



MARCH 2021

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MESSAGE FROM THE PRESIDENT

The Franklin Neighborhood Development Corporation was born to invest in our community through capital improvement projects and increase equity and health. 2020 changed our focus to community survival, but we are as focused as ever on remaining flexible and responsive to Franklin District's needs.

We will continue our efforts in being the conduit between the neighborhoods and business community, as we look always to lead projects that will help create a safer, more vibrant neighborhood and business district.

We hope to put 2020 in the rearview mirror and look forward to a new and better 2021!



Mike Bokan, President, Franklin Neighborhood Development Corporation



MICRO-ENTERPRISE PROGRAM

The FNDC Micro-enterprise Program, a Spanish-speaking 10-week business training course, continues to be a pillar program of FNDC. Over the course of two years, FNDC has graduated 30 entrepreneurs from the program, with 35% of cohort graduates realizing their goals and starting a business venture.

With the support of the National Association for Latino Community Asset Builders (NALCAB) and Principal Consultant Daniel Bonilla of Bozanova, Inc. our team has built a solid, expanded curriculum for our Micro-enterprise program that we hope will continue to help our Latino/a entrepreneurs become successful in running a small business. The Sacramento Hispanic Chamber of Commerce (SHCC) will also be providing FNDC support for expanding the program to other parts of the City and County of Sacramento. Our partnership with SHCC will increase our capacity to provide technical assistance and other programs to our minority entrepreneurs while offering them the help they need to thrive in small business ownership.

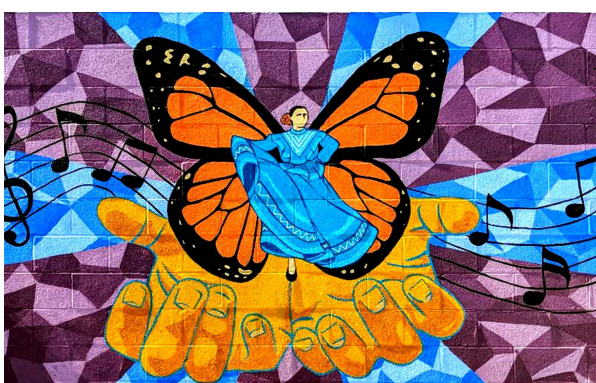
PROGRAM STATISTICS

30	Program Participants Have Graduated	150	Hours of Technical Assistance
3	Programs completed	32	Class and Workshops given
5	New businesses formed	15	Speakers and Partners

LOANER LAPTOP PROGRAM

FNDC launched our third Micro-enterprise Program cohort in early March 2020. After the second week of in-person instruction, the COVID-19 shelter-in-place orders went into effect, causing us to transition to a virtual-only platform. We discovered that, despite 90% of our program participants having internet access at home, many of our entrepreneurs lacked access to a tablet, laptop, or desktop computer. This created a hardship for our cohort to participate in Zoom courses online or submit homework for the program. In an effort to support our diverse program participants, many of whom are low-income, we applied for and received a CARES Cultural Equity Grant from the City of Sacramento. With the grant funds we were able to purchase 21 Chromebooks, protective sleeves, and mice for our entrepreneurs to use for future Micro-enterprise programs.

Additionally, we were able to loan out the Chromebooks short-term to businesses in the Franklin Boulevard Business District who lacked access to computers for COVID-19 related relief. This program has allowed our small businesses to take advantage of online resources such as webinars, technical assistance, virtual one-on-one consulting, and to apply for grants and loans that have helped them remain in business.



ARTners STEM Mural Project

There is a clear underrepresentation issue in STEM (Science, Technology Engineering, and Math) when it comes to people of color. "According to the National Center for Science and Engineering Statistics, over one-third of African American, Latino, and Native American students enter college with an interest in studying STEM, yet only 16 percent actually go on to obtain a bachelor's degree in those fields" (McBride, 2018). The STEM mural we created through FNDC funding from The California Endowment is thus so important to have in the Franklin District. It represents culture, resiliency, and hope for the youth at La Familia Counseling Center's Maple Neighborhood Center, a non-profit that primarily serves people of color, including an active STEM Program.

We (ARTners/ARTenedos) want this mural to inspire the members of our community to reach for the stars. We want to see a rise in youth of color entering and completing their education in STEM-related fields. We believe that this mural can beautify our community and remind our youth of their worth and resilient nature.

