

Eligibility

Completed by dmoore@mbdcpeoria.org on 5/12/2023 7:52 AM

Case Id: 35360

Name: Minority Business Development Center - 2023

Address: 2139 SW Adams St.

Eligibility

Please provide the following information.



City of Peoria Violence Prevention

City of Peoria
419 Fulton Street
Peoria, IL 61602
309-494-8600

Applications are available to not-for-profits, 501(c)3 organizations, and government agencies to provide violence prevention programs for City of Peoria residents.

Programs must meet the criteria of one of five priority areas: Thriving Neighborhoods, Empowered Youth & Young Adult, Restorative & Resilience, Intervention, or Violence Reduction. For these categories the minimum funding request is \$50,000 and the maximum funding request is \$400,000. All programs must be evidence-based and have measurable results. A total of \$1,200,000 is available for violence prevention with \$700,000 in federal funding from the American Rescue Plan and \$500,000 in state funding from the Illinois Department of Commerce and Economic Opportunity (DCEO).

There is also funding available specifically for Workforce Training. In addition to measuring the number of people served, these programs must also measure how many clients are connected to permanent employment. The minimum request for Workforce Training is \$150,000 and the maximum is \$300,000. A total of \$300,000 is available for Workforce Training in state funding from the Illinois Department of Commerce and Economic Opportunity (DCEO).

Eligible applications will be reviewed by the Community Development Block Grant (CDBG) Public Services Advisory Commission and agencies will be notified of funding decisions following City Council approval.

Questions? Contact grants@peoriagov.org

1. Does your program serve low-income residents of the City of Peoria?

Yes

2 Is your organization (or the lead agency) a not-for-profit, 501(c)3, or government agency?

NOTE: If your organization does not meet this requirement, you may partner with a qualifying "lead agency" that will serve as your fiscal agent.

Yes

3 Does your organization (or the lead agency) have a completed audit for its most recent fiscal year? (This must be a full audit. 990 forms do not meet this requirement.)

NOTE: If your organization does not meet this requirement, you may partner with a qualifying “lead agency” that will serve as your fiscal agent.

Yes



IF YOU ANSWERED 'NO' TO ANY OF THE ABOVE QUESTIONS, YOUR ORGANIZATION DOES NOT QUALIFY FOR VIOLENCE PREVENTION FUNDING.

A. Applicant Agency Information

Completed by dmoore@mbdcpeoria.org on 5/12/2023 12:42 PM

Case Id: 35360

Name: Minority Business Development Center - 2023

Address: 2139 SW Adams St.

A. Applicant Agency Information

Please provide the following information.

A.1 Violence Prevention Program Title

LUV

A.2 Organization Name

Black Business Alliance Peoria Chapter

A.5 Address

2139 SW Adams St. Peoria, IL 61602

A.3 Contact Person

Garry Moore

A.4 Title

Operations/Program manager WPNV Radio

A.6. Contact Phone Number

(309) 264-5763

A.7. Contact Email Address

modrum1@aol.com

A.8 Program operating location if different than listed above.

2139 SW Adams St. Peoria, IL 61602

A.9. If partnering with a lead agency, lead agency name:

NOTE: If your organization is not a not-for-profit, 501(c)3, or government agency, AND/OR does not have a completed audit for its most recent fiscal year, you may partner with a qualifying "lead agency" that will serve as your fiscal agent. If partnering with a lead agency please complete this Lead Agency Agreement below.

Minority Business Development Center

Please complete and upload the Fiscal Sponsor Agreement



[Fiscal Sponsor Agreement](#)

****No files uploaded**

A.10 Lead Agency contact name, email and phone number

Denise Moore, dmoore@mbdcpeoria.org

A.11 Date of Incorporation

09/13/2013

A.10 Federal Employer Identification Number

474822225

A.11 City of Peoria EEO

An EEO number shows that an organization has registered with the City of Peoria as an Equal Employment Opportunity organization. Please follow the instructions on [this form](#) to register. For more information on completing the form, please see this [instruction guide](#).

03718-230331

A.12. Agency Unique Entity Identifier (UEI):

All agencies receiving federal money must register for a UEI. In April 2022, The federal government phased out the use of the DUNS replacing it with the UEI. For more

information please [click here](#)

NG53J1TA23B6

A.13. SAM Cage Code # and Expiration

All agencies receiving federal money must register for a SAM Cage Code. Please visit www.sam.gov to register for free. Please also provide the expiration date of the SAM Cage Code. Agencies must have a DUNS number to register for a SAM Cage Code

7ZKX3

A.14 Agency Annual Operating Budget

\$1,026,766.00

A.15 Number of Paid Staff

7

A.16 Number of Volunteers

2

B. Funding Requested

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B. Funding Requested

Please provide the following information.

