



**Program Year 2022  
HUD Entitlement Grant Program  
FUNDING APPLICATION**

## ECONOMIC DEVELOPMENT PROJECTS

### SUMMARY INFORMATION

**GENERAL INFORMATION**

<b>Applicant Legal Name:</b>	Greater Ithaca Activities Center, Inc.
<b>Project Name:</b>	Hospitality Employment Training Program
<b>Funding Amount Requested:</b>	\$100,000

**PROJECT INFORMATION**

<b>Project Location(s):</b>	301 West Court Street, Ithaca, NY 14850				
<b>Project Goal(s) (be specific and succinct):</b>	Train 10 and place 8 adults with employment barriers into hospitality and office/administrative related positions				
<b>Priority Need(s) Which Project Will Address (Consolidated Plan):</b>	Job readiness and placement; information and referral				
<b>Minimum Number of LMI Individuals You Commit to Placing in Permanent Employment:</b>	8	<b>Number of Micro-Enterprises to Be Assisted:</b>	N/A	<b>Number of New LMI Jobs to Be Created:</b>	N/A
<b>Characteristics of Individuals to Be Placed in Employment (i.e., youth, disabled, formerly incarcerated, etc.):</b>	LMI individuals, young adults, adults, people with disabilities, formerly incarcerated, currently incarcerated, homeless, individuals in recovery, immigrants, single parents, those with significant barriers or histories of lack of success with employment				
<b>Proposed Use of Requested Funds (i.e., staff salaries, materials, participant stipends, etc.):</b>	Staff salaries, program supplies, participant stipends, professional fees, participant childcare/clothing and transportation.				
<b>Total Project Cost:</b>	\$142,000	<b>Total Budgeted Matching Funds:</b>	\$42,000		

**CONTACT INFORMATION**

Head of Agency Information	
<b>Name:</b>	Leslyn McBean-Clairborne
<b>Title:</b>	Executive Director
<b>Address:</b>	301 West Court Street, Ithaca, NY 14850
<b>Phone Number:</b>	607-272-3622
<b>E-Mail Address:</b>	Lmcbean@cityofithaca.org
Application Contact Information	
<b>Name:</b>	Sabrina Baez
<b>Title:</b>	Program Coordinator
<b>Address:</b>	301 West Court Street, Ithaca, NY 14850
<b>Phone Number:</b>	607-272-3622
<b>E-Mail Address:</b>	Sbaez@cityofithaca.org

## PROJECT DESCRIPTION

In the space below, provide a clear project summary that includes a description of the proposed project. Include the Census tract number in which the project will be located (see Application Instructions). If your project includes job placement, list your employer partners and describe the commitments they have made to the project.

The Hospitality Employment Training Program (HETP) staff and partners offer knowledge, training, and wrap-around support to unemployed or under-employed individuals seeking employment in Tompkins County. In this time of continued uncertainty, we offer a proven, stable foundation from which participants can grow. Participants gain skills, education, awareness, and experience that will provide them the tools to obtain and maintain successful permanent employment.

HETP was developed to address employment barriers by serving as a bridge between job-seeker and employer. In addition to supporting job-seekers, HETP pro-actively offers training to employers to attract and accommodate staff with different racial and ethnic backgrounds, ability levels, and gender identities. Work-site agreements are made to ensure that employers are accountable to supporting participants completing internships as a step in their transition into permanent employment. Local employers benefit from the increase in skilled applicants and their improved opportunity to attract and hire diverse candidates.

Large numbers of hospitality staff in Tompkins County have been furloughed or laid-off due to the COVID-19 pandemic. As the vaccine becomes more widely distributed, regulations lift, and employers re-open their doors to hire staff, we want our participants to be trained, ready, and first in line for open positions. It is important that all local employers make efforts to recruit, interview, hire, and promote individuals from communities experiencing significant barriers to employment who are often overlooked for positions. The barriers include discrimination based on race, ethnicity, sexual orientation or identity, age, physical or mental ability, low socioeconomic status, family dynamic, and more. HETP partner employers are seeking out HETP participants and are demonstrating best practices in diversity, equity, and inclusion.

