THE CITY OF ASHEVILLE

STAFF REPORT

City Council Meeting: April 14, 2020

Subject: Recommendation to authorize the submittal of an update to the 2018-19 U.S. Dept. of Housing & Urban Development Consolidated Action Plan to the U.S. Department of Housing and Urban Development with the modified YMI Community Development Block Grant (CDBG).

Staff Resource(s): Sam Powers, Community and Economic Development Director
Paul D'Angelo, Community Development Program Director

Action Requested: Approval of (1) a modification to a 2018/19 CDBG Grant Application, originally awarded to Positive Youth Changes Ministry (PCYM) allowing the award to be made to the Young Men's Institute (YMI) Cultural Center (CC); (2) authorization for Community Development to submit an update to the 2018-19 Consolidated Action Plan for Community Development Block Grants (CDBG) and the HOME Investment Partnerships Program (HOME) programs to the U.S. Department of Housing and Urban Development (HUD); and (3) authorization for the City Manager to sign all documents necessary to implement the plan.

Background:

- The City awarded $175,000 to PCYM, a new non-profit working in partnership with the Young Men's Institute Cultural Center (YMI CC), in the Spring of 2018 to implement a Youth Elevation Collaborative Program, a workforce development program.
- During the early stages of the program year, in conjunction with technical assistance from staff and consultants, and with the dissolution of the original partnership around PCYM, City Staff began working with YMI CC to find a way to move the application forward in the spirit of the original program while being mindful of HUD regulations.
- City Staff, working in partnership with YMI CC, came to the conclusion with PCYM and YMI CC that YMI CC would be a better fit as lead applicant with their experience in workforce development and community access and could offer a program substantially similar to the one PCYM had proposed as lead and that been awarded.
- A modified application is acceptable to HUD when partnership changes occur as long as the modified application is then added as an amendment to the appropriate HUD Consolidated Action Plan.

Proposal:

- This modified application, being submitted by the YMI (Young Men's Institute) Cultural Center, is a workforce and entrepreneurial development initiative of the YMI Cultural Center in collaboration with Positive Changes Youth ministries.
- The initiative will focus on employment and careers in Hospitality, Medical, Manufacturing, and Municipalities(HMMM), while also promoting economic upward mobility of our lower-income communities' members with the development of a skilled workforce in these 4 major industries in our area.
- With this initiative, YMI will be developing this "Continuum of Success" Program for the entrepreneur, unemployed, youth, hard to employ and the underemployed as well as with the employers/stakeholders.
- The business development and incubation component will support the building of capacity or the future development of minority businesses.
- Proposed outcomes will be job creation and job retention with a focus on our low income, marginalized and disenfranchised population..
- In considering economic upward mobility, YMI CC will also be introducing/reintroducing Asheville youth to the trade fields and other opportunities.

- A major focal point of this project will be the convening of a bi-monthly meeting of all the workforce development agencies and stakeholders to combine the siloed conversations and initiatives for a more strategic implementation of a solution based program that meets local economic/workforce development needs.
- YMI will establish the Asheville Workforce Action Team (AWAT) – which will consist of stakeholders, employees/participants, educators, community leaders and a member of the Community Development Division, to form a Public Private Workforce Development Team.

Council Goal(s):
- A Diverse Community
- Thriving Local Economy

Committee(s):
- None

Pro(s):
- Approval of this project and update to the 18/19 Consolidated Action Plan will assist in the movement of these HUD dollars into our community.
- "Continuum of Success", when fully funded and operational, will lead to job creation and job retention.
- Approval of this project will support a Bi-monthly meeting of all Workforce Development Partners to work in collaboration, focus and partnership versus the siloed efforts of today.

Con(s):
- None

Fiscal Impact:
- None

Suggested Motion:
- Move to adopt the resolution to (1) approve modification to the 2018/19 CDBG Grant Application originally awarded to PCYM, allowing the award to instead be made to YMI CC; (2) authorize the update of the City's Consolidated Annual Action Plan for 2018-2019 to the U.S. Department of Housing and Urban Development; and (3) authorize the City Manager to execute any and all documents giving effect to this resolution.

Attachment(s):
- Resolution
- Resolution for HUD 2018/2019 Funding
- YMI Modified Application
- Continuum of Success Timeline

RESOLUTION NO. 20-_____

RESOLUTION APPROVING A MODIFIED APPLICATION FOR THE 2018-2019 COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) FUNDS OF $175,000 ORIGINALLY AWARDED TO PCYM TO INSTEAD BE AWARDED TO YMI, YOUNG MEN'S INSTITUTE, CULTURAL CENTER FOR A SUBSTANTIALLY SIMILAR FOCUSED EMPLOYMENT TRAINING PROGRAM; AUTHORIZING AN UPDATE OF THE CITY'S CONSOLIDATED ANNUAL ACTION PLAN FOR 2018-2019 TO THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT; AND AUTHORIZING THE CITY MANAGER TO EXECUTE ANY AND ALL DOCUMENTS NECESSARY TO GIVE EFFECT TO THIS RESOLUTION

WHEREAS, in June 2018, the Asheville City Council approved Resolution 18-141 approving the 2018-2019 Consolidated Annual Action Plan authorizing the City Manager to execute grant and loan agreements for funding derived from the U.S. Department of Housing and Urban Development's (HUD) Community Development Block Grant (CDBG) and Home Investment Partnerships Program (HOME) programs; and

WHEREAS, in June 2018, Positive Changes Youth Ministries ("PCYM"), a 501(c)(3) organization, received a commitment of $175,000 in CDBG funds to support their Youth Elevation Collaborative Program; and

WHEREAS, in order to execute the contract necessary to draw upon the awarded funds, a new partnership was formed with the Young Men's Institute Cultural Center ("YMI CC"), a 5o01(c)(3) organization, as the lead entity replacing Positive Changes Youth Ministries; and

WHEREAS, YMI CC has modified the program activities with a more focused workforce and entrepreneurial development initiative in hospitality, medical, manufacturing, and municipalities career fields with an emphasis on economic upward mobility of our lower-income communities' members, known as a "Continuum of Success"; and

WHEREAS, proposed outcomes of this collaborative will be job creation and job retention and bi-monthly meetings of all of our community partners focused on workforce development and career upward mobility; and

WHEREAS, the Community Development Division requests that the City approve a modification of the application for the 2018-2019 CDBG funding originally awarded to PCYM to allow the award instead be made to YMI CC for a substantially similar focused employment training program and enter into a CDBG contract with YMI CC so that they may access its 2018-2019 award of funds; and

WHEREAS, the Community Development Division also request authorization to submit an update of the City's Consolidated Annual Action Plan for 2018-2019 to the U.S. Department of Housing and Urban Development; and

WHEREAS, the actions described above would help support community partners focused on the strengthening of communities and economic opportunity in Asheville;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The request to contract with YMI CC for 2018-2019 CDBG award funds is hereby approved and the City Manager is hereby authorized to negotiate and execute any and all documents necessary to give effect to this resolution.

Read, approved and adopted this 14th day of April, 2020.

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City Clerk Mayor

Approved as to form:

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City Attorney