

# **SAMPLE BUSINESS PLAN FOR APPLICANTS OF THE ROSS NEIGHBORHOOD NETWORKS FUNDING CATEGORY**

**U.S. DEPARTMENT OF HOUSING  
AND URBAN DEVELOPMENT**  
OFFICE OF PUBLIC AND INDIAN HOUSING

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A good business plan is one of the best ways developers of Neighborhood Networks Computer Technology Centers can ensure success. It is more than just a marketing tool; it fleshes out the mission and structure of the center. This plan is the first step in identifying the purpose, goals and objectives of the center. It is a tool that allows Neighborhood Network planners to think through their ideas, solidify their intentions and objectives, and work efficiently with a plan towards specific goals. Fewer errors are made because actions will be based upon research and analysis.

There is no single best format for a business plan. This one incorporates items and concepts from the U.S. Small Business Administration's (SBA) Business Plan, which has been used successfully by thousands of small businesses.

## **KEY POINTS WHEN DEVELOPING THIS PLAN:**

The objective of this sample Neighborhood Network Business Plan is to provide guidance to those who are developing the computer learning centers so they may plan for sustainability beyond the 3-year term of the grant. It also provides a framework and means for evaluating results, best practices, and successful operations.

Individual center planners may find that this format needs to be modified to suit the needs of the center, PHA, and residents. This plan serves as only the minimum information needed. Your narrative will act as a supplement to this business plan. To begin your business plan, some good rules of thumb to follow when preparing the plan are:

**1) Plan from the start to be self sufficient.** Many centers, from the beginning, will rely on the HUD grant as well as the minimum 25% match requirement. The goal should be to progress from substantial reliance on federal grants and to self-sustaining status within three years. HUD strongly encourages all centers to incorporate this goal into their NN Business Plan. The Business Plan is a road map to follow with goals and action steps to guide decision making. It also provides a way to communicate the center's operations, goals, and philosophy to personnel, residents, community partners, foundations, and other financial and business contacts.

**2) Are the residents involved in the planning, implementation, and maintenance of the computer learning center?**

Resident involvement and "ownership" of the process is a necessity and key to the center's success. All plans should include a section describing resident involvement either as designers or operators as well as customers.

**3) Evaluate the successes.** All plans should include how the center will record their results and successes. Please see the NOFA's Rating Factor 5 for guidance. Evaluating success can also be very useful in attracting other potential funding resources and partners. NOTE: Where significant federal funds are involved, a methodology to measure results and successes is required by the Government Performance and Results Act of 1993.

**4) Access to the Internet:** HUD encourages all NN Computer Technology Centers to have at least one computer with Internet capability. The Internet can be used as a tool to connect with services, information, and people as well as the opportunity for the "world" to connect with the center. It can also be used to market the successes of your program. Monthly charges for an Internet account for the center (normally \$19.95/month per account) are an approvable expense.

**5) Continue to build local partnerships.** Local partners are a necessity in sustaining the NN Computer Technology Center. It is important to include in the Business Plan ways for the center to continue to build local partners.

**7) Remain sensitive to possible federal/national partnerships.** There are numerous benefits in combining efforts with other programs both on the local and national levels. Collective efforts will gain increasing national recognition and thereby help in obtaining self-sufficiency. It is important to include in the plan ways for the center to continue to build federal/national partnerships.

## Our Neighborhood Networks (NN) Business Plan

PHA/Nonprofit Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name/Role: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Fax Number: \_\_\_\_\_

### DESCRIPTION OF COMPUTER LEARNING CENTER

I. General Computer Learning Center Description: Description of the computer learning center's purpose and its intended customers/clients.

Mission:

Intended Clients:

II. Please identify other PHA locations involved in this proposal, if any.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Fax: \_\_\_\_\_

III. Focus of Computer Learning Center (Please check all that apply)

- \_\_\_\_\_ Job Skills Training/Employment
- \_\_\_\_\_ Introduction to/Familiarization with Computers
- \_\_\_\_\_ Internet Access and Access to Local Services
- \_\_\_\_\_ Basic Adult Education, Literacy, ESL, GED

- \_\_\_\_\_ Youth Education
- \_\_\_\_\_ Senior Services
- \_\_\_\_\_ Continuing Education
- \_\_\_\_\_ Recreation
- \_\_\_\_\_ Other (please describe)

IV. Projects work best when everyone benefits (Win-Win). It is helpful to think in terms of benefits for all players. Please indicate how your center will result in:

