

A. Organization & Contact Information

Case Id: 16269
Name: Goler Community Development - 2023/24
Address: *No Address Assigned

Completed by gbolden@golercdc.com on 11/18/2022 11:59 AM

A. Organization & Contact Information

The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

A.1. Organization Name

Goler Community Development Corporation

A.2. Project/Program

TechCareers

A.3. FY 2023-24 Funding Request Amount

\$55,000.00

A.4. Agency's Total Operating Budget

\$440,688.00

A.5. Mailing Address

889 North Liberty Street Winston-Salem, NC 27101

A.6. Project/Program Location Address

889 North Liberty Street Winston-Salem, NC 27101-3040

A.7. Organization Website

www.golercdc.com/www.techcareers2020.com

A.8. Year 501(c)(3) status obtained

2003

A.9. Organization Fiscal Year

January - December

A.10. Federal Tax ID Number

56-2118777

A.11. Federal DUNS Number

L6K6Y52XKST7

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Michael Suggs, President

A.13. Email

msuggs@golercdc.com

A.14. Phone

(336) 761-0595

CONTACT

A.15. Name, Title

Garrett Bolden, C.F.O.

A.16. Email

gbolden@golercdc.com

A.17. Phone

(336) 761-0595

BOARD CHAIR

A.18. Name

Fred Phifer

A.19. Term Expiration

12/31/2023

A.20. Email

fephifer@aol.com

A.21. Phone

(336) 995-3901

B. Project Overview

Completed by gbolden@golercdc.com on 11/18/2022 11:23 AM

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

B. Project Overview

Please provide the following information.

APPROACH (7 POINTS)

B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?

City funding will be used to pay the salary of the Program Coordinator for our TechCareers IT training program.

TechCareers is an innovative workforce development program designed by Goler Community Development Corporation in an effort to increase employability in the Information & Technology industry. Our mission is to strengthen the community by fostering economic growth, job creation and increased wealth while improving quality of life for residents of Forsyth and surrounding counties.

TechCareers serves as a connector; linking participants to the education, career readiness training and community resources needed to secure a rewarding position in the Information & Technology industry all while providing intensive case management and support.

To be considered for the TechCareers program, applicants must be at least 18 years of age and have a minimum high school diploma or GED. Applicants should reside in Forsyth or surrounding counties and be unemployed or underemployed. Financial aid and scholarships are available for students who are considered financially disadvantaged. Prior experience in Information Technology is not required, but applicants should have a strong interest in IT and must be willing to work diligently towards industry-recognized certifications.

B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

The program offers in-person and a Asynchronous learning model classes depending upon the pathway selected by the participant.

TechCareers' participants are immersed in university-level technical trainings ranging from 10-12 weeks in length. Technical education and employability training are core elements of the program model. Participants have the opportunity to receive in-person training for the industry-recognized CompTIA IT Fundamentals Certification and are provided with up to two exam vouchers at no cost in partnership with Forsyth Technical Community College. Participants who select the Software Development pathway will earn several skilled learning certificates in the areas of Structured Query Language (SQL), Adobe Certified Professional: ColdFusion, and HTML using the Asynchronous learning model. The classes require 15+hours weekly with 2 hours weekly in class with other participants in the cohort.

NEED (7 POINTS)

B.3. Describe the unmet need that the proposed project/program seeks to address. Include data supporting the need.

Forsyth County is identified as having 30 distressed census tracts, with 3 of these being among the 10 most economically distressed tracts in both urban and rural areas of North Carolina. Conversely, the Information & Technology Industry is experiencing explosive growth, especially in Winston Salem and surrounding areas. According to the North Carolina Department of Commerce, employment in the Information & Technology industry for our state is expected to increase

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by 14% by 2026. Goler CDC is located in Downtown Winston Salem's rapidly growing Innovation Quarter, giving TechCareers participants access to over 170 burgeoning companies. At the intersection of demand and opportunity, training a ready workforce with technical and employability skills would satisfy the needs of these employers and improve poverty standing for residents of Forsyth County.