B.1 Requested Amount: Min \$50,000 and Max \$400,000

NOTE: The Minimum request for Workforce Training is \$150,000 and the Maximum is \$300,000.

\$100,670.00

B.2. Total Project Budget

\$109,850.00

B.2 Number of Unique Clients to be served

300

B.4 Priority Area

Violence Reduction

B.5 Please provide a Detailed Project Budget for administrative costs

Item	Amount	Short Description
Personal and Fringe	\$21,000.00	Salaries: Producer #1: \$8,000 Producer #2: \$8,000 Radio show host: \$5,000
Other	\$2,520.00	Fringe benefits
	\$23,520.00	

B.6 Please provide a Detailed Project Budget for direct program costs

Item	Amount	Short Description
Personnel and fringe Direct expenses	\$16,000.00	For Producer of announcements, responsible for writing, video/audio work, development of APP For Producer of announcements, responsible for coordinating contest, digital platforms, billboards
Travel	\$300.00	Travel for two Producers and One recruiter to media outlets, stakeholders, etc.
Equipment	\$12,000.00	Covers Videotaping, Software, Digital Design and equipment. Covers cost of development of a Peace APP offered to youth in Juvenile Detention facility.

Materials and Supplies	\$2,000.00	Includes use of business equipment, stationary, brand incorporation.
Contractual	\$46,000.00	(20 Voices/\$50 Stipend) Talent for spots will be compensated for voice/ camera work. One Year's worth of Media buys (\$2K per quarter, week on, week off in newscasts rotation on WEEK, WHOI, WMBD, and in popular black shows on COMCAST. Ad Placement in Instagram, Tik Tok, Facebook, Twitter and other Cookie Platforms) Yearlong Contract for Placement in 61605, 61602, and 61603 Zip Code areas). One Year's worth of Media buys (\$2K per quarter on 90.7 Production of Radio program on WPNV hosted by Yolanda Wallce and area youth.
Program Expenses	\$0.00	
Other	\$850.00	Covers cost of organizing/promoting Positive Hip Hop Contest with Winner and Runner-Up awards)
Other	\$0.00	
Other	\$0.00	
Other	\$0.00	
Other	\$0.00	
Other	\$0.00	
Other	\$0.00	
	\$77,150.00	

C. Program Information

Completed by dmoore@mbdcpeoria.org on 5/12/2023 12:20 PM

Case Id: 35360

Name: Minority Business Development Center - 2023

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C. Program Information

Please provide the following information.

C.1. Provide a brief description of your proposed program and goals. Describe the work to be performed, including the activities to be undertaken or the services to be provided, frequency and duration of services to be received by the average client or participant, and who will be carrying out the activities.

This grant will cover costs associated with Luv, the production of ten (10) Radio and two (3) Television announcements. The announcements will also be produced for digital platforms. The main facilitators of this program are Garry Moore and Warith Muhamed. The Talent for the announcements will include but not be limited to: crime survivors, mothers and other relatives of crime victims, stakeholders (including Coroner and Police), community leaders, etc. The main coordinator of talent recruitment efforts will be Yolanda Wallace.

C.2. Explain specifically how this program addresses the Priority Area selected on the previous page. How does the program address the goal of violence prevention in the City of Peoria?

Over the course of the next year, the goal is saturate (black) media consumers with professionally produced anti-violence and peace messages. Beyond announcements, we intend to push the LUV brand in other arenas (i.e. billboards, t-shirts, swag). A PEACE APP will also be developed for residents of the Juvenile Detention facility. We believe one of the most successful ways to combat crime is to introduce non-violent and peaceful themes into the culture of the communities most impacted by crime. From Radio Free Europe...to today's Influencers....modern history has shown us that effective marketing can influence behavior. Attractive ads entice consumers to buy everything from burgers to clothes...to bottled water. Heretofore, the Peoria area has hardly seen any media campaign that specifically speaks to the need for peace. Peoria residents in the Priority area need a

C.7. Describe the number of people to be served and the outcomes that will be measured. (Please see program guidelines for example measurable results. Multiple outcome measures must be included.) What is the basis for selecting the outcomes and how do they demonstrate achievement of the overall goals of the project? Describe the evaluation tools that will be used to track/monitor the progress of the activity, how progress will be measured, why these measures were chosen, and how these methods are evaluated. If you are expanding a current program or reinstating a previous program, please discuss the impact the program has had in our community, specifically highlighting quantitative and qualitative outcomes.

