and/or sponsorships. Sales goals for the first year are for revenue to break even with ongoing costs to sustain the Texture Salon & Boutique.

The services provided are 1)Station rental for stylists who specialize in textured hair 2) Services for community members with textured hair. 3) Retail rental to Black-owned artisans (consignment) 4) Meeting space rental for community organizations. The retail products for sale will include beauty supply products, books, jewelry, accessories, and art. Beyond just offering hair services, Texture is an intentionally designed multi-use space and hub for R.A.C.E Matters operations, programs, and special events.

3) Is this proposal for: *

- A new program
- Continuation of an existing program

4) Requested Amount *

25,000

5) Itemized breakdown of requested amount (e.g., products or services purchased, hours subsidized, etc.):

*\$12,000 for the purchase of inventory, purchased throughout the course of the first year, including but not limited to: beauty supply products, culturally affirming and educational books, Black-owned and and made jewelry, accessories, art, and self-care products.

*\$13,000 towards administrative support position which will include operations support, communications and marketing support including social media management, and customer service (remaining cost of position covered by other grants obtained by R.A.C.E. Matters).

6) What percentage of the funding needed will this grant cover? *

Approximately 60%

7) How will this proposal benefit underrepresented and/or underserved communities in the City of SLO? *

This proposal specifically benefits the underrepresented and underserved community that identifies as Black or African American by providing culturally affirming products and services. The Texture space in its entirety will feature rotating art by the local BIPOC artists, and events that cultivate a welcoming space for underrepresented folks.

8) Briefly describe 1-3 methods of evaluation with indicators of success for your proposal. *

2 stylist stations booked, 3-4 days a week each >> evaluated by number of stylists and frequency of their chair rental
Strong inventory sales that match projection >> evaluated by sales records
Qualitative data from community members >> evaluated with surveys

Signature



I certify that the information contained in this application is, to the best of my knowledge, true and accurate; that my business subscribes to the Human Relations Commission's "Statement of Purpose and Bylaws" which creates an environment within the City in which all persons can enjoy equal rights and opportunities regardless of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status; and that this application is submitted with the full knowledge and endorsement of the business and that I am authorized submit the application on behalf of the business.

Signature *

Date *

3/31/2023

Attachments



Please include the following attachments. If these are not included, it will be considered as incomplete application and will not be reviewed.

1. The Business Proposal/Plan (max 3 pages) *

RM_Texture_BusinessPlan.docx 56.56KB

2. Summary of P&L/Financials (max 1 page) *

Projected_P&L_Texture_DEI_2023.xlsx 38.67KB

3. Diversity, Equity, & Inclusion Statement (1-3 paragraphs) *

RM_DiversityStatement .docx 14.1KB



TEXTURE- Business Plan

General Company Description

Texture is a multi use space, salon, and boutique managed by the non-profit corporation R.A.C.E. Matters SLO County. The goal of the business is to provide Black hair care services, and to sell unique Black-owned, made, and centered products, ultimately expanding services and access for Black community members in particular. Texture embodies R.A.C.E. Matters' mission to amplify Black voices through artistic, cultural, educational, and social experiences.

Sales goals

The first year of rent and utilities, plus one time costs of decor, renovations, and salon fixtures are covered by other grants and/or sponsorships and a robust fundraising campaign is still underway. Sales goals for Texture's first year (until May 2024) are to at least break even. See *projected profit and loss spreadsheet*.

Products, Services, Advantages

The **services** provided are 1) Station rental for stylists who specialize in textured hair 2) Personal hair services for community members with textured hair. 3) Retail space rental, ie: consignment. The **products** provided are 1) Black owned or made retail including but not limited to beauty supply products, books, jewelry, accessories, and art. 2) Facility rental to other community organizations for Diversity, Equity, Inclusion, and Justice related workshops and/or meetings.

There are no salons in SLO that service Black hair, and very few Black-owned brick and mortar businesses that provide a sense of place, along with chic and stylish Afrocentric products. While only 2.3% of people in the city and county identify as Black or African American and 5.5% identify as 2 or more races – through retail sales, facility rental, and special events, *Texture* provides an opportunity for the larger community to support services and visible space for the historically minoritized Black community.

