

**Nahata Foundation 2022 RBDG Application – Creating Navajo Jobs Through Business Training
Executive Summary of Grant**

The Nahata Foundation will advance the Creating Navajo Jobs Through Business Training project in order to meet the needs of Navajo entrepreneurs and existing small business owners to develop business plans, to understand the fundamentals of business, to be able to form and operate a business, and to expand existing businesses.

Virtually no place in the United States needs business development more than the Navajo Nation. With a persistent unemployment rate over 40% and a people dramatically impacted by the pandemic, 2022-2023 is the time to develop and implement a business assistance program that is tailored for the unique needs and opportunities of the Navajo people.

The Nahata Foundation will build upon its current track record of providing such business counseling to Navajo people in the Kayenta area to offer programming not only in the Kayenta region, but also the six major population centers of the Navajo Nation. In addition, programming will be offered remotely through telecommunications capabilities.

The table below presents the activities and performance measurements for the Project.

Activity	Goal	Performance Measurement
Identification of—and Outreach to—Entrepreneurs to Receive Service	Maximize attendance and participation by Navajo Entrepreneurs	<input checked="" type="checkbox"/> Invitation emails sent to 800+ Navajo invitees <input checked="" type="checkbox"/> Placement of advertising on KTNN radio <input checked="" type="checkbox"/> Placement of public services and advertising with the Navajo Times <input checked="" type="checkbox"/> Promotion of training sessions on social media
Registrations by Entrepreneurs to Seek Services	Widespread attendance in all three market areas (Kayenta Region, population centers, on-line)	<input checked="" type="checkbox"/> __ registrants in the Kayenta region <input checked="" type="checkbox"/> __ registrants in the population centers <input checked="" type="checkbox"/> __ registrants on-line
Offering of Business Counseling Sessions	Maximize attendance and participation in all three project regions	<input checked="" type="checkbox"/> __ participants in the Kayenta region <input checked="" type="checkbox"/> __ participants in the population centers <input checked="" type="checkbox"/> __ participants on-line
Business Plan Preparation	Assistance to 20 Navajo entrepreneurs to begin formulating business plans	<input checked="" type="checkbox"/> Business plan formulation: <input checked="" type="checkbox"/> __ in Kayenta region <input checked="" type="checkbox"/> __ in population centers <input checked="" type="checkbox"/> __ on-line
Business Startups and Expansion	Facilitate the creation of 20 jobs through business startups and business expansion	<input checked="" type="checkbox"/> __ # of expanded businesses <input checked="" type="checkbox"/> __ # of new business registrations <input checked="" type="checkbox"/> __ # of new and retained jobs

Business Activity Impact Summary	One business activity summary report	<input checked="" type="checkbox"/> Acceptance of business impact summary report as a part of the Project Performance Activity Report
Project Close-out Report	One project close-out report	<input checked="" type="checkbox"/> Submittal of final report to USDA RD

How the Grant Purposes will be Accomplished

The Project will be successfully executed by completing the following steps.

Step #1: Execution of Contracting Documentation. The Nahata Foundation anticipates executing federal grant agreements with USDA Rural Development. The Nahata Foundation has already established a subcontract with Building Communities which is included in this grant proposal.

Step #2: Modification/Creation of Programming Materials. The Nahata Foundation already has much of the business training materials on hand. All of the materials will be reviewed and updated reflecting the current human, financial, and technical resources available to Navajo businesses and entrepreneurs. This includes information on all of the Navajo offices and business regulatory practices. In addition, the business planning services of Building Communities will be summarized and included in the business development workbooks that will be ultimately made available to entrepreneurs and small business owners.

Step #3: Promotion of Program Availability. The Nahata Foundation and Building Communities will “get the word out” to all three of the project regions: 1) the Kayenta region, 2) Navajo population centers, and 3) all Navajos via telecommunication services.

Use of the Navajo Times and the Navajo Nation-wide radio station, KTNN, will ensure that interested Navajo citizens will know about program availability. The Nahata Foundation will also make use of its Facebook page to promote program availability.

Step #4: Initiation of Program Services in Kayenta Region. The Nahata Foundation is based in Kayenta and very familiar with the business needs and opportunities of the surrounding region. For this reason, the initial work of this project will focus upon the “familiar audience” of Navajo business and entrepreneurs known to the Nahata Foundation. Program materials will be reviewed with an eye toward quality control, making edits to program materials before the broader distribution in the population centers and Navajo-nationwide.

Step #5: Final Edits to Programming Materials. Based upon the first 30-60 days of outreach and utilization, program materials will be edited and modified to optimize potential use in population centers and throughout the Navajo Nation.

Step #6: Providing Services to Population Centers. The Nahata Foundation and Building Communities will reach out to the population centers of Tuba City, Shiprock, Chinle, Kayenta, Fort Defiance, and Window Rock. In-person course offerings will be made during the best outdoor weather conditions of April-August to address the impacts and health concerns of the Navajo Nation and Navajo people with

respect to the pandemic. In-person attendees will also be invited to follow-on videoconference-based programming on-line.

Step #7: Provision of On-line Programming. The greatest outreach will be through use of videoconferencing. The Nahata Foundation will schedule two videoconference-based program offerings per month over a five-month period. Sessions of two hours each scheduled from 6:30 pm-8:30 pm to be most convenient for the Navajo population.

Step #8: Business Planning Assistance. With the oversight of the Nahata Foundation, Building Communities will provide business planning assistance to as many as 20 Navajo entrepreneurs that have met the threshold of engaging with the program and demonstrating a viable business opportunity. Building Communities will offer on-line business planning assistance to real-world Navajo entrepreneurs leading to business formation and job creation.

Step #9: Quarterly Performance Reporting. Consistent with the expectations from USDA Rural Development, and very logical based upon the anticipated programming, the Nahata Foundation will conduct quarterly performance reviews in order to measure progress and ensure program compliance. If necessary, modifications will be made in order to meet the performance measures presented in the proposal.

Step #10: Project Closeout Reporting. With the continued assistance of Building Communities, the Nahata Foundation will provide all closing reporting including a comparison of performance to the stated performance measures in this proposal.