This program seeks to serve all young black males in Peoria! By the end of the year, there should be no one in the target population who has not heard the Mo Luv messages. For measurement purposes, we will look at four entities to gauge the program's effectiveness (i.e. the Peoria Housing Authority Taft Homes, youth served by Peoria's Friendship House, youth attending Peoria High, and youth attending Quest Middle and High School). Another easy measurement would be to measure how many messages air on local media. If approved, this program will increase by 100 percent, the number of positive and poignant media messages about the need for peace! In that sense, it is a 'fait accompli'!

C.8. For Workforce Training programs only, how many clients will you connect to permanent employment?

C.9. How will your organization track and record client demographics for the proposed program? How will you track outcome measures listed above?

We will visit those entities and inquire how the messages were received and more importantly if they made a

Peace mantra:
LUV

C.3. How long has this program been in operation or is it a new program?

This is a new program.

C.4. What specific geographic area does the program serve? (List Census Tracts or City-Wide.)

City Wide

C.5. Specifically, what is the need for the program, what does the program do, and what is the target population for the program? Describe how the activity addresses community needs to reduce violence in the community. Be precise in the project design and how it is linked to goals. Use data and facts for the need and provide sources for the data.

The program is needed to combat what the Peoria City County Health Department describes as a health crisis-- homicide as the number one killer of young black males. This program aims to get into the ears of young black males in messages they can understand. The target population for the program is black males between the ages of 14 and 25. Currently, Police has instituted directed traffic stops, social service agencies have increased youth activities, and there are a host of laudable mentoring and life skills efforts underway. But profoundly missing has been positive media messages. This is unfortunate because data indicates the target population listens to and identifies strongly with so-called 'gangsta rappers.'

C.6. Provide information on how the program is evidenced-based. Provide clear, detailed information to support that project design. Please refer to research, third-party program evaluations or other objective data that indicates program design and note all sources of data. NOTE: Programs must be evidenced-based to be eligible for funding.

In a 2022 interview on WPNV, when asked why he thinks young people are behind a spike in carjackings, Peoria Police Chief Eric Echeverria stated he believes "the music they listen to" has a lot to do with it. Before he became a successful businessman Peorian Daron Tunks (d) said he and his crew used to listen to gangsta rap while they drove to "settle a score" with a rival. It put them "in the mood." In a recent poll of fifty 14-year-olds at Quest Middle and High

positive difference in regard to valuing life and non-violent conflict resolution.

C.10. How will outreach about program availability be conducted? What experience does your organization have with the target population of your program? What is your organization's capacity to carry out the program and provide direct services and/or case management for participants?

Media is our outreach. Outreach is the means to the end. Both Garry Moore (local broadcast veteran) and Warith Muhammed (Internationally known Hip-Hop artist) have extensive experience in dealing with the target population. Moore has taught in area schools, had mentorship programs, and programmed radio programs geared toward youth. As a longtime community activist, Yolanda Wallace will be one of the primary outreach ambassadors.

C.11. How does the program collaborate with other agencies? Describe your agency's working relationship with other organizations and describe services and programs by other agencies that will provide additional or similar services to your clients. Please detail the formal agreements and history of partnerships within the community. Do these agreements lead to cost savings for your agency?

In the past year, WPNV, under the auspices of the Black Business Alliance has provided programming and/or marketing assistance for Tri County Peoria Urban League, Carver Community Center, Peoria Friendship House, Art Inc., PCCEO, Peoria Public Schools, Peoria Park District, and others. Some formal agreements are paid sponsorships. The majority are Public Service Announcements that station runs for free. In some cases, the BBA has allowed groups to use the Minority Business Development Center to host events (i.e. the Alzheimer's Association recently had a forum entitled Memory Loss and The Southside in our business and Garry Moore served as the moderator. The agreements most certainly lead to cost savings for the organizations with whom we work.

C.12. How does your agency practice and promote diversity, equity and inclusion?