Marketing

R.A.C.E. Matters has approximately 10,000 followers across social media platforms and enjoys fruitful collaboration with Diversity Coalition of SLO County, San Luis Obispo Museum of Art, San Luis Obispo International Film Festival, Cal Poly Office of University Diversity and Inclusion, Cal Poly Black Faculty and Staff Association, among others. We plan to leverage the prominence of R.A.C.E. Matters while also reaching out to Black communities in Northern Santa Barbara county. Texture also operates as a community space and hub for R.A.C.E. Matters' programs, and therefore donors who wish to support R.A.C.E. Matters, space for the Black community, and corporations who wish to attract and retain more diversity in the area would do well to support the project.

Customers

Our salon customers are primarily Black people, especially women and children, as well as multiracial families. They are in San Luis Obispo and Northern Santa Barbara Counties. Non-Black people with tightly curled or textured hair may also be potential customers.

Potential retail customers include the entire community of R.A.C.E. Matters supporters who have enjoyed our events and content since 2016. We plan to leverage events such as our annual Belonging series, monthly art after dark gatherings, and host the majority of R.A.C.E. Matters programs in the Texture space to attract customers.

Retail rental (Consignment) tenants include Belle Noire Accessories out of the Bay Area, along with a network of other vendors.

Workshop/Meeting rental potential tenants include Diversity Coalition SLO County, Cultural Creations, AAPI SLO, and other community organizations.

Pricing

Prices for **hair services** will be set by stylists.

Prices for **retail sales** will be set in comparison with other similar businesses (ie: non-profit gift shops).

Prices for retail space rental (**consignment**) will be set in comparison with consignment models in similar markets, and space rental for organizations to rent space for workshops or meetings will also be set competitively and with equity top of mind.

Projected sales estimates

See projected profit and loss spreadsheet.

Operational Plan

Location: We have a year to year lease in San Luis Obispo at 474 Marsh Street A&B

Licensing and Permits: We've obtained our business license, salon establishment license, our minor electrical and tenant improvements have cleared all city agencies and we are finalizing our minor electrical permitting on Monday, April 3rd.

Suppliers

- We have relationships with visiting stylists throughout California, including Caprish Daniels who has serviced San Luis Obispo for a year with facilitation by R.A.C.E. Matters.
- We have relationships with local and California-based vendors of Black-owned products, including Belle Noire Accessories, as a result of R.A.C.E. Matters' Belonging Block parties.
- We've identified contemporary Black authors such as Chrissy King, Rachel Cargle, Damon Young, games such as Culturetags, and more.

Management and Organization

Texture is a non-profit corporation conducting commercial operations. Executive Director Courtney Haile will devote .25 FTE to the ongoing management of *Texture* and is currently finalizing the administrative support position that will require experience in retail, customer service, administrative or office management experience, and social media management content creation – with lived experience reflective of the community served highly preferred. Other grants have been obtained by R.A.C.E. Matters to fund the administrative support position.

Financial Statement

Texture is supported by \$56,000 in grants and sponsorships, a second phase of our capital fundraising campaign kicks off April 29th, and *Texture*- specific fundraising efforts on behalf of R.A.C.E. Matters will continue.

The first year of *Texture*'s operations are considered a proof of concept with a goal of "breaking even" when balancing revenue and expenses. Funding for the purchase of inventory would allow profits from our first lot of inventory to fund future orders. At the close of year one R.A.C.E. Matters will assess pricing, revenue streams, and ongoing donor support, making adjustments if needed.

See RM financial statement.

By engaging the public through the creation of Black-centered social spaces, cultural and arts events that center Black creative expressions, and racial justice educational programming, R.A.C.E. Matters has emerged as a publicly recognized local leader in matters of racial justice. The organization has courageously pushed conversation and action around Diversity, Equity and Inclusion forward with three essential programmatic elements:

We organize a variety of social and cultural events for and centered around the local Black community, helping to build ties among local Black residents, families, and businesses, and contributing to the fostering of Black culture locally.

