



Metro[®]



**Metro Pilot Business Interruption Fund
(BIF)
Bi-Monthly Status Report
March 2015 - June 2015**

**revised as of August 17, 2015*



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1.1 Purpose

This Report summarizes how the Metro Business Interruption Fund (BIF) has worked to provide financial assistance to small “mom and pop” businesses that demonstrate business revenue losses due to direct impact from Metro rail construction. Small “mom and pop” businesses located along three rail corridors are eligible for BIF grant funding.

1. Crenshaw/LAX
2. Little Tokyo Area of the Regional Connector
3. Purple Line Extension Phase 1

The period of this report is from March 2015 – June 2015. The activities summarized include number of applications submitted, community outreach and communications, grantee statistics, financial data and payments. Metrics on client satisfaction and general program observations are also reported. Further, included is a business profile on a BIF grantee.

2.1 Summary Statistics at a Glance

During this reporting period, a total of 105 applications were received for the BIF Program. Thirty-five (35) grants were approved and awarded to small businesses along the Crenshaw/LAX Corridor. The total value of the grant awards was **\$688,682.30**. Following are additional statistics:

- 92% grantees received the total amount of the grant award
- 7% grant awards were disbursed for delinquent rent payments
- 1% grant awards were disbursed for delinquent utility payments
- Less than 1% of grant awards were disbursed for delinquent business insurance payments
- Less than 1% of grant awards were disbursed for delinquent business insurance payments
- Less than 1% of grant awards were disbursed for delinquent miscellaneous payments such as past due tax bills, business license fees, including miscellaneous categories
- Zero grant funds were disbursed for delinquent payroll expenses.

There have not been any grants awarded to small businesses in the Little Tokyo area of the Regional Connector or the Purple Line Extension Corridor as of the reported period.

The following chart reflects statistics on the number of years that grantees have been in business:

Grants by Years in Business	
2-5 Years	5
6-10 Years	10
11-20 Years	7
21+ Years	13

2.2 Applications

The following is the total number of applications received for the BIF Program via online submission:

Table 1. Total Number of Applications Submitted by Month

(Online submission is defined as completing all questions on the application form and pressing “submit”)

Month	# of Applications Received
March 2015	37
April 2015	29
May 2015	18
June 2015	22
Total	105

Total Number of Applications Approved as Grants - 35

Total Number of Applications Declined - 2

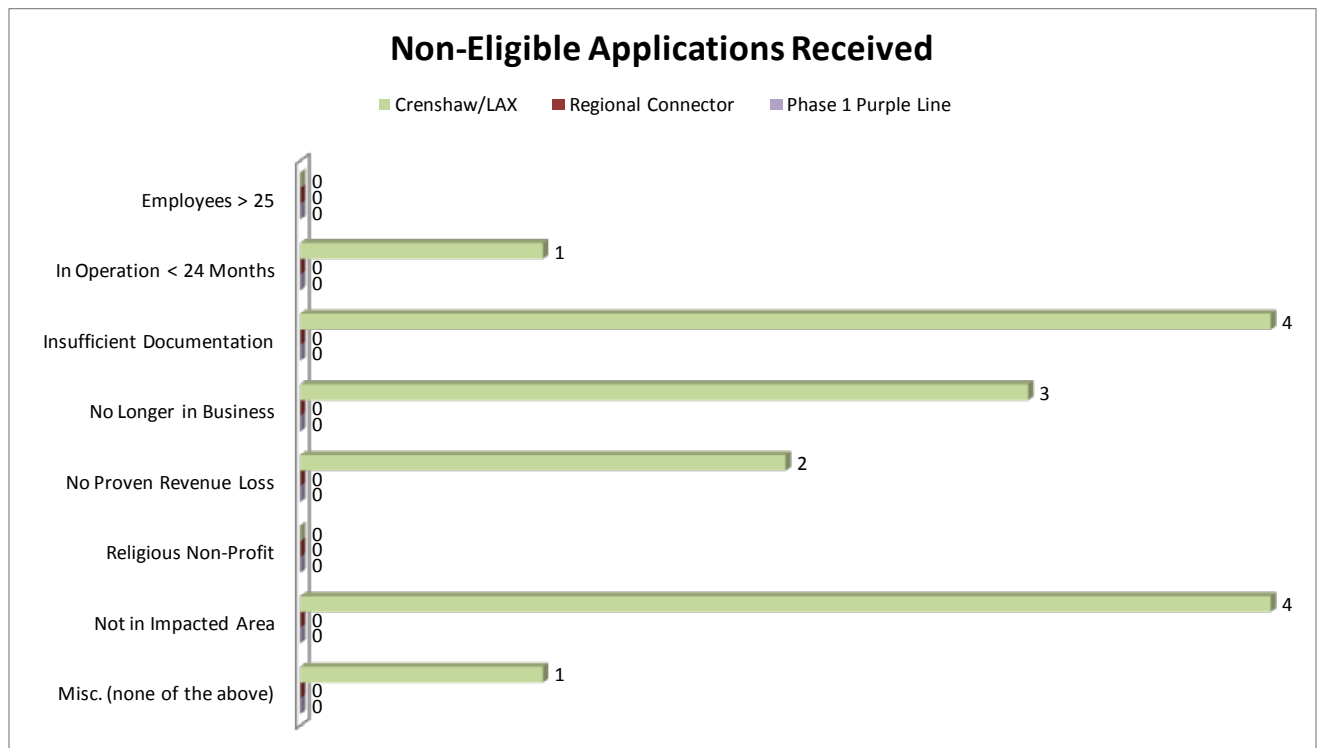
Total Number of Non-Eligible Applications - 15

Total Number of Incomplete Applications (Pending Financial Documents) - 53

*Please see Attachment A for the Application to Grant Turnaround Analysis.

Figure 1. Total Number of Non-Eligible Applications

(Non-Eligible is defined as not meeting the basic eligibility criteria upon submission of application)



2.3 Community Outreach and Communication Activities

During this reporting period, a total of **21** outreach activities occurred. PCR participated in: **15** outreach events in **Crenshaw/LAX Corridor**, **3** outreach events in the **Little Tokyo Area of the Regional Connector** and **3** outreach events in the **Purple Line Extension, Phase I Corridor**. At the time of this report, targeted outreach was conducted primarily on the Crenshaw/LAX Corridor due to direct construction impacts occurring during this reporting period and prior to the inception of the BIF Program.

*See Attachment B for a listing of meetings, events, presentations and workshops.

The following is a summary of Outreach Efforts and Communication Activities to date:

Table 1. Outreach Efforts and Communication Activities

	Crenshaw/LAX	Little Tokyo	Purple Line Extension
Community Meetings	10	2	3
Direct Canvassing	2	0	0
Partnerships/Eat, Shop, Play	2	0	0
Metro Sponsored Workshops	0	1	0
PCR Sponsored Workshops	1	0	0
Total	15	3	3

“Soft” Launch: The “soft” launch of the BIF Program was February 12, 2015 which signified the start of accepting applications from small business owners to the program through the PCR website online process. There was no community outreach associated with the “soft” launch as the BIF team worked off of direct referral lists from the Metro’s Business Solution Center (BSC) as a result of their door-to-door canvassing efforts, and the attendees of the initial public launch of the BSC and BIF Programs by Supervisor Mark Ridley Thomas in December 2014.



Construction impact from the view of BIF Grantee Dave Velazquez of Dave's Tattoos, 4343 Crenshaw Blvd.

“Hard” Launch and Media Event: The “hard” launch of the BIF Program was April 6, 2015. This included a Metro sponsored press conference with speeches from Mayor Eric Garcetti (Metro Board Chair), Supervisor Mark Ridley Thomas (Metro Board Vice Chair), Jackie Dupont Walker (Metro Board Director) and Mark J. Robertson, Sr. (PCR President/CEO). Testimonials were given by two BIF grantees, Marilyn Brown- Hairdresser/Business Owner- Studio 27 and Gilberto Carrillo- Owner- 1st Choice Driving and Traffic School. The media event was well received with significant news coverage on radio, television and print.

Community meetings/presentations: PCR has participated in **15** community meetings and presentations which include various Chamber meetings, business expos staffing tables, business organization meetings, construction update meetings through June 30, 2015. PCR program staff has been the keynote speaker and/or presenter at **10** of these events.

Direct canvassing efforts: PCR dedicated **2** full days-April 17, 2015 and May 22, 2015- to direct canvassing efforts on the Crenshaw Corridor with three staff members (Angela Winston, Andre Hardy and Devon Davis). PCR program staff went door-to-door and met one-on-one with small business owners speaking with them about the BIF and distributing BIF flyers, tri-folds and business cards. PCR's targeted area was between Exposition and 39th street on Crenshaw which received construction impacts early on (starting January 2014) with this same area impacted again beginning in January 2015. Many of these businesses had not heard of the BIF or the BSC as this area is not in the target area of the BSC. PCR's canvassing efforts were tremendously well received and resulted in an immediate increase in applications submitted as well as increased awareness through word of mouth among Crenshaw business owners. Ongoing canvassing efforts generally occur on Fridays with PCR's lead Crenshaw Business Advisor (Andre Hardy) working out of the BSC. PCR program staff have reached out to all known small business owners north of Vernon on Crenshaw which have been impacted by Metro construction to date.

Outreach Partnerships with BSC and Eat, Shop, Play: PCR will be partnering with the BSC for outreach efforts as construction impact moves into the BSC target area (48th Street – 60th Street). PCR thinks it is more efficient and effective not to duplicate the BSC's canvassing efforts in their target area but rather to build on their existing high touch points and referrals to the BIF Program. As construction impacts move into the Inglewood area of the Crenshaw/LAX line, PCR will continue to partner with the BSC and Metro's Eat, Shop, Play by participating in jointly sponsored outreach efforts to coincide with the launch of Eat, Shop, Play in Inglewood. PCR program staff attended **2** Eat, Shop, Play lunch mobs in the Crenshaw/LAX Corridor.

Metro Sponsored BIF Workshops: BIF workshops have been scheduled for launch for the Little Tokyo Area Regional Connector as well as for the Crenshaw/LAX corridor for the summer months (June, July, August) of 2015. To date, the following BIF workshops have been hosted:

- 1 - Little Tokyo Area of the Regional Connector (Little Tokyo Branch Library)
- 0 - Crenshaw/LAX Corridor
- 0 - Purple Line Extension, Phase I

Three more BIF workshops are currently calendared for summer months according as:

- 1 - Little Tokyo Area of the Regional Connector (Little Tokyo Branch Library)
- 2 - Crenshaw/LAX Corridor
- 1 - Purple Line Extension, Phase I (Fall 2015)

It is anticipated additional workshops will be hosted in the Inglewood segment of the Crenshaw/LAX Corridor in late Summer 2015.