According to a 2017 Poverty Study conducted by Forsyth Futures, Forsyth County had a higher unemployment rate than most of its peer communities in 2014. There are significant demographic disparities in this unemployment rate. African American residents have unemployment rates that are nearly twice as high as those of Hispanic / Latino residents and three times as high as those of White, non-Hispanic residents. Younger residents: especially between the ages of 16 to 24, are more likely to be unemployed than older residents. The same report provided recommendations for local organizations to improve job / workforce disparities. Of these, TechCareers addresses the following: (#4) Connect local organizations and high schools / technical schools to provide fulfilling destinations to graduates and (#10) Match job trainings / skills programs with local jobs.

The average annual in-state cost of attendance for North Carolina universities and colleges in 2019 is \$10,925. More specifically, the average annual in-state tuition alone for students at Forsyth Technical Community College is \$2,199. TechCareers alleviates the barrier of financial hardship by offering college courses, materials and testing vouchers at no cost to participants. By furnishing private college-style courses with community partners, TechCareers can provide certification training to 25 students at a substantially lower cost than that of a 2- or 4-year degree.

In addition to alleviating the financial barrier, TechCareers also condenses the time commitment required to earn industry-recognized certifications. Many participants cannot commit to Forsyth Tech's 9-, 18- or 24-month programs as they are seeking a pipeline to rapid employment. Through 10 – 12-week courses, participants can earn certifications and get to work quickly. The program also introduces STEM to a population that may otherwise only consider blue-collar employment opportunities.

During the research phase, evidence-based information was collected to support the theory of significant social and emotional barriers facing unemployed and underemployed individuals. Many traditional workforce development programs only offer education and career counseling, leaving underlying issues unaddressed. Research and pilot findings substantiate the need for an intensive case management model (a best practice standard to build self-esteem, overcome barriers and ready participants for employment). We find that intensive case management is a key component and results in measurable achievements for participants.

COLLABORATION (6 POINTS)

B.4. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?

As a result of Goler CDC's long-standing presence in the local community, collaborative partnerships have been forged to support the activities and outcomes of the TechCareers program. Most notably, TechCareers partners with Forsyth Technical Community College to furnish private technical skills trainings to participants. Other partners include Piedmont Triad Regional Council, The Greater WS Tech Council, Goodwill of Northwest North Carolina, Forsyth County's Department of Social Services, Experiment in Self Reliance, Dress for Success Winston Salem, The City of Winston Salem, Winston Salem Forsyth County Schools (Carver High School), and local employers.

Piedmont Triad Regional Council supports the TechCareers program as an advocate for regional growth and workforce development. The program aligns with PTRC's goal to attract more employers and residents to the area.

Forsyth Technical Community College partners with Goler CDC and TechCareers to provide specialized IT trainings to residents who may not otherwise have access to technical education due to personal barriers. Forsyth Tech plans to continue supporting the TechCareers program by furnishing courses that reduce the skills gap.

The Greater WS Tech Council brings together representatives from tech companies, educational institutions, elected officials, and the business community to generate ideas that enhance development as an innovation-centered economy. The Council works with local businesses and educational institutions to ensure the workforce has the appropriate

curriculum, training, and skills to support future growth in key technology segments. The mission of the Tech Council directly aligns with the work of Goler CDC and the TechCareers program.

Forsyth County Department of Social Services works with TechCareers as an unofficial partner in the Food & Nutrition Services Program. DSS makes referrals to TechCareers for FNS recipients who may benefit from career services. Likewise, TechCareers can make referrals for participants who may qualify for FNS benefits but are not currently receiving them. As Winston Salem and Forsyth County continue to experience growth in the technology sector, many employers attest that there will be positions available to those with appropriate training. Employer partners include Inmar, TeamLogic IT, and HCTec (previously Talon Healthy IT Services).