We have a diverse workforce. Our mission statement welcomes women, veterans, and anyone who seeks help. Our services are customized to meet clients where they are. The composition of our board reflects our

School, all of the students listed rappers who espouse profanity laced violent lyrics as among the main recording artists they admired/listen to. National polls bear similar results. In a 2018 poll of 14 to 17-year-olds, Spotify revealed that Rappers lead English speaking performers. In a well-known research project conducted by David Bender and Bruno Leone in 1996, they stress that "Banning the sale of gangsta rap to children is one action government can take to curb youth violence." Needless to say, their call for a ban was not heeded and in the decades that followed the toxic messaging has only intensified. In a word, a war has been waged on our youth and we are losing. Bender and Leone say the record industry is chiefly to blame and sounded a wake-up call. "The proliferation of violence and unacceptable sexual messages in young people's music is due in large part to the record industry's avarice. Approximately \$780 million worth of rap records were sold in 1993; more than half the purchasers were under 17 years of age and 50 percent were between 10 and 14 years of age. Lyrics in gangsta rap glorify violence and denigrate women. As a form of pornography, such music encourages youth to commit violent acts, use drugs, and abuse women through demeaning sex acts. The constant exposure of youth to negative images lowers their sensibilities toward violent behavior, making killing and abuse commonplace and acceptable. In addition to the proliferation of violent behavior, gangsta rap inculcates in youth false and hateful concepts about women. Even if a direct link cannot be made between gangsta rap and violence, parents and elected officials need to be seriously concerned about the music because it is obscene and sexist, is driven by racism and greed, and ultimately destroys community values."

In his biography shortly before he died, Earth, Wind and Fire Founder Maurice White detailed how the majority of early hip hop artists (like Dr. Dre) "were not from the mean streets of Compton or Brooklyn , but from the suburbs when they were calling girls bitches and hoes and bragging about who they shot , or what it's like to wear a \$50K watch." Nowadays, 'real' gangstas have found welcome mats at studios across the country and there is even a network that chronicles the connection between the songs they sing and the murders that have preceded or followed those songs. So, what are we doing about it? In a society of 'free speech,' community leaders have largely been mute on the subject.. We know the music is a problem, but 'there is nothing we can do about' is the common refrain.

community's demographics.

C.13. Please provide a breakdown of your current staff demographics by race/ethnicity and gender identity.

We currently have 7 African American staff, which includes 4 females and 3 males.

C.14. Please provide a breakdown of your Board of Directors or governing body by race/ethnicity and gender identity

The Black Business Alliance Board of Directors listing is as follows:

African American - 7

Caucasians- 2

Middle Eastern - 1

Females - 5

Males - 5

Wrong! We believe we must fight fire with fire. Wherever we can reach young people, we need to infuse messages of hope, peace, love, and a broader understanding of their legacy. As the late Maurice White said, "ultimately hip-hop artists will have to answer the question of "do they degrade or uplift black culture and character."

C. Program Information Cont'd

Completed by dmoore@mbdcpeoria.org on 5/12/2023 12:46 PM

Case Id: 35360

Name: Minority Business Development Center - 2023

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C. Program Information Cont'd

Please provide the following information.

C.15. Staff Qualifications: Please identify key program staff, titles and include background and qualifications (education, experience, training, etc.). Include ALL staff to be funded with Violence Prevention funds and staff that will compile reports. If the position has not been hired, please include requirements in job description in the background section.

Staff Member	Name	Title	FTE on This Program	Grants Funds Used
	War Muhamed	Producer	FTE	Yes
	Yolanda Wallace	Radio show host	FTE	Yes
	Garry Moore	Executive Producer	FTE	Yes

C.16. Are there or will there be any program membership or fees charged to the participant in the proposed program?

No

C.17. What is your organization's experience in managing publicly funded projects? Describe any specific experience your organization has in the administration of federal, state, and local government funds. If you are using a fiscal agency, you may list the information for that agency.

Yes the MBDC has experience managing public funded projects as well as local and state government funds.

Our organization has received and managed the following:

\$250,000 Capital Grant -State of Illinois Department of Commerce

\$50,000 Capital Grant - State of Illinois Department of Commerce

\$40,000 Operational Grant - State of Illinois Treasurers Office

\$100,000 Capital/Operational Grant - County of Peoria

C.18. List funders for the last two years (including the City of Peoria, if applicable) and describe type and frequency of monitoring. Also describe any findings, the resolution of those findings, and any monetary penalties incurred.

Community Foundation - semi annual

Ameren-Illinois - quarterly

State of Illinois/DCEO - monthly

State of Illinois Treasurers office - semi annual

Wells Fargo - annual

CLA - annual

C.19. Describe your organization's financial reporting system/accounting procedures and time keeping system regarding the proposed activity. How will your organization separate Violence Prevention funds from other funds for identification, tracking, and reporting? Describe your organization's internal controls that minimize opportunities for fraud, waste, and mismanagement.