**Benefits to the PHA** (i.e lower maintenance costs, less vandalism, lower vacancy rate)

**Benefits to the Residents** (i.e. employability, access to information & services, fellowship, sense of community)

**Benefits to the Local Community and Employers** (i.e safer neighborhoods, positive environment, skilled employees, large market share access/potential customers)

**PHA DATA AND DEMOGRAPHICS**

Total Number of Conventional Family Public Housing Units

Total Number of Residents: \_\_\_\_\_

Resident Overview:

Number of Adults 21 - 61 years old: \_\_\_\_\_

Number of Adults 62 and older: \_\_\_\_\_

Number of Children 0 - 6 years old: \_\_\_\_\_

Number of Children 7 - 13 years old: \_\_\_\_\_

Number of Children 14 - 17 years old: \_\_\_\_\_

Number of Young Adults 18 - 20 years old: \_\_\_\_\_

Please provide the following information on the residents. The % refers to the % of the total number of residents, unless otherwise specified.

ESL (English as Second Language) Needs? % \_\_\_\_\_ Yes \_\_\_\_\_ No

Single Parent Household % \_\_\_\_\_ Female \_\_\_\_\_ Male

Disabled Residents % \_\_\_\_\_ Physical \_\_\_\_\_ Learning \_\_\_\_\_ Other

Public Assistance Recipients % \_\_\_\_\_

**OBJECTIVES:** (Please check and insert appropriate number to all objectives that apply. THIS LIST IS NEITHER TOTALLY MANDATORY NOR TOTALLY INCLUSIVE)

\_\_\_\_\_ Providing \_\_\_\_\_ residents with access to technology and the Internet per year.

- \_\_\_\_\_ Providing an opportunity for \_\_\_\_\_ residents to be involved in the Planning, Implementation, and Daily Maintenance of the Center on a yearly basis.
- \_\_\_\_\_ Reducing Welfare Dependency by enabling at least 51% of the adult residents on welfare to participate in the program to get off welfare into decently paying jobs within \_\_\_\_\_ years, by \_\_\_\_\_ (date). This is in conjunction with other/similar Welfare to Work Programs.
- \_\_\_\_\_ Expanding Community Based Job Training to at least \_\_\_\_\_ of the adult residents who participate in the program each year.
- \_\_\_\_\_ Provide opportunities to telecommute for \_\_\_\_\_ residents each year.
- \_\_\_\_\_ Teaching Basic Skills and Increasing Adult Education Level, including Literacy, ESL, GED courses, by making educational programs available to \_\_\_\_\_ adult residents who participate in the program each year.
- \_\_\_\_\_ Improving Academic Achievement of School Aged Children by attempting to raise and maintain the educational level on standardized test of \_\_\_\_\_ children who participate in the program, to the appropriate grade level each year.
- \_\_\_\_\_ Building Partnerships in the Local Community by creating useful ongoing linkages with at least \_\_\_\_\_ other community groups each year.
- \_\_\_\_\_ Creating a self-sustaining computer learning center by the \_\_\_\_\_ year of operation.
- \_\_\_\_\_ Other Objectives: (Please specify below):

**TIME LINE FOR PROPOSED CENTER:** Please indicate proposed beginning and end dates for the following items that apply to your center. Further details are requested below the timeline.

	START DATE	COMPLETION DATE
Retrofitting or Construction of Facility		
Equipment (Hardware, software, etc.) Procurement and Testing		
Staffing of Center (trained and on board)		
Grand Opening of Center		
Third Party/Voluntary Organizations Participation and Funding for initial set-up and ongoing programs/costs.		
Training Program and Classes Beginning		
Other Milestones: (Please list in this box) * * * * * * *		

Retrofitting or Construction of Facility (Including Space Accessibility/Security/Monitoring)

(Please include what will be done and a sketch of the facility. Note if there is any retrofitting services or costs which will be donated and by whom.)

Equipment (hardware, software, etc.) Procurement/Testing

(Please indicate how many computers, what type of computers and software will be included based on resident surveys, and other equipment that will be used in the center such as printers, etc.)

Computers:

Distance learning equipment:

Printers:

Scanners & Other Equipment:

**DETAIL ON TIMELINE ACTIVITIES (continued)**

Staffing of Center/Training Program and Classes Offered (Weekly Schedule for the Center)  
(Please indicate how the computer learning center will be staffed, include hours per week.)