PCR Sponsored BIF Workshops: PCR hosted a one-hour BIF workshop specifically for hair stylists to discuss the problems with documenting finances for cash businesses on June 22, 2015. Conducted by BIF Lead Crenshaw Business Advisor, Andre Hardy, the goal of the workshop was to clearly explain and

illustrate how to apply to the BIF and what financial documents could be considered as it relates to cash businesses. This workshop was very timely because we continue to be challenged by cash based business that typically have little to no financial documentation of their “real” revenue in order to determine revenue loss due to Metro construction. Ten hair stylists attended. PCR felt the workshop was very successful as all 10 plan to apply to the BIF.

Business appointments at the BSC: The BIF Lead Crenshaw Business Advisor, Andre Hardy is available to take business appointments at the BSC on Fridays between 9 a.m. – 4 p.m. What PCR has observed so far is most business owners would prefer the business advisors come to their business location. Andre averages about 2 appointments per Friday at the BSC, mostly to apply to the BIF online. The BIF Business Advisors (Andre Hardy and Brian Lazo) are flexible by routinely meeting business owners at their business location in their efforts to service these owners effectively in getting applications submitted to the BIF and collecting documents for grant recommendations.



Business Advisor Andre Hardy Sr. administering a BIF Workshop at Pacific Coast Regional Corp. on June 22, 2015.

2.4 Financial Activities

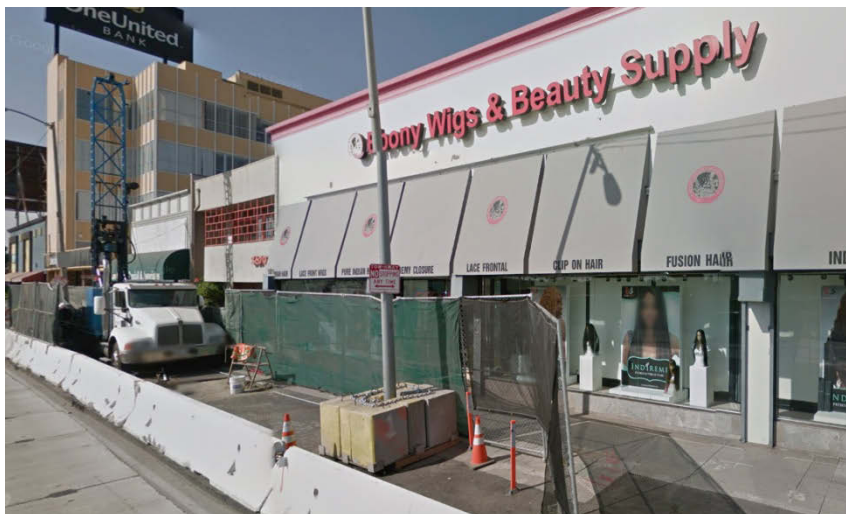
The following is a monthly summary of grant funding by rail project:

2.4.1 Crenshaw/LAX Corridor

Table 1. Grant Amount by Month

Grant Amount by Month		
Month	# of Grants	Amount
March 2015	4	\$66,310.00
April 2015	8	\$111,239.29
May 2015	12	\$75,583.64
June 2015	11	\$435,549.37
Total	35	\$688,682.30

*See attachment C - Grant Award Matrix Crenshaw/LAX for grantee details.



Various interruptions along the Crenshaw corridor: along the Baldwin/Crenshaw Mall and in front of Ebony Wigs & Beauty Supply.

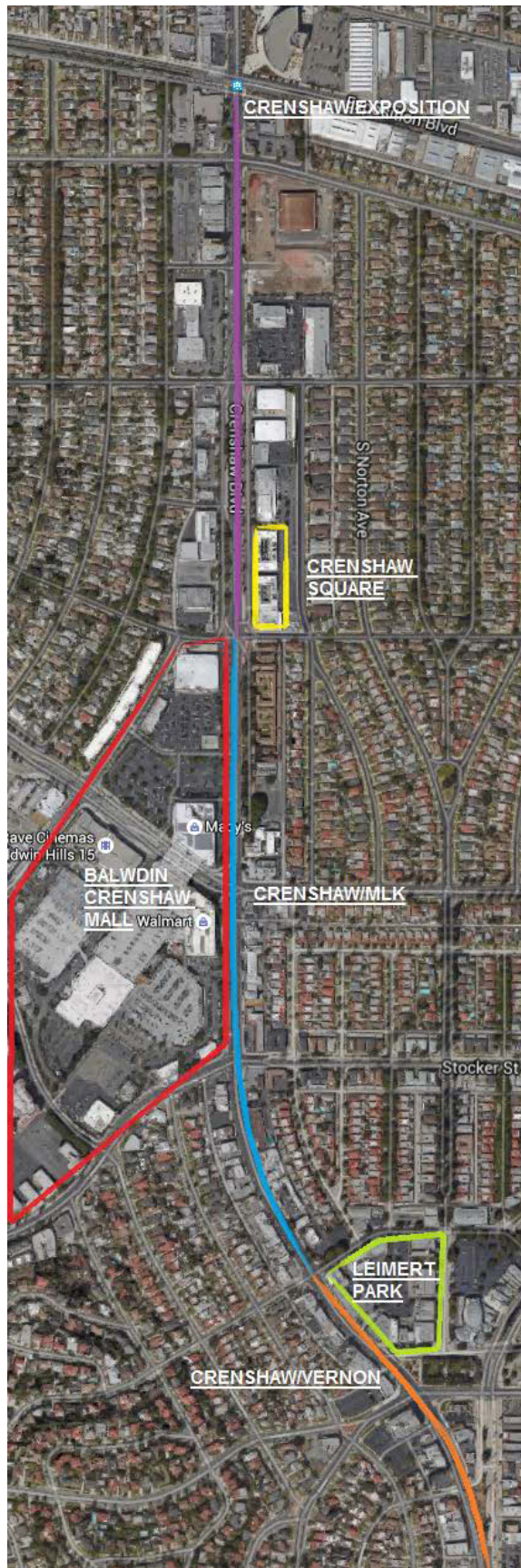
CRENSHAW/LAX Transit Project

Metro Business Interruption Fund uses the following sections as impact areas:

- Exposition/Crenshaw - Exposition to 39th Street
- Crenshaw/MLK - 39th Street to Homeland
- Crenshaw/Vernon - Homeland to 48th Street
- Crenshaw/Slauson - 48th Street to 60th Street
- Florence/West - 60th to N. Prairie Avenue
- Florence/La Brea - N. Prairie Avenue to N. Cedar Avenue
- Florence/Hindry - N. Cedar Avenue to W. Arbor Vitae Street
- Aviation/Century - W. Arbor Vitae Street to W. Century Boulevard

Crenshaw/LAX Transit Project





NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
5	\$112,513.36	CRENSHAW/ EXPOSITION
8	\$79,103.34	CRENSHAW SQUARE
11	\$255,475.95	CRENSHAW/ MLK
6	\$131,258.57	BALDWIN CRENSHAW MALL
4	\$108,339.68	CRENSHAW/ VERNON
1	\$1,991.00	LEIMERT PARK



