

**CITY OF LIVONIA  
Pure Potential  
Talent Fund**

**Program Guidelines**

## Executive Summary

The Pure Potential Talent Fund awards employers to assist in training, development and retaining current and newly hired employees. Training funded by the Talent Fund must fill a demonstrated talent need experienced by the employer. Training must lead to a credential for a skill that is transferable and recognized by industry. Employees trained using the Talent Fund must be Low/Moderate-income (LMI) individuals.

Livonia Economic Development has \$25,000 of Community Development Block Grants (CDBG) designated to help employers train the next generation of skilled workers. The Pure Potential Talent Fund supports Housing and Urban Development's (HUD) Low-Moderate Jobs objective by providing job creation activities that create permanent jobs, where at least 51% of the jobs, computed on a full-time equivalent (FTE) basis, have been filled by LMI persons or household.

## Award Details

All training must fill a demonstrated talent need experienced by the employer, and lead to a credential. The amount requested cannot exceed \$1,500 per person or \$3,000 per year for U.S. Department of Labor (USDOL) Registered Apprenticeship. The training must also meet at least one of the following criteria:

- Classroom or customized training
- New employee on-the-job training
- Training for USDOL Registered Apprenticeship

# Eligibility Criteria

A company is defined as a for profit entity that is physically located in Livonia and meets all the following requirements:

## Eligible Employers

To be eligible for a Talent Fund award, an employer must:

- Have a need for skill enhancement, including Registered Apprenticeship programs and advanced-tech training programs for current or new employees.
- Have a physical presence in Livonia.
- Be a non-government private entity.
- Must have no outstanding taxes, water or enforcement issues.
- Be willing to participate under the program's eligibility parameters and guidelines.
- Satisfy **one (1)** of the criteria below:
  - 51% of employees are considered LMI. In Wayne County LMI is considered making less than \$53,700 a year or \$25.82 per hour.
  - The company is located in a LMI census block group. A map of qualifying areas can be found in EXHIBIT A.

## Eligible Trainees

Two types of employees may receive Going Pro Talent Fund training:

- 1. Current employees**
  - a. Defined as individuals on the employer's payroll at the time of application hired at least 31 days prior to the award date.
- 2. New employees**
  - a. Defined as individuals hired 30 days prior to, on, or after the effective award date.
  - b. Should be assessed to determine if they are suitable for the proposed training.

## Eligible Training Providers

- Michigan community colleges
- Private and public colleges and universities
- Private training providers
- Training provider identified by and agreed upon by all partners, who can do accelerated "just in time" training
- Labor unions

- Vendors providing training in the operation of equipment or systems for which they were the provider
- Employers, only if their resources or equipment are exclusive and training is not available elsewhere. The documented need and rationale must be submitted to and retained by the City of Livonia
- Proprietary schools as licensed in the state of Michigan
- Registered United States Department of Labor joint apprenticeship training centers

## Eligible Training Overview

All training must expand and improve an employee's skills and develop their opportunities for growth or promotion within the company. Training must lead to a credential for a skill that is transferable and recognized by industry. Additionally, the training must fill a demonstrated talent need experienced by an eligible participating employer.

The following are types of training that may be funded under the Talent Fund

- Classroom/Customized Training
- New Employee On the Job Training
- USDOL Registered Apprenticeship Training

Each year the list of eligible and ineligible training is reviewed and amended, based on demand and available resources. Training that does not meet the intent of the program is subject to denial or non-reimbursement. The list is meant to serve as a guideline and is not intended to be all-inclusive.

Examples of **Eligible Training** and activities:

- ABS Welding
- IT Networking
- Assembly Technician
- AutoCAD
- Certified Nursing Assistant (CNA)
- Certified Surgical Technician
- Child Development Associates Certification
- CNC Operator or Programmer
- Emergency Medical Technician (EMT) or Paramedic
- English as a Second Language
- HVACR
- Machining
- Medical Assistant
- Sterile Processing Technician
- Welding

Examples of **Ineligible Training** and activities:

- Continuing Education
- Certificate Maintenance
- Microsoft Office course
- Safety Training that is part of the normal cost of doing business

## Expectations of Employers

Employers play an integral role in defining specific job skill sets and identifying the appropriate training. Partners and employers will work together to develop a

training plan, including the number of individuals to be trained and all available funding and resources. See EXHIBIT B for a sample training plan.

