

Uplift Catalyst Predevelopment Grant Letter of Intent (LOI)

This Letter of Intent (LOI) demonstrates to Uplift that you intend to apply for grant funding. This serves as an initial step to identify projects that align with strategies in Uplift's [Regional Plan Part II](#). **Submission of an LOI by Friday, October 18, 2024, 5:00 PM PDT using this form is a requirement.** Late submissions will not be considered. Please hit "Submit" at the end of this form when your LOI is complete. The names of projects and entities who submit an LOI will be shared to encourage collaboration.

All applicants will be notified of the results by the first week of November using the email you have provided in this application. LOIs are not binding – we expect that applicants will further refine their concept in their final application with technical assistance such as a bidders forum and a question period.

Entity Information

Entity Name *

Insert your entity's name.

City of San Luis Obispo

Type of Entity *

Select which of the below describes your entity.

- 501c Nonprofit
- Nongovernmental Organization (NGO)
- Academic Institution
- Government Agency
- Community Foundation
- Labor Organization
- Other:

Applicant Name *

Insert your first and last name. *If someone else is the point of contact please enter their name.*

Nestor Veloz-Passalacqua

Email Address *

This email address will be used for all Uplift correspondence. Please ensure that it is correct.

nveloz@slocity.org

Phone Number *

Insert your phone number. *If someone else is the point of contact please enter their phone number.*

805-781-7073

Entity Description *

Briefly describe what your entity does, its purpose, and mission. (100 words maximum)

Founded in 1772, San Luis Obispo has a rich history as a cultural and economic hub of the Central Coast. The city has consistently sought to adapt and thrive amidst changing economic landscapes, emphasizing the importance of inclusivity and diversity in all facets of community life. The City is dedicated to fostering a vibrant, inclusive community characterized by strong civic engagement and sustainable practices. Our mission is to enhance the quality of life for all residents and visitors through innovative services and programs, while our vision is to be a leader in sustainability, equity, and community well-being.

Project Overview**Project Title ***

Provide a brief title of your project.

DEI SLO Business Grant Program

Project Stage *

Select which stage your project aligns to. Please reference the Notice of Funding Opportunity (NOFO) for more details.

- **Concept** projects are in the early stages of development.
- **Accelerator** projects have moved beyond the initial idea phase and are beginning to take shape through early planning and analysis.
- **Launchpad** projects are considered feasible and viable, having undergone initial development steps.

- Concept
- Accelerator
- Launchpad

Intended amount of funding requested (estimate is ok) *

\$250,000

Project Description *

Briefly describe the project, its objectives, expected impact and outcomes, and success metrics. (500 words maximum)

The DEI SLO Business Grant Program provides financial support to local businesses to promote the economic and social well-being of community members. This program, which follows the Accelerator Stage, is designed to make San Luis Obispo a more welcoming and inclusive place for all community members through the interaction with businesses. This grant program will provide the necessary resources to assist businesses in exploring and implementing business practices that will invite and impact all community members alike and have a positive effect for underserved and underrepresented individuals in the San Luis Obispo area. The grant program will accept applications for design and implementation of innovative business practices that include a DEI lens, such as cultural humility and leadership workshops, inclusive hiring practices, expansion of diverse food items and services to the community, inclusive social media campaigns highlighting the diversity of the community among others. This project will allow businesses to expand services, provide inclusive training programs, mentorship, and practices tailored specifically to equip individuals and businesses with the skills needed to thrive in an ever changing and diverse business landscape.

Objectives:

1. **Financial Support for Businesses:** To allocate grant funding to local businesses, enabling them to implement diverse business practices that foster inclusivity and equity.
2. **Inclusive Training and Practices:** To develop and deliver training programs and inclusive business practices tailored to equip individuals and businesses with the skills needed to thrive in a diverse economy.
3. **Service Expansion:** To empower businesses to expand their services to ensure they meet the needs of all community members, particularly underserved and underrepresented populations.

Impact and Outcomes:

The DEI SLO Business Grant Program aims to create a measurable impact on both local businesses and the community at large. As a result, we anticipate:

- **Increased Inclusivity:** Enhanced business practices that will foster a more inclusive environment for all community members, particularly understanding the impacts to underserved and underrepresented individuals.
- **Inclusive services and business engagement:** The program is expected to expand businesses consumer base and adapt to more inclusive practices, with a target of operationalizing new strategies within the end of the grant cycle.
- **Skill Development:** Improved workforce skills through inclusive training programs, leading to higher employability and career advancement for participants.