**NUMBER
OF
GRANTS**

**TOTAL GRANT
AMOUNT**

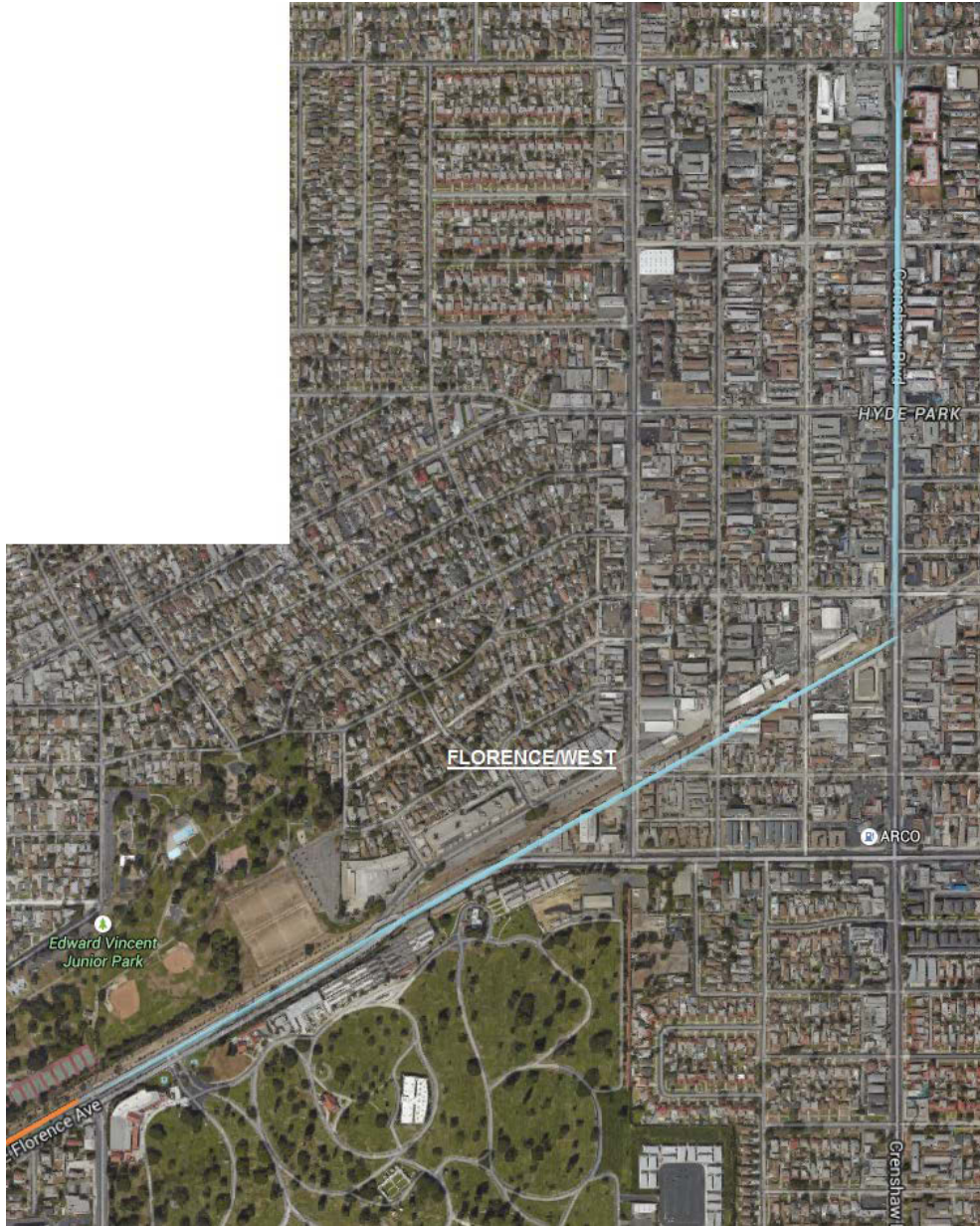
SECTION

0

\$0.00

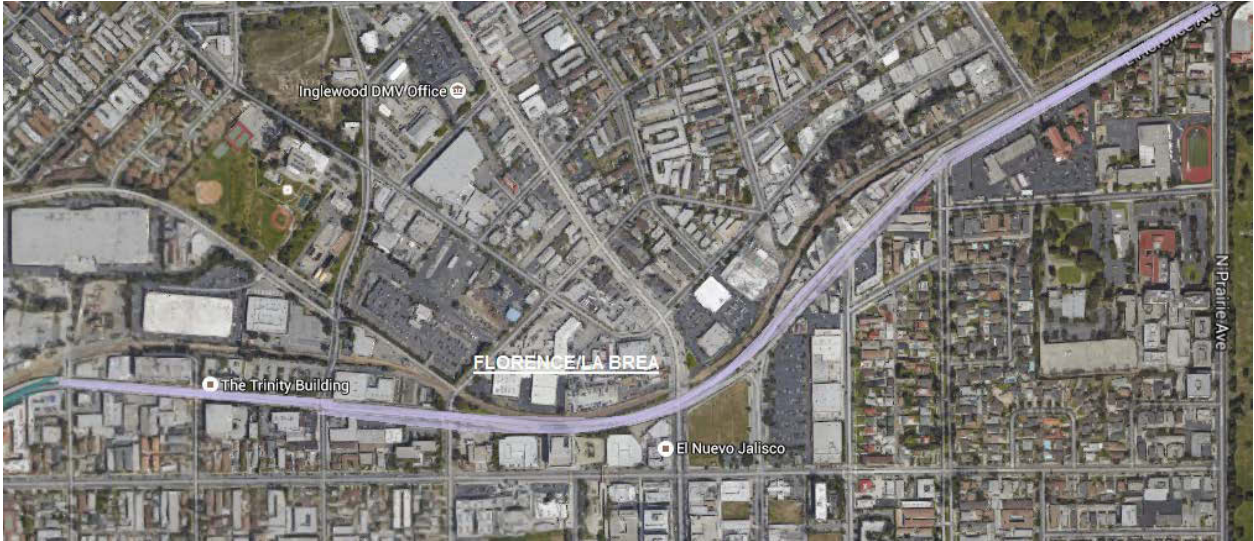
48th to 60th

*Not yet impacted as of June 30, 2015



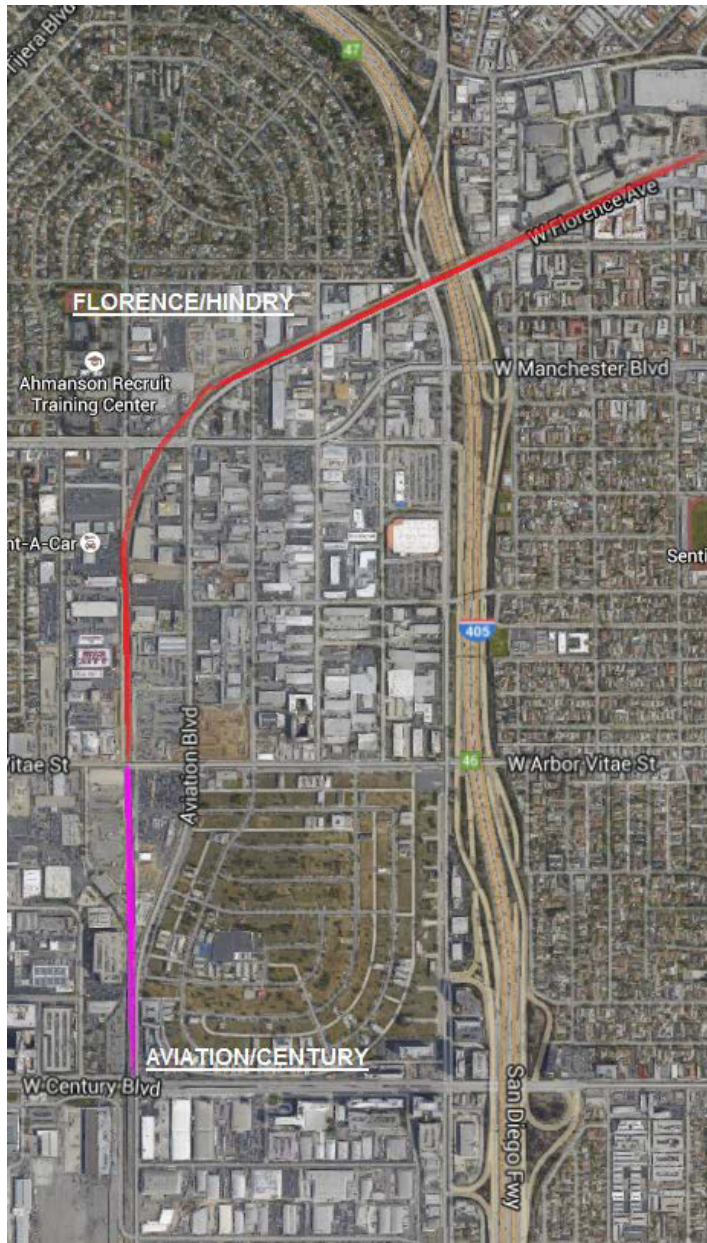
NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
0	\$0.00	FLORENCE/WEST

*Not yet impacted as of June 30, 2015



NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
0	\$0.00	FLORENCE/ LA BREA

*Not yet impacted as of June 30, 2015



NUMBER OF GRANTS	TOTAL GRANT AMOUNT	SECTION
0	\$0.00	FLORENCE/HINDRY
0	\$0.00	AVIATION/CENTURY

*Not yet impacted as of June 30, 2015

2.4.2 Little Tokyo Area of the Regional Connector

Not yet impacted as of June 30, 2015.

Regional Connector Transit Project



2.4.3 Purple Line Extension Phase 1

Not yet impacted as of June 30, 2015.

Metro Purple Line Extension

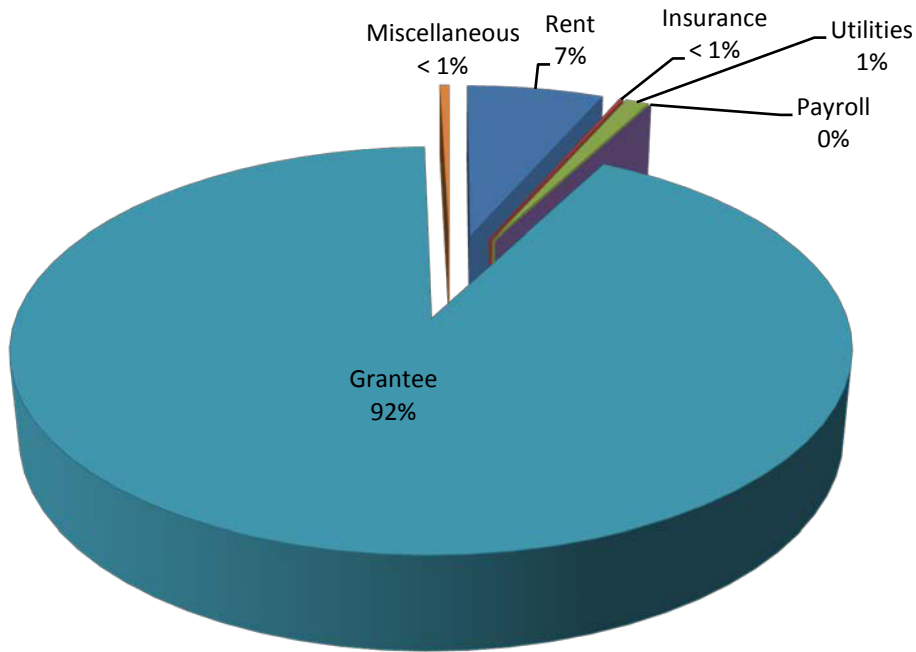


2.5 Grantee Statistics

The following charts (Figures 1-7) illustrate grant disbursement categories.

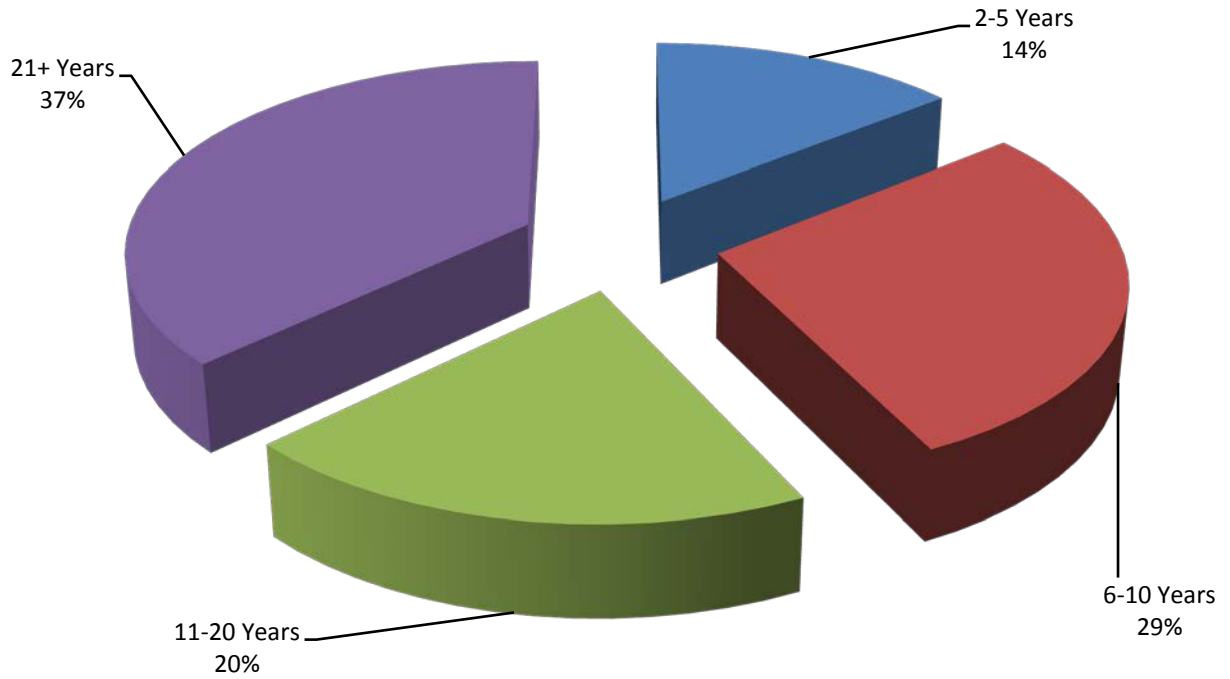
*See Attachment D for grant payment transaction detail.