Livonia Going Pro Talent Fund applicants are expected to:

1. Be actively involved in the planning and design of the training project,
2. Include realistic goals and expectations.
3. Sign a contract/training agreement with the City of Livonia outlining the employers role and responsibilities in the training project.
4. Provide at least one impact story upon completion of training.
5. Provide wage information prior to training, post-training and six months post training.
6. Provide required documentation for reimbursement.

## Required Documentation for Reimbursement

For an employer to receive reimbursement they must provide the required documentation to the City of Livonia Economic Development.

### Classroom or Customized Training

1. Copy of invoice or receipt from the training provider.
2. Documentation of trainee completion, one of the following:
  - a. Copy of credential, i.e., certificate signed by the instructor or training provider.
  - b. Copy of certification for online courses.
  - c. Copy of grades for credit courses.

### New Employee OJT Training

1. A company payroll register, query from the payroll system or screenshot from the payroll system dated at the three-month post-training retention period that includes all of the following:
  - a. Name of the new employee(s).
  - b. Hourly wage.
  - c. Hire wage.
  - d. Hire date.

This is required for each Talent Fund-supported employee as proof that they are still employed at 30, 60, and 90 consecutive calendar days following training. Information for employees not participating in the Talent Fund should be edited out or redacted from the register.

A query exported to Excel or another software is not acceptable. It should be a standardized report pulled from payroll software that is not an Excel spreadsheet. The report should have names or an identifying characteristic for the trainee (i.e.,

employee number). If using an identifying characteristic, a key must be provided with trainee names.

2. OJT training payments for employees' wages will be made on a reimbursement basis, consistent with approved documentation of the eligible wages. Payment will be made following 90 consecutive calendar days of employment.

## USDOL Registered Apprenticeship Training

1. Copy of invoice or receipt from training provider.
2. Documentation of trainee completion – one of the following:
  - a. Certificate signed by the instructor or training provider.
  - b. Copy of grades for credit courses.
3. Employer's name and the name of each USDOL Registered Apprentice. Validation must be completed at the three-month post-training retention period that includes all of the following:
  - a. Name of the new employee(s).
  - b. Hourly wage.
  - c. Hire date.

A query exported to Excel or another software is not acceptable. It should be a standardized report pulled from payroll software that is not an excel spreadsheet. The report should have names or an identifying characteristic for the trainee, i.e., an employee number. If using an identifying characteristic, a key must be provided with trainee names.

## Duplication of Benefits

Businesses that are a part of the program will be expected to self-certify that they are not receiving a training grant from another government entity, non-profit, faith-based group or other non-governmental entity. This form will be required to be filled out at the time of signing the grant agreement.

If self-certification is discovered to be false, the grantee is responsible for 100% repayment of funds to the City of Livonia.

## Application Process

Applications will be available on an open-ended basis until all designated grant funds are disbursed or the City of Livonia determines that grant funds are no longer necessary.

To apply, please follow the steps below:

1. Interested applicants should go to [purepotentiallivonia.org](http://purepotentiallivonia.org) to find the online application. Applicants who are unable to access [purepotentiallivonia.org](http://purepotentiallivonia.org) can pick up an application from the Economic

Development Office on the third floor of City Hall, located at 33000 Civic Center Drive Livonia MI 48150;

2. Fill in all applicable fields of the application;
3. Ensure that any required documentation has been uploaded;
4. Submit the application either online or to the Livonia Economic Development office.

Any questions or concerns about the application process should be directed to Jacob Uhazie at (734) 466-2293 or [juhazie@livonia.gov](mailto:juhazie@livonia.gov).