We organize an extensive range of arts events that engage our local community with the works of Black artists as well as Black-focused works. From visual arts programs to performing arts events to films--including two films that we have produced as well as other films that we have screened for the local community--our programs utilize an expansive array of media to uplift and amplify the voices of underrepresented Black and other POC populations. These events and programs reflect our belief in the necessity of art to the cultivation of human belonging, the empowerment of underserved and underrepresented communities, and the envisioning of a more just and equitable world.

We organize community dialogues, panel discussions, workshops, and trainings that contribute to a broader culture of racial justice within our community. Our educational programming has ranged widely, from racial justice-oriented yoga workshops, to educational workshops on White privilege, a panel and forum focused on the subject of cultural appropriation, webinars devoted to the racial dimensions of the COVID-19 crisis locally and the challenges and possibilities of homeschooling children of color in the pandemic.

Exhibit B

City of San Luis Obispo Grant Recipient Report Template

Midyear Report Due: January 10, 2024 - Year-End Report Due: July 10, 2024

Grant Name:	DEI SLO Business Grant		
Grant Year:	FY 2022-2023		
Type of Report:	Midyear Report (check box)		End-year Report (check box)
Organization:			
Project Name:			
Administrator's Report: <i>(A brief synopsis of the activities of the reporting period, including a statement of the activities, service or programs provided as described in Exhibit A (your grant application) using the business grant provided, and any changes that have occurred during the reporting period. If operations or service provisions have changed, please disclose and explain the reasoning and response to changes here.)</i>			
Statistical Report: <i>(This section should include 1) the metrics reported as described in Exhibit A (your grant application) and 2) the demographic data collected through the survey shared by the City.)</i>			

Financial Report: *(A financial statement detailing how the City's grant funding has been or planned to be allocated.)*

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DEI SLO Business Grant Additional Metrics & Performance Outcomes Template

Metrics/Performance Outcomes	Results
<p>1. Number of individuals served.</p> <p><u>Served</u> refers to individuals specifically receiving any of the following:</p> <ul style="list-style-type: none"> • Services directly provided by the grantee; • Program/project applications, instructions, trainings, products, or concepts; • Information (orally or in printed, in-person, virtually or over the phone); • Any materials (flyers, brochures, etc.); • Referrals 	
<p>2. Number of service hours provided.</p> <p><u>Service hours</u> refer to any amount of time that is directly linked or performed as part of the work defined within the scope of the agreement signed by the grantee.</p>	
<p>3. Number of activities.</p> <p>Activities can be defined as gatherings either the grantee organizes or attends. In either case, grantee must specify if it attended or organized the activity. This can be events, workshops, panel discussions, roundtable discussions, presentations, etc.</p> <ul style="list-style-type: none"> • Activities refer to any gathering designed to promote programs, services, concepts related to the components within the scope of the agreement signed by the grantee. • Activities also refer to any gathering designed to create awareness of the programs, services, or concepts related to the components as defined within the agreement signed by the grantee. • Activities relate to any gathering designed to outreach, engage, and consult, and collaborate with the community as defined within the agreement signed by the grantee 	
<p>4. Estimated number of individuals attending activities.</p> <p>Based on the scope of the agreement signed by the grantee, please provide a rough number or best estimate of individuals that 1) either attend a grantee led event or 2) approach the booth/table in which the grantee participates.</p>	

<p>5. Report perception of services provided and/or engaged activities.</p> <p>Survey individuals to measure the impact of the services provided and/or engaged activities as described within the scope of the agreement signed by the grantee. Report in percent and total number of individuals served. Sample questions will be provided to grantees for technical assistance.</p>	
<p>6. Demographic Questions</p> <p>Demographic questions are highly encouraged to be completed by individuals that fall within the grantee's scope of services. Grantees will be sent the City's current demographic survey and are highly encouraged to use such template to implement and report back.</p>	<p>To be reported by grantee in a separate page.</p>

Name

Title

Phone

Signature

Date

E-mail

Once signed, please scan and e-mail to Nestor Veloz-Passalacqua, DEI Manager (nveloz@slocity.org)