C. Strategy and Performance

Completed by gbolden@golercdc.com on 11/18/2022 11:03 AM

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C. Strategy and Performance

Please provide the following information.

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem's strategic priorities, adopted most recently in the [2017-2021 Strategic Plan \(2019 Update\)](#) and under review for adoption by City Council for FY 2022 - FY 2025 Strategic Plan, are used as guiding principles to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

PERFORMANCE (15 POINTS)

C.3. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.

TechCareers uses a project management plan to identify and work toward target outcomes. An independent evaluator (Forsyth Futures) has assessed the program based on the completion of these goals. The program pilot is used as a credible and established methodology for projecting program outcomes. By using pilot success rates, feasible target outcomes can be established for future cohorts. Success will be measured by satisfied outcomes related to number of participants served, improved, and employed. Participant service is defined as enrollment and completion of at least one non-credit training course with the opportunity to obtain an industry-recognized credential, and completion of Employability Skills trainings which include Resume Building, Interview Preparation, Dress for Success, LinkedIn Navigation, Employment Search & Career Etiquette. Participant improvement is defined as successful attainment of the industry-recognized credential.

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Additional participant data tracked is as follows: Demographic data such as county of residence (zip code/census tract), ethnicity, gender, highest level of education attained, and employment status at the time of program enrollment. Surveys are also administered throughout the program allowing for valuable feedback as well as updates to education and income level based on attainment of industry recognized certifications and securing employment.

C.4. Explain the steps that will be taken if the stated program goals provided in C.3. are not achieved.

Should concerns around goal attainment arise, TechCareers has the benefit of partnering with several local institutions and organizations that can be leveraged to provide additional support to both the program and its participants. For example, Piedmont Triad Regional Council / NC Works can provide additional training and support dollars through the Workforce Innovation and Opportunity Act. Our partners at Forsyth Technical Community College have been helpful in the past with providing additional academic support to participants who have had difficulty with the technical training, and our partners at Experiment in Self Reliance have been instrumental in providing additional barrier resolution options. By leveraging these relationships, we can ensure an improvement in outcomes if projections become less than ideal.

C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.

Applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings.

Stated Program Goals	Program Activities in Support of Goals	FY 21-22 Previous Year Results	FY 22-23 Current Year Projected Results	FY 23-24 Next Year Anticipated Results
To increase employability in the Information & Technology industry.	Program Coordinator will recruit, screen, and enroll eligible participants for training cohorts throughout the calendar year.	<ul style="list-style-type: none"> 19 total workers / trainees served, defined as completing at least one non-credit training course 	<ul style="list-style-type: none"> 30 total workers / trainees will be served, defined as completing at least one non-credit training course 	<ul style="list-style-type: none"> 60 total workers / trainees will be served, defined as completing at least one non-credit training course
To increase the participants marketability.	Program Coordinator will collaborate with local employers and agencies to provide soft-skills training.	<ul style="list-style-type: none"> 19 participants will be trained in Employability Skills to include Resume Building, Interview Preparation, Dress for Success, LinkedIn Navigation, Employment Search & Career Etiquette. 	<ul style="list-style-type: none"> 30 participants will be trained in Employability Skills to include Resume Building, Interview Preparation, Dress for Success, LinkedIn Navigation, Employment Search & Career Etiquette. 	<ul style="list-style-type: none"> 60 participants will be trained in Employability Skills to include Resume Building, Interview Preparation, Dress for Success, LinkedIn Navigation, Employment Search & Career Etiquette.
Work with participants to	Program Coordinator will monitor	<ul style="list-style-type: none"> 3 improved, defined as earning an 	<ul style="list-style-type: none"> Minimum 60% (18) [2x industry 	<ul style="list-style-type: none"> Minimum 60% (36) [2x industry