## Selection Process

All applications submitted will be reviewed by the CDBG Business Grant Committee. Initial screenings will determine business eligibility based on the criteria and completeness of application. Members of the committee may vary by application based upon location of business and may include, but not limited to, members of the CDBG staff, housing commissioners, City of Livonia department supervisors, local chambers of commerce, and community development organizations. Applications deemed eligible and complete will be scored by staff and/or committee. Final award amount will be determined based off scoring criteria and documented business needs. Staff and/or committee may choose to reach out to the applicant to request clarification or additional documentation.

The following will be used in consideration of the grant application.

1. High Priority Sector
2. Application includes training in partnership with a community college, university or 3<sup>rd</sup> party
3. Application includes USDOL Registered Apprenticeship leading to a certification of completion.
4. Applicant employs fewer than 100 fulltime employees
5. 50% of trainees are new employees

A more detailed accounting of the scoring criteria is set forth in EXHIBIT C.

## Distribution of Fund

Once a decision has been made, the applicant will be notified regarding the approval or denial (documentation will be provided to applicant upon request explaining their denial) and amount of award. Upon approval of the application, the applicant will be required to execute a grant agreement. The City of Livonia will issue a check for the approved grant amount within 30 days of signing the grant agreement and the grantee will be required to come pick up the check within 10 business days.

**IMPORTANT NOTE:** Any grant award may be considered taxable income and you will receive a 1099 for the funds at the end of this tax reporting year. Each

business should consult with its tax professionals to determine whether the grant award is considered taxable income.

## Use of Grant Funds

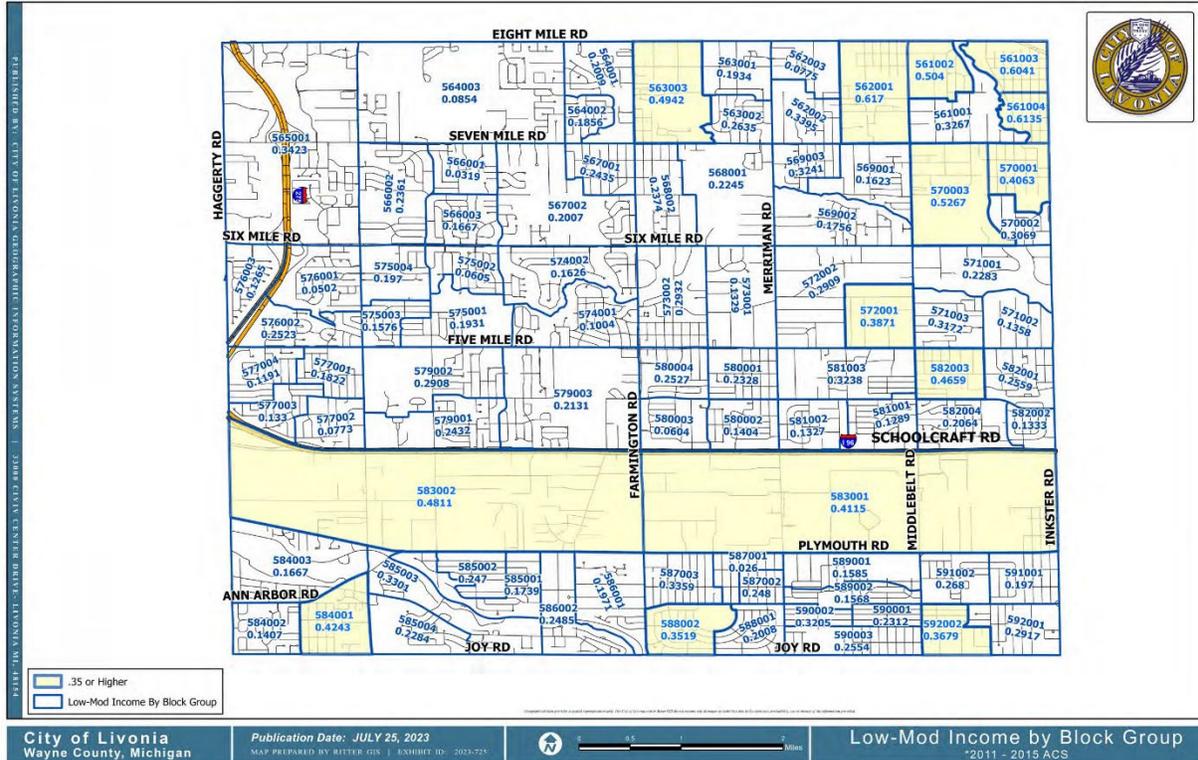
Grant recipient will be required to provide proof that the funds have been spent on the above approved uses as outlined in the applicant's original application within 45 calendar days from the start of approved coursework. If the grant recipient fails to provide such proof and/or uses the grant funds for any other purpose, the grant recipient may be required to repay the grant funds.

