

# Memorandum



CITY OF DALLAS

March 4, 2024

DATE

Honorable Members of the City Council Economic Development Committee: Tennell Atkins,  
TO (Chair) Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul Ridley,  
Chad West, Kathy Stewart

SUBJECT **South Dallas Fair Park Opportunity Fund: Human Development NOFA Awards**

The purpose of this memorandum is to provide an update on the South Dallas/Fair Park Opportunity Fund (SDFPOF) as authorized by amended City Council Resolution No. 23-0132 on January 11, 2023. The SDFPOF provides loans and grants to promote economic development and supports human development and small business initiatives in neighborhoods surrounding South Dallas Fair Park service area.

The 2023 Notice of Funding Availability (NOFA) funding for human development projects had a total amount of \$200,000 authorized to be awarded to non-profits as reimbursable grants. Under the Human Development program, contracts must demonstrate measurable outcomes related to the following goals in the service area:

- increase workforce participation and readiness
- stimulate small business activity and growth
- improve health outcomes
- improve public safety; or
- improve educational outcomes

On June 2, 2023, the Economic Development Committee approved human development funding for a total amount of \$90,000 to be disbursed with a remaining amount of \$110,000.00.

On January 29, 2024, the South Dallas/Fair Park Opportunity Fund Board approved the following applications for human development funding for a total amount of \$109,736.35 to be disbursed by August 30, 2024.

1. Abide Women's Health	\$52,000.00
2. I Look Like Love	\$25,000.00
3. The GEM Camp	\$32,736.35

The 2024 Notice of Funding Availability (NOFA) is scheduled to be released April 1, 2024 for an amount not to exceed \$200,000.00.

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Please feel free to contact me or Joyce Williams, Director of the Small business Center at [joyce.williams@dallas.gov](mailto:joyce.williams@dallas.gov).

Putting Service First,



Kimberly Bizzor Tolbert  
Deputy City Manager  
**[Attachment]**

c: T.C. Broadnax, City  
Manager Tammy Palomino,  
City Attorney Mark Swann,  
City Auditor Bilierae  
Johnson, City Secretary  
Preston Robinson, Administrative  
Judge Jon Fortune, Deputy City  
Manager

Majed A. Al-Ghafry, Assistant City Manager  
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City  
Manager Dr. Robert Perez, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors

## **2023 South Dallas Fair Park Opportunity Fund Board - NOFA Award Recommendations**

### **Abide Women's Health Services Clinic: \$50K**

They are a full spectrum pregnancy care and postpartum care facility operating in the heart of Fair Park catering to that community.

Services provided:

Free Pregnancy tests/ultra-sounds/Prenatal Care/Postpartum Care/Well Woman Care/Midwifery services and support/Doula Services/Labor Support/Educational classes on childbirth-nutrition-parenting and family planning.

This \$50K investment will help them take care of approximately 100 new patients with full-service care throughout the pregnancy, as well as post pregnancy.

#### **Located at:**

2612 MLK Jr. Blvd.  
Dallas, TX 75215

### **The GEMS camp (Girls Interested in Engineering, Mathematics and Science): \$32.7K**

This is a student-focused program that emphasizes broadening the participation of underrepresented and underserved racially and ethnically minoritized girls (UUREM) in Fair Park. The mission is to change the face of those who can access and excel in STEM studies and careers.

The purpose of this program is to increase the percentage of minority young women earning bachelor's degrees in science, technology, engineering and mathematics (STEM) to improve gender, racial and socioeconomic diversity, equity and inclusion in the US STEM workforce. This is done through mentoring, delivering experiences with those in the field who look like them and building their skill set through tutoring.

This \$32.7K investment is mainly a percentage to hire part time staff for this particular program and curriculum for the program.

#### **Located at**

MLK Community Center  
2922 MLK  
Dallas, TX 75215

### **I look Like Love: \$25K**

While they have 3 very important programs for young mothers which directly affect the SDFP community, the ask for this grant is for the Mobile Diaper Pantry only. The need for young, single moms to have access to clean diapers and wipes in this underserved community is dire and getting worse due to the economy. The average annual household income for families served is \$16,043 which is below the federal poverty line. 70% of participants are young, single mothers.

This \$25K investment will serve thousands of families from the community for babies and toddlers up to 3 years of age.

#### **Located at**

2711 S. Ervay St. #102  
Dallas, TX 75215 (also a drive through pick up at Cornerstone Church)