achieve industry-recognized certifications to procure gainful employment.	participant progress .	industry-recognized certification.	standard] will be improved, defined as earning an industry-recognized certification.	standard] will be improved, defined as earning an industry-recognized certification.
To strengthen the community by fostering economic growth, job creation and increased wealth.	Program Coordinator will monitor participant employment progress and provide ongoing coaching and soft skills training .	<ul style="list-style-type: none"> 3 employed in the field of study. 	<ul style="list-style-type: none"> Minimum 50% (9) of those certified will be employed in the field of study earning wages that exceed the county average of \$30,000 per year. 	<ul style="list-style-type: none"> Minimum 50% (18) of those certified will be employed in the field of study earning wages that exceed the county average of \$30,000 per year.

	Total Unduplicated Number Served	Total Number Served
FY 21-22 Previous Years Results	19	19
FY22-23 Current Year Projected Results	30	30
FY 23-24 Next Year Anticipated Results	60	60

C.6. FY 21-22 Program Accomplishments

TechCareers serves as a connector; linking participants to the education, career readiness training and community resources needed to secure a rewarding position in the Information & Technology industry all while providing intensive case management and support.

TechCareers’ current training pathways include the CompTIA IT Fundamentals+ certification in partnership with our local community college (Forsyth Technical Community College) and a Software Engineering Primer with independent trainer A-PLUS Solutions, Inc. Students are in week 6 of the Software Engineering course at this time. As they complete learning modules, participants will earn several skilled learning certificates in the areas of Structured Query Language (SQL), Adobe Certified Professional: ColdFusion, and HTML.

Participant Demographics based on data collected at the time of acceptance:

- 48.5% were unemployed and 51.5% were underemployed (low to moderate income).
- Of the underemployed, the average gross annual income was \$19,024.

Counties of Residence:

- 80% Forsyth
- 9% Guilford
- 3% [each] Davidson, Mecklenburg
- 1% [each] Stokes, Wake

- To date, ninety-four (94) participants have been trained through non-credit courses. Thirty-four (34) participants have earned the industry-recognized CompTIA IT Fundamentals certification. We currently have 3 students enrolled in the Software Engineering Primer.

- Since 2018, twenty-four (24) participants have gained employment within the IT field with annual salaries averaging

\$36,247.

Our participants have been employed with companies such as Inmar (Data Entry), Booz | Allen | Hamilton (Configuration Management), Talon Healthy IT Services (Help Desk), Concentrix Services (Technical Support – Apple), Wells Fargo and Lowe’s (Desktop Support Analyst).

C.7. FY 22-23 Key Objectives

TechCareers seeks to increase the number of participants served over the next year, with the capability to serve up to 15 participants per IT Fundamentals+ course and up to 10 participants per Software Engineering Primer cohort.

D. Organizational Capacity

Completed by gbolden@golercdc.com on 11/18/2022 3:42 PM

Case Id: 16269

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D. Organizational Capacity

Please provide the following information.

MISSION (5 POINTS)

D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?

Goler Community Development Corporation (Goler) is a 501(c)(3) non-profit organization founded in 1998 to support and revitalize the Goler Heights district in downtown Winston Salem and surrounding communities. Goler is especially focused on neighborhoods that are impoverished and have experienced generational disinvestment and lack of economic activity.

Goler is directed by an active Board of Directors that is inclusive of residents, higher education, agriculture, small business, and finance which lends valuable input in decision making. The strategic plan is updated on a regular basis which determines the type of projects that are that are pursued.

Goler has also been involved in a wide range of community services that meet local needs by working with those individuals and residents that are most affected by a variety of social and economic gaps in service. Services and programs such as affordable housing, workforce development, minority business support and healthy food access are the areas of focus.

Goler has collaborated on many projects and developed over 300 units of housing in the Winston-Salem community.

MISSION: is to build an empowered and sustained community that influences its own destiny and supports community economic development efforts throughout the community.

Our objective is to strengthen the community by fostering economic growth, job creation, increased wealth while improving the quality of life for the residents.