Figure 1: Grant Disbursement Payments by Type



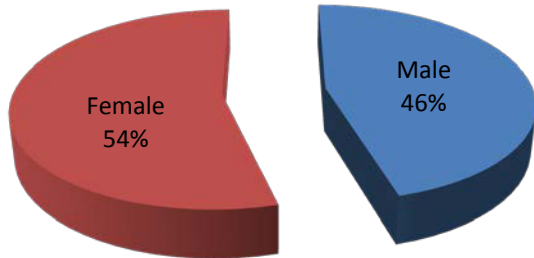
Grant Disbursement by Type	
Rent	\$ 44,507.59
Insurance	\$ 1,130.14
Utilities	\$ 7,500.73
Payroll	\$ -
Grantee	\$ 632,570.86
Miscellaneous	\$ 2,972.98
Total	\$ 688,682.30

Figure 2: Grant Disbursement by Years in Business



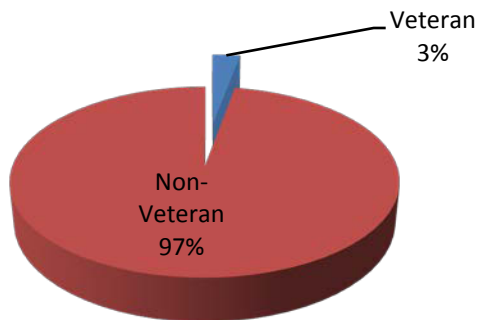
Grants by Years in Business	
2-5 Years	5
6-10 Years	10
11-20 Years	7
21+ Years	13

Figure 3: Grant Disbursement by Gender



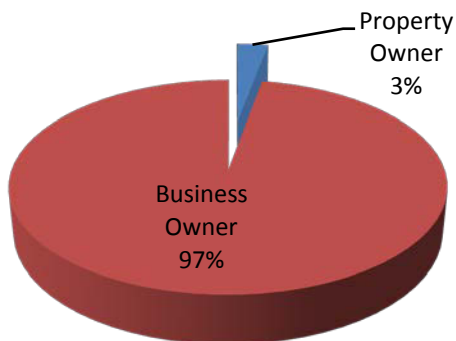
Grant Award by Gender	
Male	16
Female	19

Figure 4: Grant Disbursement by Veteran Status



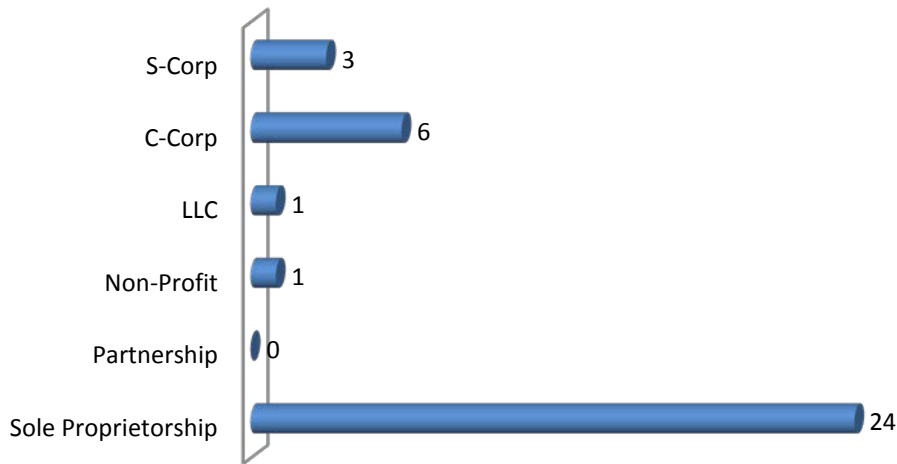
Grant Award by Veteran Status	
Veteran	1
Non-Veteran	34

Figure 5: Property Owner vs. Business Owner



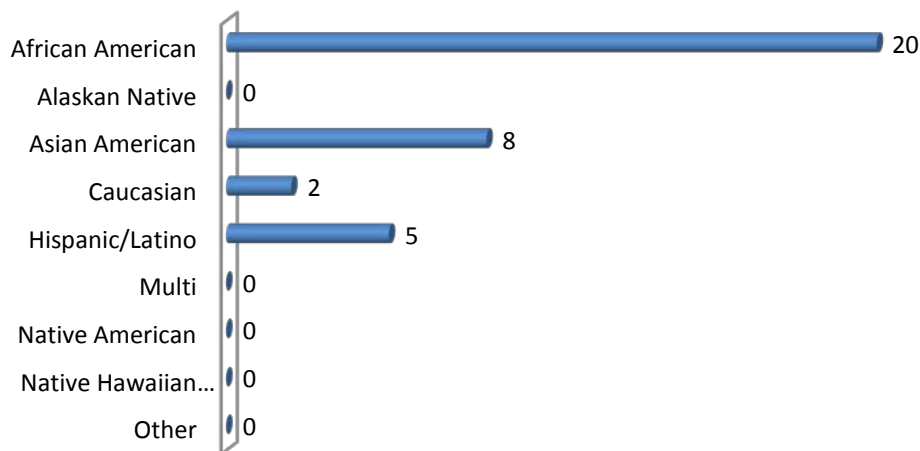
Property Owner vs. Business Owner	
Property Owner	1
Business Owner	34

Figure 6: Grant Disbursement by Business Type



Grant Disbursement by Business Type	
S-Corp	3
C-Corp	6
LLC	1
Non-Profit	1
Partnership	0
Sole Proprietorship	24

Figure 7: Grant Disbursement by Ethnicity



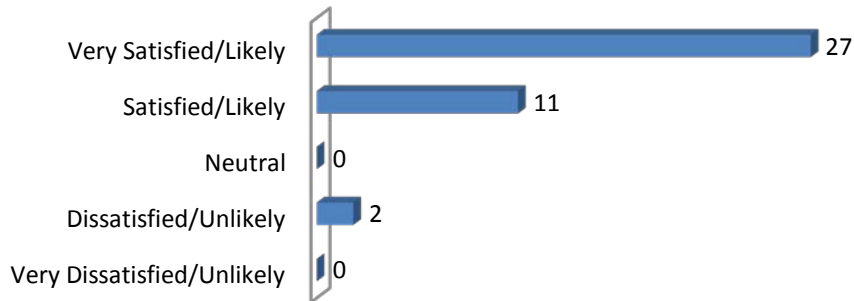
Grant Disbursement by Ethnicity	
African American	20
Alaskan Native	0
Asian American	8
Caucasian	2
Hispanic/Latino	5
Multi	0
Native American	0
Native Hawaiian /Pac. Islander	0
Other	0

3.1 Client Satisfaction Survey Report

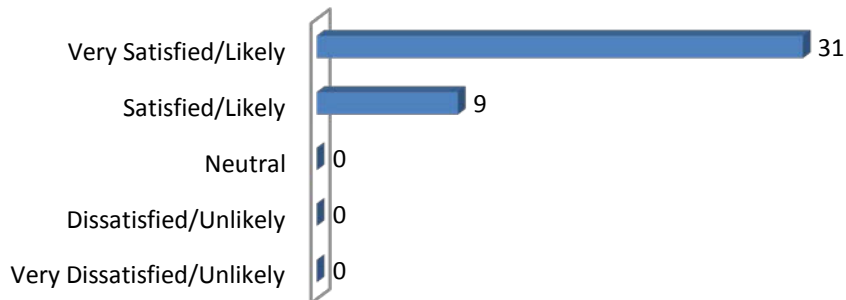
The intent of the client satisfaction survey is to assess the initial client experience and contact with the BIF Program process. This survey was distributed to BIF applicants after the first visit with their assigned Business Advisor.

*See Attachment E1 for actual survey administered.

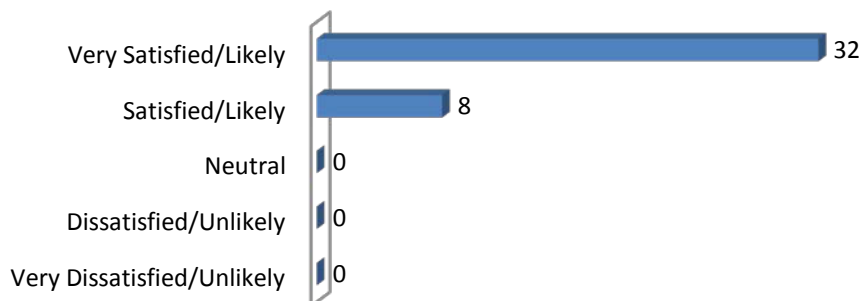
Question 1: How would you rate your overall satisfaction with us?