The 2022-23 operation of HETP will have 2 cohorts of a minimum 5 participants each. Though not exclusive, participants recruited into the program are generally minoritized and LMI individuals. These demographics make up about 80% of the total participants who have matriculated through the program since its inception. GIAC plays a vital role in HETP's ability to recruit members of these demographic groups as it is considered a second home for many who feel undervalued in other spaces. Wrap-around service is the standard, meaning support is offered to address all basic needs of each individual. Job-seekers continue to come to GIAC as positive feedback about HETP makes its way through the community each time a graduate gains employment. A full list of offered workshop topics and employer partners is attached. All employers listed have agreed to review resumes and consider participants for short term on-the-job training or long-term placement. Community partners provide referral services and/or training assistance. Program activities for both cohorts will take place primarily at GIAC located in Census Tract 8.

HETP graduates have secured positions in customer service roles such as front desk attendant, visitor guide, and shift manager. Communications and computer skills have also opened the door for administrative positions at educational institutions, financial institutions and non-profit organizations. HETP supplements the strengths and background of each participant with the skills they need to reach their employment goals.

HETP is made possible by the efforts, knowledge, and time donated to the program by staff, volunteers, classroom presenters, agency collaborators, and employer partners. The program's successes in bridging the employment gap can flourish with continued support from the whole community.



**INSERT EXCEL BUDGET SPREADSHEET(S) IMMEDIATELY AFTER THIS PAGE.**

**ECONOMIC DEVELOPMENT PROJECT BUDGET**

**Note: Please complete separate "Econ. Develop. - Constr." tab for construction financing, if applicable.**

**SOURCES - PERMANENT FINANCING**

FUNDING SOURCE TITLE		AMOUNT SECURED*	AMOUNT UNSECURED**	% OF TOTAL BUDGET
1.	Community Development Block Grant (CDBG)		\$100,000	70.42%
2.	Tompkins Workforce New York			0.00%
3.	On-the-job Training Provided by Employers			0.00%
4.	Greater Ithaca Activities Center	\$10,000		7.04%
5.	United Way	\$4,000		2.82%
6.	City of Ithaca	\$28,000		19.72%
7.	Consulting Revenue			0.00%
8.				0.00%
9.				0.00%
10.				0.00%
<b>TOTAL SECURED &amp; UNSECURED FUNDING</b>		<b>\$42,000.00</b>	<b>\$100,000.00</b>	<b>100.00%</b>
<b>TOTAL PROJECT BUDGET</b>		<b>\$142,000.00</b>		<b>100%</b>

<b>LEVERAGE OF SECURED FUNDING PERCENTAGE</b>	<b>29.58%</b>
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\* Supporting documentation is required for amounts listed as secured.

\*\* Please be sure to list all unsecured funding amounts (e.g., funding applied for, but not yet received).

**USES**

PERSONNEL EXPENSES: POSITION TITLES	PROPOSED CDBG	PROPOSED OTHER	TOTAL
Program Coordinator	\$50,000.00	\$400.00	\$50,400.00
Coordinator Benefits	\$20,000.00	\$2,680.00	\$22,680.00
Program Assistant	\$20,000.00	\$12,243.00	\$32,243.00
Assistant Benefits		\$14,509.35	\$14,509.35
<b>A-TOTAL PROPOSED PERSONNEL BUDGET</b>	<b>\$90,000.00</b>	<b>\$29,832.35</b>	<b>\$119,832.35</b>

