



# CONTACT INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Middle Name (optional): \_\_\_\_\_

Applicant / Organization Name (if applies): \_\_\_\_\_

Non-profit     For-profit     Does Not Apply

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website (if available): \_\_\_\_\_

# GEOGRAPHIC COMMUNITIES

Which defined hub location can you or your organization effectively serve as a Connector? (select one) **See attached list of King County cities.**

- HUB 1
- HUB 2
- HUB 3
- HUB 4
- HUB 5
- HUB 6
- Unincorporated Area: \_\_\_\_\_

# LANGUAGE COMMUNITIES

Which cultural and/or language community are you or your organization experienced in delivering appropriate interpersonal skills, written communications, and interpretation services? Check all that apply.

- |   |                                   |                                    |  |
|---|-----------------------------------|------------------------------------|--|
| <input type="checkbox"/> English-speaking   | <input type="checkbox"/> Amharic  | <input type="checkbox"/> Arabic    | <input type="checkbox"/> Chinese (Cantonese) |
| <input type="checkbox"/> Chinese (Mandarin) | <input type="checkbox"/> Dari     | <input type="checkbox"/> Hindi     | <input type="checkbox"/> Punjabi             |
| <input type="checkbox"/> Korean             | <input type="checkbox"/> Russian  | <input type="checkbox"/> Somali    | <input type="checkbox"/> Spanish             |
| <input type="checkbox"/> Tagalog            | <input type="checkbox"/> Tigrinya | <input type="checkbox"/> Ukrainian | <input type="checkbox"/> Vietnamese          |
| <input type="checkbox"/> _____              | <input type="checkbox"/> _____    | <input type="checkbox"/> _____     |  |

## LIST OF CONNECTOR HUBS & KING COUNTY CITIES

We understand applicants may work in various geographic locations. Some Connectors may work across King County depending on language community needs.

### HUB 1

- Bothell
- Kenmore
- Shoreline

### HUB 2

- Kirkland
- Redmond
- Bellevue
- Issaquah

### HUB 3

- Tukwila
- Burien
- SeaTac
- Des Moines
- White Center (Unincorporated)

### HUB 4

- Renton
- Covington
- Maple Valley
- Black Diamond
- Sammamish

### HUB 5

- Federal Way
- Auburn
- Kent

### HUB 6

- Preston (Unincorporated)
- Fall City (Unincorporated)
- North Bend



# COMMUNITY BUSINESS CONNECTOR APPLICATION

Please provide a narrative to answer the following questions. Please limit your application to no more than six pages.

## **Target Population and Outreach (25 points)**

What is your target population(s)? Describe your current outreach activities serving these communities. Examples: Distributing flyers, events, one-on-one conversations, etc.

*Intended for reviewer's notes. Do not fill out the space below.*

Is the applicant or organization equipped to provide interpretation or translation to your community?  
If so, please list the languages and explain how you assist with language support.

*Intended for reviewer's notes. Do not fill out the space below.*



### **Experience (50 points)**

How does the applicant or organization currently serve and interact with the targeted communities?

*Intended for reviewer's notes. Do not fill out the space below.*

What is your previous experience providing business assistance, referral services, or customer service communications?

*Intended for reviewer's notes. Do not fill out the space below.*



## Training Abilities (10 points)

How familiar are you with learning new tools or technology?

*Intended for reviewer's notes. Do not fill out the space below.*

How willing or available are you to attend quarterly training and community events?

*Intended for reviewer's notes. Do not fill out the space below.*

**Tracking (15 points)**

How will the applicant or organization track and identify business owners' issues and experiences?

*Intended for reviewer's notes. Do not fill out the space below.*

How will your target community measure success? Describe what a successful outcome(s) looks like for your small business community.

*Intended for reviewer's notes. Do not fill out the space below.*





# COMMUNITY BUSINESS CONNECTOR APPLICATION SCORING

Your narratives will be scored using the following rubric.

Section	Questions for you to answer:	What we're looking for:
<b>A. Target Population and Outreach (25 points)</b>	<p>What is your target population(s)? Describe your current outreach activities serving these communities. Examples: Distributing flyers, events, one-on-one conversations, etc.</p> <p>Are you equipped to provide interpretation or translation to your community? If so, please list the languages and explain how you assist with language support.</p>	<p>Does the applicant or organization know the needs of the targeted ethnic, language communities, and geographic communities?</p> <p>Does the applicant or organization have skills to provide interpretation or translation to your community? If so, please list the languages you provide assistance in.</p>
<b>B. Experience (50 points)</b>	<p>How do you or your organization currently serve and interact with the targeted communities?</p> <p>What is your previous experience providing business assistance, referral services, or customer service communications?</p>	<p>Does the applicant or organization have the expertise to effectively educate and engage business owners?</p> <p>Is the organization equipped to provide business assistance, referral services, or professional customer service communications? Are you equipped to provide interpretation or translation to your target community?</p>

<p><b>C. Training Abilities (10 points)</b></p>	<p>How familiar are you with learning new tools or technology?</p> <p>How willing or available are you to attend quarterly training and community events?</p>	<p>Does the applicant or organization show desire or ability to learn new technology tools? Example: Smartphone devices, iPads, Whatsapp, text messaging, virtual meetings (Zoom), etc.</p> <p>Does the applicant or organization show availability and willingness to attend and organize community meetings, one-on-one coaching, and peer-coaching?</p>
<p><b>D. Tracking (15 points)</b></p>	<p>How will you or your organization track and identify business owners' issues and experiences?</p> <p>How will your target community measure success? Describe what a successful outcome(s) looks like for your small business community.</p>	<p>Does the applicant or organization clearly summarize or information from the business owners? How well can they refer business owners to the appropriate resources?</p> <p>Equity focus: Every community might define success differently. How well does this applicant or organization understand the accomplishment of their target community? What is a "win"?</p>