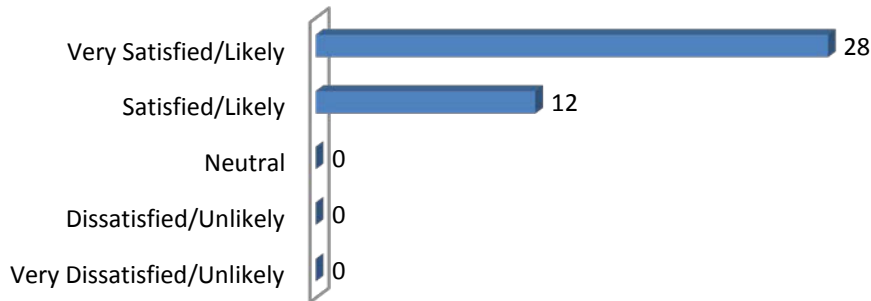
Question 2a: Please rate us on the following experiences: Customer Service



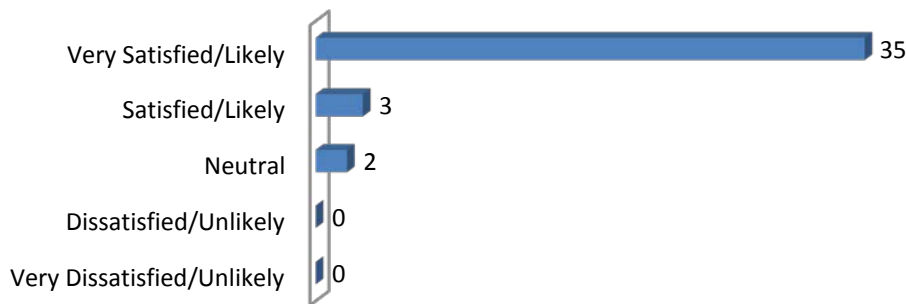
Question 2b: Please rate us on the following experiences: Professionalism



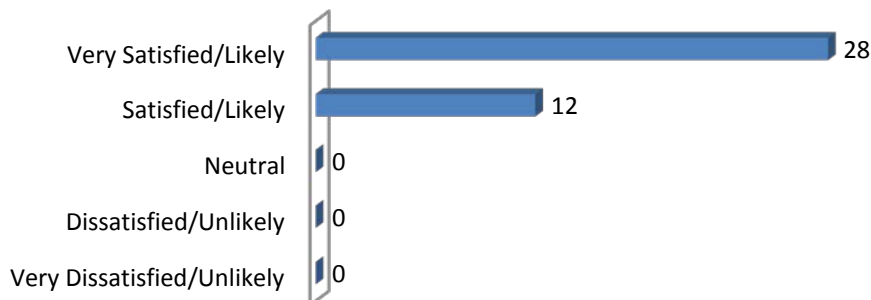
Question 2c: Please rate us on the following experiences: Quality of Services



Question 3: How likely would you recommend us to a friend/business owner?



Question 4: If needed, will you use our services in the future?



Comments (Client Satisfaction Survey)

The following are a few of the comments from those applicants who answered the question: Do you have any suggestions for improving our services?

- “Absolutely none.”
- “Thanks for being there for us and for doing your best to help us.”
- “Excellent service.”
- “Everything was excellent. Great people, great experience.”

3.2 Client Process Evaluation Form

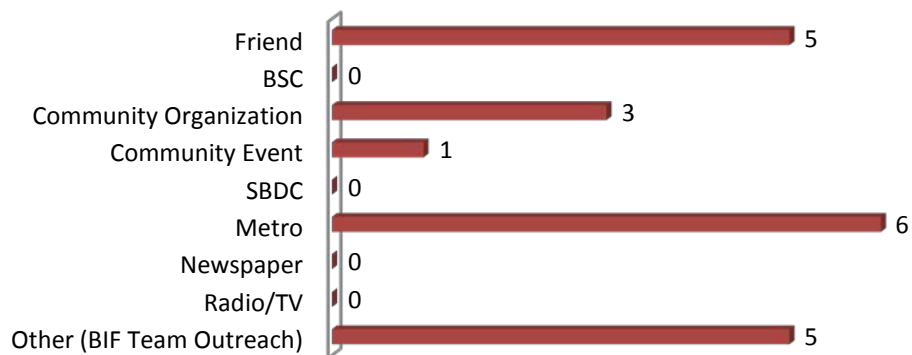
The intent of the Client Process Evaluation Form is to assess the performance of the assigned Business Advisor and to evaluate the application and complete program processes of the BIF. This survey was distributed to BIF grantees at the end of the BIF grant process.

*See Attachment E2 for actual survey administered.

Question 1: Do you presently own or manage a business?



Question 2: How did you hear about the BIF?



Question 3: Was the BIF application form easy to complete and submit?



Question 4: Did you receive an appointment with a BIF Business Advisor in a timely manner?



Question 5: Was your initial contact with the BIF informative and friendly?



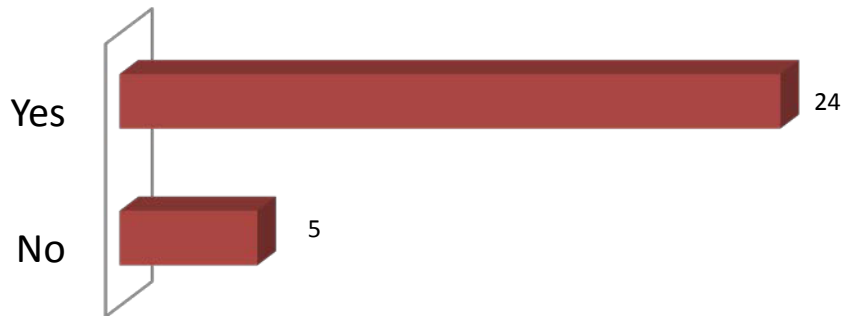
Question 6: Are you satisfied with the assistance you received?



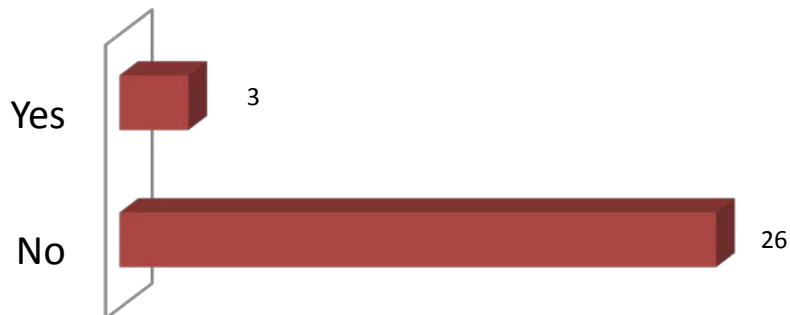
Question 7: Are you getting the assistance you need at this time?



Question 8: Did you receive specific recommendations and/or referral services?



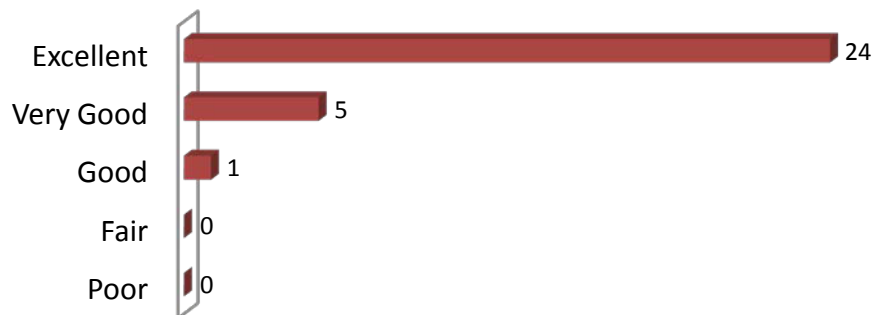
Question 9: Were there advising areas where we were not able to assist you?



Question 10: Was the overall BIF application process smooth?



Question 11: How would you rate the business advising services you received at the BIF?



The following are a few comments from those applications who answered the question: Any additional comments?

- “The experience was great and the product knowledge was well appreciated.”
- “I was very impressed with how smooth the process was in getting this grant. Thanks to all involved.”
- “Wonderfully attentive and helpful advisor.”
- “This program is a God-send.”
- “Disappointed that projected revenues are not considered in the analysis- this is essential to our business moving forward.”

Conclusion: The overall results of both surveys indicate that BIF applicants are very satisfied with the client experience at PCR as well as the BIF application process and general program procedures. At this time, PCR has not identified any major issues or problematic areas in the analysis of the survey responses.

*Note: Not all applicants choose to complete a survey or answer every question. The survey results charted here are based on responses PCR has been able to capture from applicants. Additionally, the total number of surveys does not equal total number of grants due to business owners receiving multiple grants.

4.1 Frequently Asked Questions

BIF team members are consistently asked the following questions:

4.2 How do I apply to the BIF?

The BIF application process is seamless, convenient and web-based. The application is located on the Pacific Coast Regional Small Business Development Corporation (PCR) website at www.pcrcorp.org. Simply go online to the webpage, scroll down to the Metro icon, click on it to begin. You will be asked for your email address and to create a password. Then answer the application questions and click submit. The application should take no more than 15 minutes to complete. Once your application is submitted, you should receive a call from a BIF Business Advisor within 24 hours to set up a meeting and begin the process.

4.3 How long does it take to get a grant?

Once an applicant has met with their business advisor and all requested financial documents have been submitted, it generally takes less than 9 business days to have a check in hand.

4.4 What do you need from me?

Your willingness and ability to get your financial documentation to your business advisor in a timely manner. You will need to provide a copy of your current year tax return and any of the following documents to demonstrate your revenue:

- Business bank statements
- Board of Equalization statements (BOE)
- Sales receipts
- Other documentation that shows your business revenue

4.5 How do you keep my financial documents secure?

The BIF application and any financial documents submitted in the online application system are secured by establishing your personal account when asked to input your email address and create a password. Any documents submitted by hard copy are kept secure in a locked file at the PCR office. PCR has not experienced any breach or accidental release of information in the 37 years PCR has been in business and take the client's confidentiality very seriously.

5.1 Observations

The following are issues PCR has observed in the execution of the BIF Program to date:

- a. Business owners who went out of business before the BIF was operational. A few businesses said they were trying to hang on for the BIF but closed shop in December 2014 and January 2015.
- b. Substantial increase in the number of applications received as a direct result of the door to door canvassing. Meeting business owners face to face has been extremely beneficial as many were skeptical that the "money was real". Putting a face to the BIF Program gives business owners a personal connection and makes the program tangible for them.
- c. Those business owners that have received grants have been very helpful in spreading the word to their neighbors to apply to the BIF. Grantees are also more than willing to speak at outreach events on behalf of the BIF and share their experiences.