FUNCTION (5 POINTS)

D.2. How long has your organization been in operation?

24 years

D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?

Goler has also been involved in a wide range of community services that meet local needs by working with those individuals and residents that are most affected by a variety of social and economic gaps in service. Services and programs such as affordable housing, workforce development, minority business support and healthy food access are the areas of focus.

Goler has collaborated on many projects and programs with the City of Winston-Salem to develop over 300 units of housing in Winston-Salem.

STRUCTURE (5 POINTS)

D.4. In the chart below, list key personnel and executive staff involved in the proposed project/program.

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Program Coordinator		40	100.00 %

D.5. List all executive staff and their compensation (other than per diem).

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
Michael Suggs	President	\$90,000.00	0.00 %
Garrett Bolden	Chief Financial Officer	\$65,000.00	0.00 %

D.6. Attach an organizational chart

Organizational Chart *Required

Org Chart 2022.pdf

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

Describe the hiring process and how it is structured to provide the most diverse candidate pool. Best practices for accessing a diverse hiring process and candidate pool include:

Goler has hiring and onboarding process prepared by our third-party HR/Payroll consultant(s) Paychex and approved by our Board of Directors. The process can be found in our Employee Handbook.

Please enter the total number of Full-Time Positions and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers		2				
Professionals					1	
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Full-Time	0	2	0	0	1	0

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals						
Technicians						

Office/Clerical						
Laborers/Service Workers						
Total Part-Time/Temp	0	0	0	0	0	0

D.8.

Attach a list of all Board Members AND compensation (other than per diem) *Required

Board listing - 2022.doc

D.9. Number of full Board meetings held during the last twelve months

3

D.10. Number of Board's Executive Committee meetings held during the last twelve months

5

ABILITY (5 POINTS)

D.11. If this is an application for new funding, please describe the steps your organization will take to establish an action plan for successful program launch, including appropriate stakeholder training and coordination. Articulate a clear methodology for service delivery within the context of established goals and include a timeline of key action items and approximate dates for delivery.

This is an application for an ongoing program that has been existence for 5 years. Funding is needed for the Program Coordinator position to sustain the program.

D.12. Describe your organizations' past success with flexibly responding to unforeseen events, which had the potential to negatively impact deliverables. What were best practices learned, if any? How would you successfully use these practices with the proposed program, if necessary?

Goler has been in existence over 24+ years and have been through plenty ebbs and flows in our business development and programming. The organization has been fortunate to have great board and Executive leadership that has put in place strategic plans which have been monitored and updated throughout the years. The TechCareers program had a program evaluation performed by a third-party evaluator(Forsyth Futures) a few years ago, this evaluation helped guide the program to where it is today.

D.13. How does your program's policies/procedures ensure fair treatment, equitable access, and utilization of benefits for all persons, particularly marginalized and underserved groups and communities (i.e., marketing, outreach, eligibility determination and appeals)?

Goler has hiring and onboarding process prepared by our third-party HR/Payroll consultant(s) Paychex and approved by our Board of Directors. The process can be found in our Employee Handbook.

E. Cost Effectiveness

Case Id: 16269

Name: Goler Community Development - 2023/24

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Address: *No Address Assigned

E. Cost Effectiveness

Please provide the following information.

BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
Program Services	\$235,000.00	\$235,000.00	\$235,000.00
Fundraising	\$81,600.00	\$81,600.00	\$81,600.00
Management and General	\$170,000.00	\$170,000.00	\$170,000.00
Total Expenditures by Program	\$486,600.00	\$486,600.00	\$486,600.00