The MBDC utilizes Quick Books for financial reporting, accounting procedures, time and record keeping. This systems

enables us to identify and designate funding sources and uses. Expenditure for all organizational funds, not just funding from this source, must be approved by the CEO and is reported out and reviewed by the board of directors on a monthly basis. Our board treasurer leads the board finance committee and is tasked with the organizational financial review as part of the finance committee monthly report to the board.

C.20. As a part of the application process, your agency or sponsored fiscal agency must have conducted and must submit a copy of its most recent audit.

In the most recent audit, were any findings issued?

No

C.21. Is your agency required to complete a Single Audit?

No

C.22. Explain in narrative form how Violence Prevention funds will be used as shown in the proposed budget (e.g. describe specific direct service and administrative positions for the program). Describe the specific need for all items outlined in the budget and how you will ensure that all costs are reasonable per 2 CFR Part 200. Describe your program funding source diversity if applicable. Provide details on program expenses and explain how the cost per unit of service and the cost per unduplicated client are reasonable for this program.

According to Nielsen 2021, research shows Radio is the primary source of information for black consumers. WPNV is Peoria's only black-owned radio station. WPNV is owned by the Black Business Alliance, the governing body of the Minority Business Development Center, a 501.C3 non-profit organization.

Moore is the Operations/Programming Director of WPNV 106.3FM. He is also a local Music Teacher (Quest Charter Academy Middle School) and prior to that retired from WEEK TV (NBC affiliate) after a 33 year career as a Broadcast Journalist. Muhamed is an award winning internationally recognized Hip Hop Artist. Yolanda Wallace is the founder of the Jon Buckley Memorial Garden (named after her son who was killed by gun violence) and Women Against Violence Ministry. She is the neighborhood Watch Captain in an East Bluff area.

Announcements may feature a montage of mothers who have lost children to violence.....Crime survivors talking about living with crippling injuries....Doctors describing the suffering of the victims. Morticians describing their increase in business.....empty places at tables....etc.

It is our hope that Local Media outlets will give discounts for paid announcements or bonus spots, or better yet, run them as P.S.A's. If that is the case, we would use money that would have been spent on media for or media related costs (app creation, billboards, digital platforms)

C.23. Is there any additional information you want to mention? Use bullet style for each item in the space provided.

The difference between the Total Budget and Amount Requested is due to the IN-KIND donation of WPNV 106.3FM radio time. THERE WILL BE NO PAYMENT TO THE RADIO STATION FOR PROMOTING OR AIRING THIS PROGRAM.

D. Conflict of Interest

Completed by dmoore@mbdcpeoria.org on 5/12/2023 12:34 PM

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D. Conflict of Interest

Please provide the following information.

As an applicant requesting funding, will any of your employees, agents, consultants, officers, or elected officials experience the following conflicts of interest:

D.1. Participate in the decision-making process for the approval of this application? (i.e., a City of Peoria City Council Member or a Member of the [CDBG Public Services Advisory Commission](#))?

No

D.2. Have a personal financial interest or reap a financial benefit from this program/activity?

No

D.3. Have an interest in any contract, subcontract, or agreement with respect to this application either for themselves or those with whom they have family or business ties during the program year and for one year thereafter?

No

If you selected yes to any of the above, clearly describe the conflict below.

E. Required Documents

Completed by dmoore@mbdcpeoria.org on 5/11/2023 11:33 AM

Case Id: 35360

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E. Required Documents

Please provide the following information.

Documentation



Financial Audit *Required

FINAL 2021 AUDIT.pdf



IRS Tax Exempt Letter *Required

BBAPeoria IRS Determination Letter.pdf



Audit Findings

***No files uploaded*



Please upload a copy of the Single Audit

***No files uploaded*



Program Fees Supporting Documents

***No files uploaded*

Submit

Completed by dmoore@mbdcpeoria.org on 5/12/2023 12:48 PM

Case Id: 35360

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Submit

Please provide the following information.

☒ I certify that the information contained in this application is true and correct; that it contains no misrepresentations, falsifications, intentional omissions, or concealment of material facts; and that the information given is true and complete to the best of my knowledge and belief. I agree to comply with all federal and City of Peoria requirements if funded.

Agency CEO Name

Denise Moore

Agency CEO Signature

Denise Moore

Electronically signed by dmoore@mbdcpeoria.org on 5/12/2023 12:43 PM