- d. Major difference in quality of the applications submitted. PCR is receiving more applications that have comprehensive documentation no doubt due to the increasing experience in what is needed to document the grant requests and being able to reach out to many business owners ahead of direct impact.
- e. However, PCR is still finding a significant number of businesses on the Crenshaw Corridor that do not have adequate financials to document their business transactions and revenues. Also, many of these same businesses have not filed tax returns.
- f. The tide is shifting. There appears to be a number of businesses that are considering applying who thought impact would come and go and that they might weather the storm. But as it turns out, impact is lasting much longer than anticipated and they are NOW excited to apply to the BIF.
- g. Myth: Cash businesses are not eligible for the BIF. Not true. PCR just funded a grant for a sole proprietor barber that was a cash business but had filed verified tax returns that PCR could compare business revenue year over year, pre-impact period and impact period.
- h. The change in the actual application which allows the applicant to state in their own words how Metro construction impacted their business is a good tool and gives us a unique insight into how the construction impact is perceived and their attitude about it. It also gives the applicant an opportunity to share which has been well received.
- i. Language barrier problems: PCR is well prepared to handle issues with small business owners who don't speak English or is not their first language. Usually in these cases, PCR has found that the business owner has a relative, CPA and other colleague that has a command of the English language to assist. PCR's business advisor, Brian Lazo is bilingual- Spanish. PCR also has access to interpreters through the BSC and Metro. To date, PCR has funded **4** Korean speaking businesses and **3** Spanish speaking businesses.

6.1 Monthly Testimonial

- **Business Name:** *Lula Washington Dance Theater*
- **Address:** *3773 Crenshaw Boulevard, Los Angeles, CA 90016*
- **Phone Number:** *(323) 292-2852*
- **Date Business Opened:** *January, 1980*
- **Business Designation:** *Non-Profit 501 (c) (3)*
- **Website Address:** *www.lulawashington.org*
- **Business Category:** *Modern Dance Performance School*
- **Grant Amount:** *\$50,000*
- **Unique Qualities:** *1st Non-Profit Grantee. Financial analysis was based upon earned income demonstrated from Dance School student tuition as reported on tax return and P&L statement.*

Business Narrative

Lula Washington Contemporary Dance Foundation (LWCDF) is a 501(c)3 tax-exempt non-profit organization founded in 1980 by Lula and Erwin Washington to provide a creative outlet for minority dance artists in South Los Angeles. The Foundation seeks to build bridges between people of different cultures and ethnic backgrounds through its inter-related parts: the professional Dance Company (Lula Washington Dance Theatre), the [Dance School](#), the Youth Dance Ensemble, and the [Dance Studio](#). LWCDF, located along Crenshaw Metro corridor in 2004 after losing its first home in the 1990 Northridge earthquake, and its second home to fire. LWCDF's dance school has garnered a reputation as one of the best in Los Angeles. The professional company as noted in the following Wikipedia entry is mentioned among the top dance companies in the nation: *There are a number of notable African American modern dance companies using African American cultural dance as an inspiration, amongst these are the Alvin Ailey American Dance Theater, Dance Theater of Harlem and Lula Washington Dance Theater.*

Metro construction impacted the Lula Washington Contemporary Dance Foundation from April 2014 – December of 2014. When Metro construction began Lula and Erwin indicated that student enrollment fell by approximately 50% severely impacting LWCDF's ability to operate at maximum efficiency. However, not a stranger to hard times, they persevered and continued to offer dance classes with fewer students and volunteer instructors, while having to postpone their tours. They provided excellent financial documents including Profit and Loss statements that clearly demonstrated their business revenue loss. Their BIF grant award of \$50,000 will help them stay afloat during construction. Erwin and Lula look forward to the Metro train being completed and bringing even more students to LWCDF.

"We are so happy about this. I want to thank Angela and Andre and the whole team for making this happen for us. We need it badly. It is coming at a time when we were impacted greatly by Metro construction. We are overjoyed about this. And, it is going to help a lot of kids." - Erwin Washington



ATTACHMENT A

APPLICATION TO GRANT TURNAROUND ANALYSIS

Attachment A: Application to Grant Turnaround Analysis

	Business Name	Business Owner	Date of Complete File	Grant Approval Date	Business Days to Turnaround	Notes
1	Lili Wigs	Jerry Song	3/12/2015	3/19/2015	6	
2	1st Choice Driving and Traffic School	Gibert Carrillo	3/16/2015	3/19/2015	4	
3	Design Studio 27	Marilyn Brown	3/6/2015	3/19/2015	10	
4	Parisian Wigs, Inc.	Cynthia Park	3/12/2015	3/19/2015	6	
5	One of a Kind Hats	Sonja Robinson	3/23/2015	4/9/2015	14	No GAC on 03/26 and 04/02
6	Crenshaw Industrial Medical Clinic	Dr. Paul Guidry	3/31/2015	4/9/2015	8	
7	James Brumfield Design	Dawn Brumfield	4/3/2015	4/9/2015	5	
8	Metropolitan Optical	Jose Diaz	4/9/2015	4/16/2015	6	
9	Crenshaw Car Wash	Nuriel Zeituni	4/3/2015	4/16/2015	10	Waited for 4506-T to verify
10	Gina of Beverly Hills Salon	Regina Wilson	4/3/2015	4/16/2015	10	Waited for manual sales ledger
11	More than Hair Salon	Tracie Smith	4/23/2015	4/30/2015	6	
12	John Nibo	John Nibo	4/21/2015	4/30/2015	8	
13	Jendayi, Inc.	Monnae Michael	5/1/2015	5/7/2015	5	
14	Tak's Coffee Shop	Florentino Bravo	4/29/2015	5/7/2015	7	
15	Call The Tax Doctor.com	Kevin Hayes	4/29/2015	5/7/2015	7	
16	Tax Ease Plus Accounting	Taylor Mayfield	5/1/2015	5/14/2015	10	
17	Lili Wigs	Jerry Song	5/14/2015	5/21/2015	6	
18	Crenshaw Discount Store	Hyung Park	5/14/2015	5/28/2015	11	Waited for signed 4506-T
19	Total Body Nutrition	Sonia Robinson	5/19/2015	5/28/2015	8	
20	Parisian Wigs, Inc.	Cynthia Park	5/18/2015	5/28/2015	9	
21	Rustyro, Inc.	Ronald Graves	5/22/2015	5/28/2015	5	
22	Maurice Guillmeno	Maurice Guillmeno	5/21/2015	5/28/2015	6	
23	Southern Girl Desserts, LLC	Catarah Coleman	5/21/2015	5/28/2015	6	
24	Elegant Chic Purse	Chinyere Jackson	5/18/2015	5/28/2015	9	
25	Crenshaw Gold for Cash	Gennady Tikhonov	6/10/2015	6/11/2015	2	Rewrite from 05/07/15
26	Cynthia Park - Property Owner	Cynthia Park	6/2/2015	6/11/2015	8	
27	Lula Washington Dance Theater	Erwin Washington	5/27/2015	6/11/2015	12	First non-profit analysis
28	Cool Muffler Electric Auto Repair	Ingrid Gudiel	6/12/2015	6/18/2015	5	
29	Sense Fashion	Eunice Pae	6/15/2015	6/18/2015	4	
30	Black Sheep Insurance	Erica Sykes	6/12/2015	6/18/2015	5	
31	A Sharp Edge Beauty & Barber Salon	Jacquelyn Hunt	6/8/2015	6/18/2015	9	
32	Ebony Wigs Beauty Supply	Ki Han	6/16/2015	6/25/2015	8	
33	Nationwide Insurance	Lucious Wilder	6/15/2015	6/25/2015	9	
34	Proby's Tax Service	Elaine Proby	6/16/2015	6/25/2015	8	
35	Dave's Tattoos	David Velazquez	6/16/2015	6/25/2015	8	

Average Submission Time (in calendar days)

7.43

Applications Processed Within 9 Business Days:

28

ATTACHMENT B

COMMUNITY OUTREACH AND COMMUNICATION ACTIVITIES CALENDAR

Attachment B: Metro BIF Outreach Activities Calendar

<u>OUTREACH EVENT NAME</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>BIF STAFF ASSIGNED</u>	<u>PROJECT CORRIDOR</u>
Beverly Hills Chamber of Commerce Meeting	Thurs. March 19, 2015	8 a.m - 10 a.m.	9400 S. Santa Monica Blvd., Beverly Hills, CA 90210	Angela	Phase 1 Purple Line Extension
Eat, Shop Play Community Fest	Sat. March 21, 2015	10 a.m. - 4 p.m.	Leimert Park Village	Angela, Devon, Andre	Crenshaw/LAX
Mayor's Small Business Resource Fair	Sat. March 28, 2015	10 a.m. - 2 p.m.	Baldwin Crenshaw Mall Center Court	Angela, Devon, Robert	Crenshaw/LAX
Crenshaw Chamber Meeting	Thurs. April 16, 2015	12 p.m. - 2:00 p.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
BIF Canvassing	Fri. April 17, 2015	8:00 a.m. - 5:00 p.m.	Crenshaw/Exposition	Angela, Devon, Andre	Crenshaw/LAX
BIF Presentation - Little Tokyo Connector	Tue. April 28, 2015	11:30 a.m. - 1:30 p.m.	Japanese American Museum, Alameda & 1st	Angela, Brian, Bryan	Crenshaw/LAX
2015 Business Mixer (West Adams Worksource Center & Crenshaw Chamber)	Thurs. April 30, 2015	6:00 p.m. - 8:00 p.m.	2900 Crenshaw Boulevard, Los Angeles, CA 90016	Angela	Crenshaw/LAX
Crenshaw Square Visit	Mon. May 11, 2015	3:00 p.m - 5:00 p.m.	3860-3870 Crenshaw Blvd.	Angela	Crenshaw/LAX
Greater Wilshire Neighborhood Council Presentation	Wed. May 13, 2015	7:00 p.m. - 8:00 p.m.	Ebell Theater - 4401 W. 8th Street, Los Angeles, CA 90005	Angela	Phase 1 Purple Line Extension
Keynote Speaker @ Crenshaw Chamber Meeting	Thurs. May 21, 2015	12 p.m. - 2:00 p.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
Sec 1 Construction Community Meeting	Thurs. May 21, 2015	5:30 p.m. - 7:00 p.m.	Temple Beth Am, 1039 S. La Cienega Blvd. 90035	Angela	Phase 1 Purple Line Extension
BIF Canvassing	Fri. May 22, 2015	8:00 a.m. - 5:00 p.m.	Crenshaw/Exposition	Angela, Devon, Andre	Crenshaw/LAX
Metro Construction Update Community Meeting	Thurs. May 28, 2015	6:00 p.m. - 7:30 p.m.	Inglewood City Hall - 1 Manchester Blvd., Inglewood, CA 90301	Angela	Crenshaw/LAX
Little Tokyo Regional Connector Project Update Meeting	Wed. June 3, 2015	5:30 p.m. - 7:30 p.m.	100 W. 1st Street - Deaton Auditorium	Angela	Little Tokyo
Recycling Black Dollars Presentation	Tue. June 9, 2015	8:00 a.m. - 10:00 a.m.	Denny's 3740 S. Crenshaw Blvd. Los Angeles, CA 90016	Angela	Crenshaw/LAX
Baldwin Hills Crenshaw Mall Quarterly Tenants Meeting	Wed. June 17, 2015	8:30 a.m - 10 a.m.	Baldwin Crenshaw Mall Center Court	Angela	Crenshaw/LAX
Little Tokyo Community Forum	Wed. June 17, 2015	6:00 p.m. - 8:00 p.m.	St. Francis Xavier Japanese Catholic Church - 222 S. Hewitt Street Classroom #3	Angela	Little Tokyo
PCR Workshop	Mon. June 22, 2015	10:00 a.m. - 12:00 p.m.	Pacific Coast Regional - Lottie Center for Business Excellence	Andre	Crenshaw/LAX
Eat, Shop Play - Inglewood	Fri. June 26, 2015	11:30 a.m. - 2:00 p.m.	Orleans & York 400 E. Florence Ave. Inglewood, CA 90301	Angela	Crenshaw/LAX
The Leimert Park Village 20 20 Initiative	Sat. June 27, 2015	8:00 a.m. - 3:00 p.m.	Leimert Park Village	Angela	Crenshaw/LAX
BIF Workshop - Little Tokyo	Tue. June 30, 2015	6:00 p.m. - 8:00 p.m.	Little Tokyo Branch Library 200 S. Los Angeles Street Los Angeles, CA 90012	Angela	Little Tokyo