Expenditures by Category	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
Employee Salaries and Wages	\$245,000.00	\$245,000.00	\$245,000.00
Employee Benefits	\$20,250.00	\$20,250.00	\$20,250.00
Facility Rent and Utilities	\$9,500.00	\$9,500.00	\$9,500.00
Training and Conference Registration	\$6,000.00	\$6,000.00	\$6,000.00
Membership and Dues	\$1,900.00	\$1,900.00	\$1,900.00
Travel and Transportation	\$2,000.00	\$2,000.00	\$2,000.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$0.00	\$0.00	\$0.00
Goods Purchased for Resale	\$0.00	\$0.00	\$0.00
Other Contracted Services	\$22,400.00	\$22,400.00	\$22,400.00
Other Operating Expenditures	\$179,550.00	\$179,550.00	\$179,550.00
Capital Outlay	\$0.00	\$0.00	\$0.00
Total Expenditures by Category	\$486,600.00	\$486,600.00	\$486,600.00

Revenues by Category	Budgeted FY 22-23	Projected Actuals FY 22-23	Proposed Budget FY 23-24
City of Winston-Salem	\$55,000.00	\$55,000.00	\$55,000.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$0.00	\$0.00	\$0.00
Federal Government	\$200,000.00	\$200,000.00	\$200,000.00
Admissions/Program Revenues/Sales	\$0.00	\$0.00	\$0.00

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$0.00	\$0.00	\$0.00
Foundation Grants	\$150,000.00	\$150,000.00	\$150,000.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$81,600.00	\$81,600.00	\$81,600.00
Other	\$0.00	\$0.00	\$0.00
Total Revenues by Category	\$486,600.00	\$486,600.00	\$486,600.00

Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.

N/A

E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.

Year	Funding Source	Funding Amount
2022	None	\$0.00

E.3. Complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program. List each additional funding source for the program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Program Coordinator	\$55,000.00	\$0.00	
	\$55,000.00	\$0.00	

E.4. For each activity and line item above, please provide a short but detailed description of how City resources will be used to carry out proposed programming.

City funding will be used to pay for the salary of the Program Coordinator position. Paris Williford is our PC and has been in the position for 4 1/2 years.

E.5. Where another stakeholder or agency is providing non-monetary assistance with a particular aspect of your programming, please provide a short description of those activities and how they will supplement the use of City funds.

Goler has other committed funding for the Case/Manager/Student Support Coach position and TechCareers operating expenses.

E.6. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.

N/A

SUSTAINABILITY (7 POINTS)

E.7. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

As a result of training a ready workforce, TechCareers has direct access to local talent with an in-depth understanding of participant skillsets. In an effort to sustain the program, two concepts are in development that would allow TechCareers to earn a return on investment.

A Managed Service Provider (MSP) is a company that remotely manages a customer's IT infrastructure and/or end-

user systems, typically on a proactive basis and under a subscription model. There are several revenue models for MSPs. In per-device pricing, the MSP charges the customer a flat fee for each device under management. In per-user pricing, the MSP charges a flat fee for each user, accommodating users who use multiple devices. In all-inclusive pricing, also referred to as the all-you-can-eat model, the MSP charges a flat fee for all the IT infrastructure support and management services the MSP plans to offer. The Managed Service Provider concept would allow Goler CDC / TechCareers to approach local business and offer support services by employing participants who have completed the program. This concept would require additional infrastructure such as space and equipment.

Recruiting agencies offer a vital service to their clients by giving them the tools they need to attract and employ talent. A Placement Firm or Recruiting Agency model would establish a pipeline for participants who complete the TechCareers program to be placed with employers in temporary or temp-to-hire / temp-to-permanent positions. This concept would require additional business relationship development to ensure desirable placements for our candidates.

In addition to for-profit activities, Goler will continually seek capacity building funds through grant development, partnerships, donations, and corporate sponsorships to ensure program success and longevity.

BARRIERS (3 POINTS)

E.8. Describe any potential programmatic barriers to project implementation (e.g. recruitment or outreach challenges, etc.) and your plans for overcoming them.

The biggest issue coming out of COVID is having a full cohort of 15 participants. Prior to COVID we had full cohorts with waiting lists. Staff was able to attend in person job recruiting fairs to have face-to-face interaction with potential participants enabling staff to discern the individuals drive and suitability for the program.