NON-PERSONNEL EXPENSES: LINE ITEM/TYPE	PROPOSED CDBG	PROPOSED OTHER	TOTAL
Acquisition			\$0.00
Construction			\$0.00
Inventory			\$0.00
Machinery			\$0.00
Furniture, Fixtures & Equipment		\$999.65	\$999.65
Professional Fees		\$6,000.00	\$6,000.00
Working Capital			\$0.00
Supplies		\$3,868.00	\$3,868.00
Financing Costs			\$0.00
Rent/Lease (Project Operations)			\$0.00
Insurance			\$0.00
Utilities		\$300.00	\$300.00
Communications			\$0.00
Stipends	\$7,000.00		\$7,000.00
Other Expenses (list below):			
Travel & Milage		\$1,000.00	\$1,000.00
Childcare/Clothing	\$3,000.00		\$3,000.00
<b>B-TOTAL PROPOSED NON-PERSONNEL BUDGET</b>	<b>\$10,000.00</b>	<b>\$12,167.65</b>	<b>\$22,167.65</b>
<b>(A+B) TOTAL PROPOSED PROJECT BUDGET</b>	<b>\$100,000.00</b>	<b>\$42,000.00</b>	<b>\$142,000.00</b>

**PROJECT DESCRIPTION (cont.)**

Explain how the amount of funding requested is justified, taking into account other available sources of funding for the project type. Explain how, and when, the cost estimates for the project were prepared. Provide the name, title, company name, and qualifications of the individual who prepared the cost estimates.

The IURA requires that for every \$35,000 funded, at least one employment placement must result. HETP makes placements with less than a quarter of that investment. Employers support expenses related to participants' hourly wages for on-the-job training, facility tours, and workshop instructors. Additionally, community partners listed in the Collaborators Attachment lend staff and resources at no cost to HETP.

Very few job training programs provide the wrap-around service and placement success as done by HETP. To ensure this success, we must maintain the integrity of the model including personalized and holistic case management to support all basic needs, quality certifications for the training curriculum, and on-the-job training/internships. We are careful to use community resources, not duplicate services, and only create what is needed.

Project cost estimates were prepared by Sabrina Baez, HETP Program Coordinator at GIAC with support from GIAC Director, Leslyn McBean-Clairborne and GIAC Program Assistant, Aleshia Akers.

Is the proposed activity located in the Flood Hazard Area? Yes  No

- If so, in the space below, describe how your plans for the project take this into account.

Does the project require coordination with, or participation of, another entity or organization (including employer partners)? If so, how will you ensure the project's successful and timely completion?

HETP requires the coordination of employer partners. Employers have open positions they need to fill with skilled, quality employees, and they share a mutual interest with HETP in making sure project goals are met. Staff communicates and meets with employer partners on a quarterly basis to keep the connections current.

HETP collaborates with other local agencies with shared goals to supplement or increase services. Staff coordinate with caseworkers at organizations including Ultimate Reentry Opportunity (URO), Opportunities, Alternatives and Resources (OAR), Tompkins Community Action (TCA), Tompkins County Probation Department, City and County Treatment Courts, and TST BOCES, among others to receive and provide referrals. Agencies like The Tompkins Worker's Center, Workforce NY, and Way2Go present workshops to participants in class.

## POPULATION SERVED & PROJECT IMPACT

If your project will provide job training and placement, describe the population the project will serve, being sure to include income levels (i.e., 30% AMI, 50% AMI, 80% AMI), and any special needs. How has the project been designed to address the specific needs of this population?

Any adult age 18 years or older who lives in Tompkins County and is facing an employment barrier is eligible to join HETP. The project will serve young adults and individuals with: disabilities, former incarceration, current incarceration, issues with homelessness, and other barriers or histories that result in a lack of success with securing and maintaining successful employment. In HETP, 80% of participants will be under 80% AMI.

Interested participants meet with staff to assess their specific needs specific and they complete an eight week goal tracker. Staff immediately begin working with the individual to address the needs identified. HETP requires each participant to attend a weekly one-on-one appointment with a staff member to evaluate the individual's progress and continue eliminating case specific barriers to employment. Background checks are arranged for formerly incarcerated individuals, appointments are made with healthcare providers, assistance with connection to other community service providers, including help with filling out applications for housing, food stamps and any other resources needed. Staff from TST BOCES or Tompkins Learning Partners are contacted and paired with those seeking to obtain a High School Equivalency Diploma.