ATTACHMENT C

GRANT AWARD MATRIX - CRENSHAW/LAX

Attachment C: BIF Grant Awards June 25, 2015

Business Name	Business Owner	Business Address	Council District	Years in Business	Business Type	Grant Approval Date	Grant Payment Date	Rail Corridor
Design Studio 27	Marilyn Brown	3679 Crenshaw Blvd. Suite 219 Los Angeles, CA 90016	10	25	Service; hair salon	3/19/2015	4/1/2015	CLAX
1st Choice Driving and Traffic School	Gibert Carrillo	4112 Crenshaw Blvd. Los Angeles, CA 90008	10	9	Service; traffic school	3/19/2015	4/1/2015	CLAX
Lili Wigs	Jerry Song	4072 Crenshaw Boulevard Los Angeles, CA 90008	10	43	Retail; speciality hair products	3/19/2015	4/1/2015	CLAX
Parisian Wigs, Inc.	Cynthia Park	4102 S. Crenshaw Boulevard Los Angeles, CA 90008	10	47	Retail; speciality hair products	3/19/2015	4/1/2015	CLAX
Crenshaw Industrial Medical Clinic	Dr. Paul Guidry	4343 Crenshaw Blvd. Suite 305 Los Angeles, CA 90008	8	22	Service	4/9/2015	4/15/2015	CLAX
One of a Kind Hats	Sonja Robinson	3856 Crenshaw Boulevard Los Angeles, CA 90008	10	28	Retail	4/9/2015	4/15/2015	CLAX
James Brumfield Design	Dawn Brumfield	3650 West Martin Luther King Jr. Boulevard Los Angeles, CA 90008	8	16	Retail	4/9/2015	4/15/2015	CLAX
Gina of Beverly Hills Salon	Regina Wilson	3870 Crenshaw Blvd., Suite 103 Los Angeles, CA 90008	10	9	Service; hair salon	4/16/2015	4/22/2015	CLAX
Crenshaw Car Wash	Nuriel Zeituni	4220 Crenshaw Boulevard Los Angeles, CA 90008	10	30	Service	4/16/2015	4/22/2015	CLAX

Attachment C: BIF Grant Awards June 25, 2015

Business Name	Business Owner	Business Address	Council District	Years in Business	Business Type	Grant Approval Date	Grant Payment Date	Rail Corridor
Metropolitan Optical	Jose Diaz	3848 Crenshaw Boulevard Los Angeles, CA 90008	10	40	Retail	4/16/2015	4/23/2015	CLAX
John Nibo	John Nibo	4074 Crenshaw Boulevard Los Angeles, CA 90008	10	8	Commercial property Owner	4/30/2015	5/1/2015	CLAX
More than Hair Salon	Tracie Smith	3411 1/2 West 43rd Place Los Angeles, CA 90008	10	8	Service; hair salon	4/30/2015	5/1/2015	CLAX
Tak's Coffee Shop	Florentino Bravo	3870 Crenshaw Blvd., Suite 101 Los Angeles, CA 90008	10	23	Restaurant	5/7/2015	5/13/2015	CLAX
Jendayi, Inc.	Monnae Michael	3650 West Martin Luther King Jr Blvd Ste# 245 Los Angeles, CA 90008	8	7	Jewelry Store	5/7/2015	5/13/2015	CLAX
Call The Tax Doctor.com	Kevin Hayes	3860 Crenshaw Blvd #203 Los Angeles, CA 90008	10	20	Tax Preparer	5/7/2015	5/13/2015	CLAX
Tax Ease Plus Accounting	Taylor Mayfield	4371 Crenshaw Blvd. Unit B2 Los Angeles, CA 90008	8	3	Tax Preparer	5/14/2015	5/20/2015	CLAX
Lili Wigs	Jerry Song	4072 Crenshaw Boulevard Los Angeles, CA 90008	10	43	Retail, Specialty Hair	5/21/2015	5/26/2015	CLAX
Maurice Guillmeno	Maurice Guillmeno	4283 Crenshaw Boulevard Los Angeles, CA 90008	8	20	Barber	5/28/2015	6/3/2015	CLAX

Attachment C: BIF Grant Awards June 25, 2015

Business Name	Business Owner	Business Address	Council District	Years in Business	Business Type	Grant Approval Date	Grant Payment Date	Rail Corridor
Rustyro, Inc.	Ronald Graves	3650 West Martin Luther King Los Angeles, CA 90008	8	14	Hair Salon	5/28/2015	6/3/2015	CLAX
Elegant Chic Purse	Chinyere Jackson	3650 Martin Luther King Blvd Los Angeles, CA 9008	8	7	Retail	5/28/2015	6/3/2015	CLAX
Southern Girl Desserts, LLC	Catarah Coleman	3650 West Martin Luther King Jr. Blvd., Suite 100 Los Angeles, CA 90008	8	7	Bakery	5/28/2015	6/3/2015	CLAX
Crenshaw Discount Store	Hyung Park	3657 Crenshaw Blvd. Los Angeles, CA 90016	10	3	Retail	5/28/2015	6/3/2015	CLAX
Total Body Nutrition	Sonia Robinson	3650 Martin Luther King Blvd. Los Angeles, CA 90008	8	19	Retail	5/28/2015	6/3/2015	CLAX
Parisian Wigs, Inc.	Cynthia Park	4102 S. Crenshaw Boulevard Los Angeles, CA 90008	10	47	Retail	5/28/2015	6/3/2015	CLAX
Cynthia Park - Property Owner	Cynthia Park	4086/4114 Crenshaw Blvd. Los Angeles, CA 90008	10	17	Commercial Property Owner	6/11/2015	6/17/2015	CLAX
Crenshaw Gold for Cash	Gennady Tikhonov	4343 Crenshaw Blvd. Suite 106 Los Angeles, CA 90008	8	2	Retail	6/11/2015	6/17/2015	CLAX
Lula Washington Dance Theater	Erwin Washington	3773 Crenshaw Blvd. Los Angeles, CA 90016	10	35	Non-Profit Service	6/11/2015	6/17/2015	CLAX

Attachment C: BIF Grant Awards June 25, 2015

Business Name	Business Owner	Business Address	Council District	Years in Business	Business Type	Grant Approval Date	Grant Payment Date	Rail Corridor
A Sharp Edge Beauty & Barber Salon	Jacquelyn Hunt	4088 Crenshaw Blvd. Los Angeles, CA 90008	10	2	Service	6/18/2015	6/24/2015	CLAX
Sense Fashion	Eunice Pae	3868 Crenshaw Blvd. Los Angeles, CA 90008	10	6	Retail	6/18/2015	6/24/2015	CLAX
Black Sheep Insurance Services	Erica Sykes	3886 Crenshaw Blvd. Los Angeles, CA 90008	10	15	Service	6/18/2015	6/24/2015	CLAX
Cool Muffler Electric Auto Repair	Ingrid Alvarez de Gudiel	4252 Crenshaw Blvd. Los Angeles, CA 90008	10	8	Service	6/18/2015	6/24/2015	CLAX
Proby's Tax Service	Elaine Proby	3870 Crenshaw Blvd. Ste. 226 Los Angeles, CA 90008	10	31	Service	6/25/2015	7/1/2015	CLAX
Dave's Tattoo	David Velazquez	4343 Crenshaw Blvd. #102 Los Angeles, CA 90008	8	5	Service	6/25/2015	7/1/2015	CLAX
Ebony Wigs Beauty Supply	Ki Han	3677 Crenshaw Blvd. Los Angeles, CA 90016	10	34	Retail	6/25/2015	7/1/2015	CLAX
Nationwide Insurance	Lucious Wilder	3631 Crenshaw Blvd. Suite 101 Los Angeles, CA 90016	10	9	Service	6/25/2015	7/1/2015	CLAX