Staffing:

Project Coordinator:

Resident Paid Staff:

Other Paid Staff:

Resident or Other Volunteers:

Outside Agencies Providing Instructions:

Weekly Schedule for the Center (including days/hours open, classes, and open lab/free time on the computers.

Classes/Training Programs to be Offered:

Partnerships: Third Party/Voluntary Organization Funding and Participation

(Please list those partners involved in the initial set-up and what they brought to the center. Also indicate targeted partners or other partners that will be assisting in the daily operation of the center.)

## **INITIAL SET-UP AND FIRST YEAR OF OPERATIONS**

### **FINANCIAL PLAN/WBUDGET: SOURCES AND USES OF FUNDS**

Time period: From \_\_\_\_\_ to \_\_\_\_\_

<b>SOURCES</b>	<b>Private Donations</b>	<b>Grants</b> (Please note grant sources below)	<b>PHA funds</b>	<b>In-kind Donations/ Services</b>	<b>HUD ROSS Funds</b>	<b>Other</b> (Please Identify)	<b>TOTALS</b>
<b>USES</b>							
<b>Computer Hardware</b> (Please List):	\$	\$	\$	\$	\$	\$	\$
<b>Other Equipment</b>							
<b>Computer Software</b> (All programs will be site-licensed and run through the server.)	\$	\$	\$	\$	\$	\$	\$
<b>Staffing</b>	\$	\$	\$	\$	\$	\$	\$
<b>Maintenance, Insurance, Miscellaneous</b>	\$	\$	\$	\$	\$	\$	\$
<b>Retrofitting/ Security</b>	\$	\$	\$	\$	\$	\$	\$
<b>Other</b>	\$	\$	\$	\$	\$	\$	\$
<b>TOTALS</b>	\$	\$	\$	\$	\$	\$	<b>GRAND TOTAL FOR INITIAL SET-UP</b>  \$

**Grant Sources and Donations Listed Below (if any)**



**YEAR 2 OF OPERATIONS**  
**FINANCIAL PLAN/WBUDGET: SOURCES AND USES OF FUNDS**

Time period: From \_\_\_\_\_ to \_\_\_\_\_

SOURCES	Private Donations	Grants (Please note grant sources below)	PHA funds	In-kind Donations/ Services	HUD ROSS Funds	Other (Please Identify)	TOTALS
<b>USES</b>							
<b>Computer Hardware</b> (Please List):	\$	\$	\$	\$	\$	\$	\$
<b>Other Equipment</b>							
<b>Computer Software</b> (All programs will be site-licensed and run through the server.)	\$	\$	\$	\$	\$	\$	\$
<b>Staffing</b>	\$	\$	\$	\$	\$	\$	\$
<b>Maintenance, Insurance, Miscellaneous</b>	\$	\$	\$	\$	\$	\$	\$
<b>Retrofitting/ Security</b>	\$	\$	\$	\$	\$	\$	\$
<b>Other</b>	\$	\$	\$	\$	\$	\$	\$
<b>TOTALS</b>	\$	\$	\$	\$	\$	\$	<b>GRAND TOTAL FOR SECOND YEAR OF OPERATION</b>  \$

**Grant Sources and Donations Listed Below (if any)**

**YEAR 3 OF OPERATIONS**  
**FINANCIAL PLAN/WBUDGET: SOURCES AND USES OF FUNDS**

Time period: From \_\_\_\_\_ to \_\_\_\_\_

SOURCES	Private Donations	Grants (Please note grant sources below)	PHA funds	In-kind Donations/ Services	HUD ROSS Funds	Other (Please Identify)	TOTALS
<b>USES</b>							
<b>Computer Hardware</b> (Please List):	\$	\$	\$	\$	\$	\$	\$
<b>Other Equipment</b>							
<b>Computer Software</b> (All programs will be site-licensed and run through the server.)	\$	\$	\$	\$	\$	\$	\$
<b>Staffing</b>	\$	\$	\$	\$	\$	\$	\$
<b>Maintenance, Insurance, Miscellaneous</b>	\$	\$	\$	\$	\$	\$	\$
<b>Retrofitting/ Security</b>	\$	\$	\$	\$	\$	\$	\$
<b>Other</b>	\$	\$	\$	\$	\$	\$	\$
<b>TOTALS</b>	\$	\$	\$	\$	\$	\$	<b>GRAND TOTAL FOR THIRD YEAR OF OPERATION</b> \$

**Grant Sources and Donations Listed Below (if any)**