E.9. Describe any institutional barriers to project implementation (e.g. staff vacancies, pending departures, etc.) and your plans for overcoming them.

The biggest barrier is finding employers to hire entry-level participants. Even though we provide several pathways at varying degree levels, most employers want potential hires to have some experience in the field. The majority of our participants in this exhibit a need for intensive social support and employability skills. Interview preparation is key for most of our demographic group as we continue to work through communication and workplace etiquette.

AVERAGE COST (5 POINTS)

E.10. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)

Proposed funds from the City for this project:	55000
Number proposed to be served for the year:	30
Average City funds per beneficiary:	1833
Proposed funds from all sources:	235000
Number proposed to be served for the year:	30
Average total funds per beneficiary:	7833

F. Required Documents

Completed by gbolden@golercdc.com on 11/18/2022 4:03 PM

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F. Required Documents

Please provide the following information.

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Goler Code of Ethics.pdf

Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. *Required

GolerCommunityDevelopmentCorporationt 990 2021 final.pdf

Organization By-Laws *Required

Goler Bylaws.pdf

Articles of Incorporation *Required

Goler Articles of Incorporation.pdf

Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required

Goler Employee Handbook.pdf

IRS 501(c)3 Designation Letter *Required

Goler Tax Exempt.pdf

 **Audited Financial statements or third-party review from 2020 and 2021 *Required**

Goler Audit response - CWS 111822.docx

 **North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)**

***Required**

Goler Business Search.pdf

 **Other**

TechCareers Program Overview - Updated 8.25.22.docx

TechCareers Testimonials - Michael Taylor Jahmila Hurst Eric Bowen.pdf

2022 ITF+ Flyer.png

2022 Software Engineering Flyer.png

G. Income Based Projects/Services Only

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

Completed by gbolden@golercdc.com on 11/18/2022 4:03 PM

G. Income Based Projects/Services Only

** Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

G.1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.

Income Range	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

G.2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants

H. Construction/Rehab Only

Completed by gbolden@golercdc.com on 11/18/2022 4:03 PM

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

H. Construction/Rehab Only

** Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.**
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

H.1. Describe the proposed project and provide plans. If the project is approved, we will need a detailed work write-up.

H.2. Provide a projected timeline for the proposed work.

H.3. Describe how the project will be managed, including the contractor procurement process.

H.4. Describe the target market, including any special populations to be served.

H.5. Describe the services or program you plan to provide.

H.6. Describe the property management plan.

H.7. List the development team members.

H.8. Describe the financial capability of the sponsor/owner organization.

H.9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

Project Name	Address	Type of Project	No. Units	Govt Funding
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Documentation

Development budget that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.

***No files uploaded*

Participant/program data sample report

***No files uploaded*

Market study or other analysis to verify the need for the project.

***No files uploaded*

Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.

***No files uploaded*

I. Emergency Shelter Only

Completed by gbolden@golercdc.com on 11/18/2022 4:03 PM

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

I. Emergency Shelter Only

** Complete this section only if you are requesting funds for an Emergency Shelter project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

J. Rapid Rehousing and HMIS Only

Completed by gbolden@golercdc.com on 11/18/2022 4:03 PM

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

J. Rapid Rehousing and HMIS Only

** Complete this section only if you are requesting funds for a Rapid Rehousing project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00

Submit

Completed by gbolden@golercdc.com on 11/18/2022 4:04 PM

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

Submit

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Garrett Bolden

Electronically signed by gbolden@golercdc.com on 11/18/2022 4:03 PM

IDIS Setup

No data saved

Case Id: 16269

Name: Goler Community Development - 2023/24

Address: *No Address Assigned

IDIS Setup

Please provide the following information.

Project Name

National Objective

Activity Number ID

HUD Activity Code

Project Description

Accomplishment Type

Initial Application Date

Service Area

Ward

Census Tract(s)

Block/Group

MWBE