Instructors and presentation styles vary throughout the 8 weeks of classroom training to support a variety of learning styles. HETP staff promote active learning and participatory decision making, which appeal to young adults. LMI needs, from personal hygiene and professional dress to transportation and childcare, are funded by HETP so that participants can focus on meeting self-sufficiency goals. These offerings are a boost to set participants on a path to employment and self-sufficiency, not a provision to be dependent on indefinitely.

Explain the project goal(s). How will each goal be measured and documented to confirm whether or not it has been met?

The main project goal of HETP is for participants to secure either full- or part-time employment based on their needs, experiences, and abilities. The number of participants who secure employment is the metric by which this goal is measured.

In addition, there are several employment training milestones that participants are supported in reaching that will improve their ability to retain the positions they obtain. Options such as attaining high school equivalence credentials, starting/returning to higher education, or addressing severe employment barriers including enrollment in addiction recovery programs or intensive mental health regiments provide participants the platform to succeed and find growth or advancement in the careers of their choice. Data for this goal are collected during one-on-one interviews and recorded on a progress chart. A survey (attached) is used before and after training to assess progress.

## POPULATION SERVED & PROJECT IMPACT (cont.)

Will your project advance the City's goal of ending and preventing homelessness? How?

HETP will advance the City's goal of ending and preventing homelessness through increased income/job security and effective referral. Homelessness prevention is key to success in employment and vice-versa. Referrals to Legal Assistance of Western NY are made when the threat of eviction arises, or in cases of denial or termination of coveted housing subsidies. If the need surfaces, HETP staff assists participants in making contact with organizations that can help them secure sustainable shelter, such as the Learning Web or Tompkins Community Action. Offering referrals to other agencies can help to ensure that participants are being served by experts in each aspect of their lives, from food security to mental health. Finding resources that provide best practices for all areas allows for individuals to save time, money, and mental stress, improving their ability to secure housing.

HETP's ability to meet other needs, including transportation and childcare costs, greatly improves an individual's ability to relieve their housing issues. When they are able to be successful in employment, they begin earning an income that will provide them the means to afford sustainable housing. Developing the skills to maintain a job and manage personal finances reduces the risk of future housing uncertainty.

Will your project advance the City's goal of moving people out of poverty? How?

HETP will advance the City's goal of moving people out of poverty. HETP is explicit about earnings associated with different job opportunities and the most effective ways to move into higher earning positions. It is known in the hospitality industry that individuals can start in entry level positions and move into supervisory and leadership roles more easily than in other fields. In addition, many administrative organizations which are attracted to HETP participants offer a living wage regardless of experience level.

We teach professional skills including communication, social expectations, etiquette, and dress. These are all socio-economic cues participants learn to understand and adopt. Excellence is demanded of participants, resumes are reviewed repeatedly, and participants are challenged to continuous forward thinking, and to remain dissatisfied with poverty. Naturally, employers that offer higher wages for comparable positions are more attractive to job seekers. This creates an incentive for HETP participants to be enthusiastic and competitive candidates. It also encourages employers to pay a higher wage to attract higher caliber candidates. In addition to coaching participants into earning sustainable incomes, HETP is transformative for participants and for the long-term economic development of our city.

## PROMOTION OF FAIR HOUSING

How will your project address any of the factors contributing (“Contributing Factors”) to fair housing issues and problems in the City of Ithaca? Refer to: [Explanation of IURA Assessment of Fair Housing Contributing Factors](#) document.

HETP works with individuals to expand their access to opportunities in employment and job security. Low-income and minority groups are provided training, skill development, and on-the-job experience so that participants are prepared when opportunities are presented. To create a foundation for lasting success, HETP assists individuals in navigating all available resources and supports to eliminate unnecessary barriers. These barriers can include food insecurity, impaired access to public benefits, lack of transportation or affordable childcare, and inability to secure safe and affordable housing.