## Applicant/Grant Recipient Information

Except as noted below, the City of Livonia will not share an applicant's or grant recipient's proprietary and confidential data with any third parties except as needed during the grant review, disbursement, and monitoring process as required by law. In the event an application is reviewed by an employee of a governmental body, including by not limited to the City of Livonia, documents in the governmental body's possession may be subject to disclosure under the Michigan Freedom of Information Act ("FOIA"). Accordingly, the City of Livonia cannot guarantee the confidentiality of an applicant's or grant recipient's submissions. The City of Livonia specifically does not warrant that any documents submitted in connection with the grant application, or the grant agreement are exempt from disclosure under FOIA. Applicants and grant recipients should clearly mark such information as proprietary and confidential. Applicant and grant recipient data will not be sold.

The information contained herein is subject to the actual grant agreement and the written terms and conditions contained therein, as the same may be amended from time to time. The City of Livonia also reserves the right to make the final determination of any person's or organization's eligibility and/or qualifications for program benefits, and to make allocation of program benefits as it may, in sole discretion deem appropriate.

# EXHIBIT A





# EXHIBIT C

## **PURE POTENTIAL TALENT GRANT FUND Scoring Criteria**

First, the staff will verify business eligibility based on self-reported data submitted in the application for the eligibility criteria set forth in the Program Guidelines.

Second, at least 3 staff members will review eligible applications with scoring up to 28 points based on five categories: High Priority Sector, Application includes training in partnership with a community college, university or 3<sup>rd</sup> party, application includes USDOL Registered Apprenticeship leading to a certification of completion, applicant employs fewer than 100 full-time employees and 50% of trainees are new employees.

Third, staff score will be averaged and result in the overall score.

*Selection criteria are weighted as follows*

Scoring Criteria	Points	Explanatory Notes
High Priority Sector	10	<ul style="list-style-type: none"> <li>To earn points, employer must be in Agribusiness, Construction, Education, Energy, Healthcare, Information Technology, Infrastructure, Manufacturing or Mobility.</li> <li>Points are 0 or 1.</li> </ul>
Application includes training in partnership with a community college, university or 3 <sup>rd</sup> party	Up to 8	<ul style="list-style-type: none"> <li>To earn 8 points, a minimum of one (1) course that results in earned college credit</li> <li>To earn 4 points, a minimum of one (1) non-credit course provided by a community college, university or 3<sup>rd</sup> party</li> <li>Points possible are 0, 4 or 8.</li> </ul>
Application includes USDOL Registered Apprenticeship leading to a certification of completion.	Up to 6	<ul style="list-style-type: none"> <li>To earn 6 points, greater than 50% of all trainees on training plan are apprentices.</li> <li>To earn 4 points, at least 25%, and no more than 50%, of all trainees on training plan are apprentices.</li> <li>To earn 2 points, minimum one (1) apprentice, and up to 25% of all trainees on training plan are apprentices.</li> <li>Possible points are 0, 2, 4, 6</li> </ul>
Applicant employs fewer than 100 fulltime employees	2	<ul style="list-style-type: none"> <li>To earn bonus points the employer must have 1-99 full time employees at location on the application</li> </ul>
50% of trainees are new employees	2	<ul style="list-style-type: none"> <li>To earn a bonus point, 50% or more of trainees must be new employees</li> </ul>
<b>Total</b>	<b>28</b>	

Grant amounts will be determined based on a business's overall score rank in relation to all applications received.

Staff will sort applications. CDBG Business Grant Committee will verify business eligibility based on self-reported data submitted in the application for the eligibility criteria set forth in the Program Guidelines.