Success will be measured through 1) the number of participants engaged with businesses, 2) feedback from businesses, and 3) community surveys to assess changes in perception and 4) access to services.

Population(s) of Focus *

List the population(s) and/or community(ies) that your project intends to benefit.

SLO businesses and their clientele/patrons, especially underserved and underrepresented community members

Geographic Focus *

Select which county(ies) your project focuses on. (Select all that apply)

- San Benito County
- Santa Cruz County
- Monterey County
- San Luis Obispo County
- Santa Barbara County
- Ventura County

Alignment with Strategies in the Regional Plan Part II

Please review [Regional Plan Part II](#) for descriptions of strategies. As noted in the NOFO's criteria evaluation section, projects aligned to the Target Sectors of Precision Manufacturing and Advanced Business will be prioritized for funding.

Strategy Alignment *

List the sector title and the strategy name(s) as noted in the [Regional Plan Part II](#) (also noted in the Strategies at a Glance section of the NOFO) that the project aligns to. *Example format: Precision Manufacturing and Advanced Business Services: Accelerate Sub-Baccalaureate Workforce Pipeline Development*

Strategies can be found on the below pages of the [Regional Plan Part II](#):

- Precision Manufacturing and Advanced Business Services: 55-57
- Healthcare: 62-63
- Agriculture: 65-66
- Hospitality and Tourism: *See note on page 68*
- Main Street and Black, Indigenous, and People of Color (BIPOC) Small Business: 74-77
- Training, Upskilling, and Learning and Development: 78-81
- Child Care: 83-84
- Climate Resilience through Economic and Workforce: 88-90
- Housing: 94-95
- TK-12 & Higher Education: 99-100
- Transportation: 102
- Immigration: 104
- Arts and Culture: 106
- Nonprofit: 108

1) Main Street & BIPOC Small Business Strategies: Expand Culturally Responsive Community-Focused Small Business Technical Assistance, Bolster Small Business Financial Capacity and Access to Capital; 2) Training, Upskilling, Learning, & Development: Expand On the Job Training and Upskilling, Promote Culturally and Linguistically Inclusive Upskilling Programs.

Strategy Alignment *

Describe how the project aligns to the strategy(ies) that you have listed above (200 words maximum)

Our project aligns with Uplift's target sectors as it implements strategies that promote expansion of culturally aware and responsive community-based needs and provides capacity and access to capital in order to allow businesses to be inclusive in their operational practices. Likewise, training and upskilling expand opportunities for businesses and their employees to stay connected to the needs of the community by providing equitable access to quality jobs, culturally and linguistically appropriate services, and moving forward the City's and Uplift's aim to contribute to the Central Coast's resilience against economic shocks, ensuring a robust and adaptable workforce.

Alignment with Uplift’s North Star and California Jobs First Requirements *

Briefly describe how the project aligns to Uplift's North Star and the California Jobs First requirements of economic opportunity, equity, and sustainability. (200 words maximum)

The proposed initiative aligns closely with Uplift's North Star and the California Jobs First Requirements as it aims to invest in and enhance economic opportunity, equity, and sustainability for our community. The DEI SLO Business Grant Program also focuses in clear and tangible outcomes that address fair and inclusive access to resources, services, and skill learning opportunities for all; while truly emphasizing disinvested communities social, cultural, and economic needs, and putting into action long-lasting strategies that impact the regional economy in congruence with a climate-focus approach.

Partnerships and Community Engagement *

List current or potential partners for the project. Please note that a Memorandum of Understanding (MOU) will be required for the full application but it is not needed for the LOI phase.

Small Business Development Center (SBDC) - Potential

My entity has the ability to provide liability insurance and an audit or financial statement. *

If you are asked to submit an application, you will be required to submit liability insurance and an audit or financial statement.

Yes

No

If the entity does not have the ability to provide liability insurance and an audit or financial statement, please share why and suggestions of another similar document that the entity can provide.

This form was created inside of REACH Central Coast.