A majority of HETP participants enter the program with low to no income. Public assistance and housing programs are often their sole means of securing or maintaining safe and affordable housing. Though housing discrimination based on income source is now illegal as outlined in the Housing Stability and Tenant Protection Act of 2019, HETP continues to guide participants in navigating resources designed to uphold their rights. We have found that landlords are either not fully informed, or are choosing to carry on discriminatory behavior. Referrals to Legal Assistance of Western NY, Tompkins Community Action, and other agencies working to protect the rights of tenants have been key to creating a level playing-field for all levels and sources of income in the housing market.

The communication skills that participants develop throughout HETP are key in successful lease negotiations and conversations with landlords. Improved skills in active listening, comprehension, and mediation give participants the ability to better advocate for themselves and their family when negotiating rental agreements and payment. With classes in cultural competency, conflict management, and public speaking, participants learn the skills needed to more effectively navigate the housing market. Increased cultural competency helps them better identify when they are discriminated against, and the support our program offers makes it easier for them to report and gain assistance from the proper agencies.

## ORGANIZATIONAL CAPACITY

Describe your organization's experience in successfully implementing projects of similar scope and comparable complexity to the proposed project.

GIAC operates and partners on a vast number of projects each year for children, youth, adults and senior citizens. GIAC has implemented the HETP successfully for seven years.

GIAC is the lead for this collaboration and orchestrates resources needed for the success of the program. Programs like the Tompkins County Office of Mental Health and Ithaca Housing Authority Family Self Sufficiency Program refer applicants. Organizations listed in the Collaborators Attachment provide instruction, training materials and expertise. Employers provide feedback on their expectations and opportunities as well as on-the-job training opportunities.

Describe your staffing plan for the proposed project. Indicate what percentage of each staff member's time will be allocated to this project and how many other projects, in addition to the one proposed, each staff member will be responsible for. *If you are requesting funds to pay for staff salaries, please explain how the proposed project will be impacted, if full funding is not awarded.* If the project is collaborative, explain how participating organizations will work together and who will be the lead.

The staff for this project includes one full-time Program Coordinator and one part-time Program Assistant. 100% of their time is dedicated to this project including case management with past participants and current participants. In the past, we have noticed that lack of valuable work habits or fundamental needs of some participants are better addressed with consistent supervision and coaching. In addition, the ability to develop more robust marketing and outreach plans result in a greater number of dedicated HETP participants and graduates. These successes are a result of two dedicated staff members. If full funding is not awarded to this project, HETP will reduce working hours of the Program Assistant and experience additional shrinkage in numbers of applicants to the program.



### PAST IURA FUNDING

If your organization received funding from the IURA in the past two program years, please complete the following table(s):

<b>2020 Project Name:</b>	Hospitality Employment Training Program - HETP
<b>Amount of Funding Awarded:</b>	\$75,000
<b>Amount Expended to Date:</b>	\$75,000
<b>Total Number of Projected Placements or Jobs Created:</b>	14
<b>Total Number of Placements or Jobs Created to Date:</b>	10

<b>2021 Project Name:</b>	Hospitality Employment Training Program - HETP
<b>Amount of Funding Awarded:</b>	\$100,643.06
<b>Amount Expended to Date:</b>	\$0
<b>Total Number of Projected Placements or Jobs Created:</b>	14
<b>Total Number of Placements or Jobs Created to Date:</b>	4