Markos Egre, Artist, ARTners/Wes Kos Images



PLAYBOOK IMPLEMENTATION

In 2020, FNDC completed the Franklin District Community Climate and Revitalization Playbook. The Playbook includes a variety of strategies for improving the environment, economy, and livability of the Franklin neighborhood. FNDC is now focused on implementation of some of the Playbook strategies, including efforts to increase housing availability, trees, transportation options, public art, events, and more.



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FOOD TRAILERS

In 2020, FNDC took delivery of food trailers to rent to our Latino/a Micro-enterprise Program graduates who are looking for an opportunity to enter the food industry without the high cost of signing a traditional lease. As we continue to look for opportunities to acquire land for a Mercado project and kitchen incubation space in the district, we are working in partnership with Sacramento County Supervisor Patrick Kennedy and Alchemist Community Development Corporation to rent these trailers at low cost, providing our minority entrepreneurs an affordable opportunity to grow their business. Additionally, we will provide the technical assistance and marketing support they need to be successful in operating a food trailer.



STAFF

Kendra Macias Reed

Deputy Director

Sharon Sprowls

Community Initiatives Coordinator

Jessica Davalos-Prieto

Microenterprise Developer

FNDC FY 2020/21 BUDGET: \$148,300

We are grateful to FNDC's program funders including:

- AHEAD Program/FHL Bank of San Francisco
- California Capital
- The California Endowment
- Catholic Campaign for Human Development
- City of Sacramento
- Dignity Health
- Kaiser Community Benefits Program
- National Association of Latino Community Asset Builders
- Sacramento County
- Sacramento Promise Zone Financial Institution Partnership Opportunity
- Sutter Health/Valley Area

BUSINESS SNAPSHOTS

GELY M. ALTERATION, DESIGN & FASHION

5127 Franklin Blvd #8 | (916) 842-7856 |

Gely M. Alteration, Design & Fashion opened its doors in November 2019, although the owners had been operating for much longer than that. Gely Alterations, Design & Fashion started 13 years ago as a small home-based business. The owners had a clear dream to expand their business to a store front which would eventually become a reality.

In 2019 they attended FNDC's Micro-enterprise Program in search of a stronger business foundation. Through the course, they were able to gain business knowledge as well as confidence in their abilities to grow. The two owners took a leap of faith when a store-front space on Franklin Blvd became available to them, and decided to further develop their business idea. Gely Design and Alterations focuses on bringing satisfaction to their customers by creating beautiful hand-crafted pieces from quinceañera to prom dresses, plus high-quality alterations.



CASA JALISCO

4055 Lake Rd #140, West Sacramento, CA 95691 | (916) 373-0800

Eduardo Meza is a graduate of the first cohort of FNDC's Micro-enterprise Program. Eduardo earned a degree in International Business from Universidad-UNE in Guadalajara, Mexico. While at the university, one of his projects was to create a business. This was where the idea of Casa Jalisco came about, with its slogan "La casa del buen comer" (the house of good food). Eduardo mastered the art of Mexican cuisine in various cities in Mexico, including Guadalajara and Tijuana. Through FNDC's Micro-enterprise Program, Eduardo learned the ins and outs of how to operate a business here in the United States.

He launched the grand opening of his food truck, Casa Jalisco, just two days after FNDC's graduation. Even though he had been in operation for less than one year, Eduardo took another leap and opened a brick-and-mortar restaurant in March 2020. Although the pandemic took everyone by surprise, thankfully Eduardo and his team have been able to prosper because of their great flavor and service.

LA MINERVA

Midtown Farmers Market | @LaMinerva

Carla Vasquez and her husband had been interested in launching a business focused on Mexican cuisine. They wanted to bring the authentic flavors of Guadalajara, in the Mexican state of Jalisco to Sacramento including foods like *tortas ahogadas*, *pozole*, and *tejuinos*. In March 2020, when the pandemic hit, Carla's event and catering business unfortunately saw a dramatic decline in business. However this provided them the opportunity to pivot and focus on a new business venture, La Minerva.

As a past participant of the Micro-enterprise Program, Carla was able to successfully apply for a Midtown Association Sacramento Food Festival Program Grant. With the help of the program, La Minerva has been provided additional technical assistance and funding to become a formalized business selling at the Saturday Midtown Farmer's Market and Wednesdays at Winn Farmer's Market for the community to enjoy her food.