ATTACHMENT D

**GRANT AWARD
TRANSACTIONS**

Pacific Coast Regional Corporation
Attachment D: Transactions by Account

	Date	Grantee Business	As of June 30, 2015 Name	Amount	Balance
Apr 15					0.00
	04/01/2015	Parisian Wigs	MS. CYNTHIA PARK	-2,549.00	-2,549.00
	04/01/2015	Parisian Wigs	LOS ANGELES DWP	-675.73	-3,224.73
	04/01/2015	Design Studio 27	MARILYN BROWN	-9,221.27	-12,446.00
	04/01/2015	Lili Wigs	JERRY YONGHAN SONG	-9,384.00	-21,830.00
	04/01/2015	1st Choice Driving and Traffic School	GILBERTO CARRILLO	-44,480.00	-66,310.00
	04/14/2015	James Brumfield Designs	DAWN BRUMFIELD	-3,192.00	-69,502.00
	04/14/2015	One-of-a-Kind Hats	SONJA T. ROBINSON	-629.50	-70,131.50
	04/14/2015	Crenshaw Industrial Medical Clinic	PAUL L. GUIDRY MD, INC.	-50,000.00	-120,131.50
	04/21/2015	Metropolitan Optical	JOSE A. DIAZ DBA METROPOLITAN OPTICAL	-1,581.79	-121,713.29
	04/21/2015	Gina of Beverly Hills	LOS ANGELES D.W.P.	-580.44	-122,293.73
	04/21/2015	Gina of Beverly Hills	REGINA WILSON	-5,255.56	-127,549.29
	04/21/2015	Crenshaw Carwash	NURIEL ZEITUNI dba CRENSHAW CARWASH	-38,369.43	-165,918.72
	04/21/2015	Crenshaw Carwash	LOS ANGELES DWP	-3,102.57	-169,021.29
	04/21/2015	Crenshaw Carwash	HAMNI BANK	-8,528.00	-177,549.29
				-177,549.29	-177,549.29
Apr 15					0.00
May 15					0.00
	05/05/2015	More Than Hair Salon	CITY OF LOS ANGELES OFFICE OF FINANCE	-350.70	-350.70
	05/05/2015	More Than Hair Salon	ROBERT MONRENO INSURANCE AGENCY	-435.00	-785.70
	05/05/2015	More Than Hair Salon	TRACIE H SMITH dba MORE THAN HAIR SALON	-1,205.30	-1,991.00
	05/05/2015	John Nibo	JOHN E NIBO	-30,400.00	-32,391.00
	05/12/2015	Jendayi, Inc.	RFP INSURANCE AGENCY	-550.00	-32,941.00
	05/12/2015	Jendayi, Inc.	BOARD OF EQUILIZATION	-127.00	-33,068.00
	05/12/2015	Jendayi, Inc.	BOARD OF EQUILIZATION	-318.00	-33,386.00
	05/12/2015	Jendayi, Inc.	JENDAYI INCORPORATED	-8,388.03	-41,774.03
	05/12/2015	Tak's Coffee Shop	TAK'S COFFEE SHOP INCORPORATED	-17,942.70	-59,716.73
	05/12/2015	Call the Tax Doctor.com	CALL THE TAX DOCTOR.COM INC.	-3,045.57	-62,762.30
	05/19/2015	Tax Ease Plus Accounting	EUNICE KIM	-1,730.00	-64,492.30
	05/19/2015	Tax Ease Plus Accounting	LOS ANGELES DWP	-859.56	-65,351.86
	05/19/2015	Tax Ease Plus Accounting	TAYLOR MAYFIELD	-5,377.78	-70,729.64
	05/26/2015	Lili Wigs	DWP	-280.59	-71,010.23
	05/26/2015	Lili Wigs	JERRY Y. SONG	-4,316.93	-75,327.16
	05/26/2015	Lili Wigs	DWP	-256.48	-75,583.64
				-75,583.64	-75,583.64
May 15					0.00
Jun 15					0.00
	06/03/2015	Parisian Wigs, Inc.	PARISIAN WIGS, INC.	-953.47	-953.47
	06/03/2015	Parisian Wigs, Inc.	LADWP	-686.63	-1,640.10
	06/03/2015	Parisian Wigs, Inc.	THE GAS COMPANY	-126.27	-1,766.37
	06/03/2015	Parisian Wigs, Inc.	CITY OF LOS ANGELES TREASURER	-817.63	-2,584.00
	06/03/2015	Elegant Chic Purse	CHINYERE JACKSON	-3,471.53	-6,055.53
	06/03/2015	Total Body Nutrition dba GNC	TOTAL BODY NUTRITION, INC.	-14,615.36	-20,670.89
	06/03/2015	Total Body Nutrition dba GNC	LADWP	-596.65	-21,267.54
	06/03/2015	Southern Girl Desserts, LLC	SOUTHERN GIRL DESSERTS, LLC	-27,404.99	-48,672.53
	06/03/2015	Southern Girl Desserts, LLC	CITY OF LOS ANGELES, PUBLIC WORKS SANIT,	-238.25	-48,910.78
	06/03/2015	Southern Girl Desserts, LLC	CITY OF LOS ANGELES DEPARTMENT OF PUBL	-97.56	-49,008.34

Pacific Coast Regional Corporation
Attachment D: Transactions by Account

<u>Date</u>	<u>Grantee Business</u>	<u>As of June 30, 2015 Name</u>	<u>Amount</u>	<u>Balance</u>
06/03/2015	Southern Girl Desserts, LLC	CITY OF LA BUSINESS TAX	-410.67	-49,419.01
06/03/2015	Southern Girl Desserts, LLC	CAPRI RETAIL SERVICES, LLC	-21,848.53	-71,267.54
06/03/2015	Rustyro, Inc. dba Hair Architects	RUSTYRO, INCORPORATED	-41,098.94	-112,366.48
06/03/2015	Rustyro, Inc. dba Hair Architects	CAPRI RETAIL SERVICES, LLC	-8,901.06	-121,267.54
06/03/2015	Maurice Guillmeno	MAURICE GUILLMENO	-20,658.75	-141,926.29
06/05/2015	Crenshaw Carwash	HYUNG B. PARK	-50,000.00	-191,926.29
06/15/2015	Lula Washington Dance Theater	LULA WASHINGTON CONTEMPORY DANCE FOI	-50,000.00	-241,926.29
06/16/2015	Crenshaw Gold for Cash	GENNADY TIKHONOV	-26,215.00	-268,141.29
06/18/2015	Cynthia Park	CYNTHIA PARK	-24,000.00	-292,141.29
06/24/2015	A Sharp Edge Beauty Salon	JACQUELYN HUNT	-5,051.66	-297,192.95
06/24/2015	A Sharp Edge Beauty Salon	CYNTHIA PARK	-3,500.00	-300,692.95
06/24/2015	A Sharp Edge Beauty Salon	BOARD OF BARBERING & COSMETOLOGY	-75.00	-300,767.95
06/24/2015	Cool Muffler Electric Auto Repair	FRANCISCO GUDIEL AND	-7,939.54	-308,707.49
06/24/2015	Sense Fashion	EUNICE C. KIM	-5,556.84	-314,264.33
06/25/2015	Black Sheep Insurance Services	STATE OF CALIFORNIA FRANCHISE TAX BOAR	-873.98	-315,138.31
06/25/2015	Black Sheep Insurance Services	ALLIED PREMIUM FINANCE, INC.	-145.14	-315,283.45
06/25/2015	Black Sheep Insurance Services	BLACK SHEEP FINANCIAL SRV. INC.	-16,479.88	-331,763.33
06/30/2015	Proby's Tax & Accounting	Elaine Proby dba Proby's Tax & Accounting	-27,012.34	-358,775.67
06/30/2015	Dave's Tattoos	David Velazquez dba Dave's Tattoos	-24,157.34	-382,933.01
06/30/2015	Nationwide Insurance	Lucious Wilder dba Lucious Wilder Insuran	-2,616.36	-385,549.37
06/30/2015	Ebony Wigs Beauty Supply	Ki Hwan Han dba Ebony Wigs and Beauty	-50,000.00	-435,549.37
			<u>-435,549.37</u>	<u>-435,549.37</u>
			<u>-688,682.30</u>	<u>-688,682.30</u>

Jun 15

TOTAL

ATTACHMENT E1

**CLIENT SATISFACTION
SURVEY**

Metro Business Interruption Fund (BIF) Client Satisfaction Survey

Thank you for your participation in the Metro Business Interruption Fund (BIF). Please take the time to answer a few quick questions regarding your experience.

1. How would you rate your overall satisfaction with us?

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

2. Please rate us on the following experiences:

Customer Service

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

Professionalism

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

Quality of Services

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

3. How likely would you recommend us to a friend/business owner?

Very Likely Likely Neutral Unlikely Very Unlikely

4. If needed, will you use our services in the future?

Very Likely Likely Neutral Unlikely Very Unlikely

5. Do you have any suggestions for improving our services?

ATTACHMENT E2

**CLIENT PROCESS
EVALUATION FORM**



**Metro Business Interruption Fund (BIF)
Client Process Evaluation Form**

Dear BIF Client:

The desire of the Metro Business Interruption Fund (BIF) is to make the process of applying to the BIF as meaningful and beneficial as possible for our clients. You can help us by completing this form and returning it to us.

BIF BUSINESS ADVISOR NAME: _____

1. Do you presently own or manage a business? Yes No

2. How did you hear about the BIF?

<input type="checkbox"/> Friend	<input type="checkbox"/> SBDC
<input type="checkbox"/> Business Solutions Center (BSC)	<input type="checkbox"/> Metro
<input type="checkbox"/> Community Organization: _____	<input type="checkbox"/> Newspaper (name): _____
<input type="checkbox"/> Community Event: _____	<input type="checkbox"/> Radio/TV: _____
<input type="checkbox"/> Workshop: _____	<input type="checkbox"/> Little Tokyo Small Business Assistance Center
<input type="checkbox"/> Other: _____	

3. Was the BIF application form easy to complete and submit? Yes No

4. Did you receive an appointment with a BIF Business Advisor in a timely manner? Yes No

5. Was your initial contact with the BIF informative and friendly? Yes No
 If no, please comment: _____

6. Are you satisfied with the assistance you received? Yes No
 If no, please comment: _____

7. Are you getting the assistance you need at this time? Yes No Unsure
 If no or unsure, please explain: _____

8. Did you receive specific recommendations and /or referral services from the BIF Business Advisor? Yes No

9. Were there advising areas where we were not able to assist you? Yes No
 If yes, please list those areas: _____

10. Was the overall BIF application process smooth? Yes No

11. Generally speaking, how would you rate the business advising services you received at the BIF?

<input type="checkbox"/> Excellent	<input type="checkbox"/> Very Good	<input type="checkbox"/> Good
<input type="checkbox"/> Fair	<input type="checkbox"/> Poor	

12. Any additional comments? _____

Thank you for your time and consideration. If you would like us to contact you regarding any of your concerns please check the box and leave a phone number.

Please contact me at _____