### PROJECT SCHEDULE

Month	Specify Project Milestone/Actions Completed	Cumulative Amount of CDBG Funds Expended	% of Project Budget
November 2022	Cohort 2: class ends, internship, case mgt recruit, outreach	\$15,000	15%
December 2022	Cohort 2 of 2022: Placement, application processing	\$5,000	5%
January 2023	Cohort 1 of 2023: Training Begins	\$10,000	10%
February 2023	Cohort 1: training, coaching, case mgt, outreach, recruitment	\$15,000	15%
March 2023	Cohort 1: Class ends, internship placement, app. processing	\$10,000	10%
April 2023	Outreach, recruitment, internships, case mgt, app. processing	\$5,000	5%
May 2023	Internships, case mgt, recruitment, outreach, app. processing	\$10,000	10%
June 2023	Fall 2022 cohort & Spring 2023 cohort Graduation	\$5,000	5%
July 2023	Confirm Long-Term Placements, Recruitment	\$5,000	5%
August 2023	Program assessment & adjustments	\$5,000	5%
September 2023	Cohort 2 of 2023: Training Begins	\$5,000	5%
October 2023	Cohort 2: training, coaching, case mgt, outreach, recruitment	\$5,000	5%
November 2023	Cohort 2: class ends, internship, case mgt recruit, outreach	\$5,000	5%
<b>TOTAL:</b>		<b>100,000</b>	<b>100%</b>

① **Note:** Assume contracts will be executed by NOVEMBER 1, 2022, so funds may be drawn that month.

## CERTIFICATION & SUBMISSION REQUIREMENTS

By checking this box and providing the following information, I certify the statements made in this application are true and correct, and I am authorized to submit this application on behalf of my organization.

Leslyn McBean-Clairborne	January 27, 2022
Name Greater Ithaca Activities Center, Inc.	Date Executive Director
Organization Lmcbean@cityofithaca.org	Title/Role 607-272-3822
E-Mail Address	Phone Number

Is your organization a 501(c)(3)? Yes  No

Federal Tax ID: 16-0997063

DUNS #: 602-288-094

**Required Attachments:**

- Excel budget page(s)
- For projects that will "CREATE OR RETAIN LMI JOBS," please add following business/financial information:
  - Projected profit and loss statement for three years
  - Balance sheet and profit and loss statements for past three years
  - Current business financial statements (less than 90 days old)
  - Current business debt schedule (e.g., notes, mortgages and accounts payable > 90 days)
- If applying for funding portion of a MIXED-USE PROJECT, please submit "Uses & Sources" table for complete project cost.
- Resumés of key staff and/or consultants who will be responsible for this activity
- **List of your organization's current board members**
- Letter(s) of commitment from any other individuals or entities (outside your own organization) whose participation is required for project completion
- **Evidence of commitment for any funds indicated as "secured" in your project budget**
- Most recent Form 990 or tax returns for the applicant entity

**Optional Attachments:**

- Letters of support
- **Program materials (e.g., brochures, program guidelines, marketing materials)**

**IMPORTANT: Unlike prior years, all application materials are to be submitted *electronically*, by e-mailing Charles Pyott, Contracts Monitor, at [cpyott@cityofithaca.org](mailto:cpyott@cityofithaca.org) . Call (607) 274-6565 for questions/assistance.**



**Program Year 2022  
HUD Entitlement Grant Program  
FUNDING APPLICATION ADDENDUM**

**ALL PROJECT CATEGORIES**

**FUNDRAISING INITIATIVES**

Regarding the secured vs. unsecured funding section of your Excel budget application form, please describe in detail below what fundraising initiatives your organization has undertaken over the past year and/or plans to undertake in the year ahead, to identify/secure additional funding and ensure the financial viability of your project/program (even if you have pursued funding that was declined by the time of your IURA application). The IURA is interested in knowing what your organization does on an ongoing basis to support the program/project.

HETP's continued collaboration with Tompkins Workforce NY earns in-kind contributions of work readiness, workshops, mock interviews, and access to subsidized training. These services add additional value to HETP's funding cycles.

HETP applies for funding from United Way every two-year cycle, with success. Funding received from this organization is used to cover a portion of the personnel expenses of the Program Assistant as well as a portion of the costs associated with the paid internship training.

GIAC provides direct mail fundraising to past participants, their families, and other local supporters each year. A portion of this funding directly supports the work done by HETP.

HETP will continue to seek out and apply for new funding opportunities as they are presented from both local foundations, State and Federal resources.