

**Project Plan to Establish  
Bangladesh American Community Center  
(BACC) in Silicon Valley, CA**



BABA

December 06, 2008

# Agenda

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- Mission-Vision
- Goals
- Benefits
- Milestones
- Funding Source
- Financial Planning
- Success Criteria
- How can I help ?
- Q&A

# Mission-Vision

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Establish a common facility for  
Bangladeshi community in  
Silicon Valley Area to share &  
promote Knowledge,  
Experience and Cultural  
Heritage.



# Goals

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- Establish an address for the community
- Center for Bangladesh Studies: Establish a Bangladesh Library and Media Center, including WiFi Facility and Bangladeshi TV Channels
- Organize Social and Cultural Networking Events including Special Events for Family
- Offer Courses on Bengali History, Culture, Literature, and Religious Studies
- Sponsor workshop, seminar and conference to enhance technical and leadership skills
- Make facility available for private events

# Benefits

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- It's an Opportunity for our Community to have our own Place that we can use
- Provide a unique learning environment for our children on history, culture, language, religion and community leadership the way we are comfortable
- Provide a unique identity to our children – “American Bangladeshi”
- Provide opportunities for everyone for Social Networking
- An opportunity to create positive image for Bangladesh by organizing Special Events/Open house for Non-Bangladeshi's
- An opportunity to establish a “Think Tank”

# Milestones

- Phase-1: Planning Phase: Q1-09
  - Approval of Project Team by BOT and EC (Done, 12/6/08)
  - Approval of Project Plan, Budget and Funding by EC and BOT (Done, 12/6/08)
  - Identify Location (Tentative: (Approx. 2000sqft @ 3000 Scott Blvd, Santa Clara)
  - Get Community Commitment on the project and raise fund (Jan/Feb 09)
- Phase-2: Implementation: Q2-09
  - Signup Lease and Open the Center
  - Start Holding Community Events
  - Establish Library, Media Center, Bangladeshi TV Channels and WiFi Facility
  - Develop Course Curriculum for the School
- Phase-3: Deployment: Q3 & Q4-09, Q1-10 and Beyond
  - Offer Courses –Bengali Language, Dance, Yuga, Music and Religious Studies
  - Schedule Events for the year
  - Sponsor/Arrange Seminars, Workshops and Professional Courses
  - Develop and Implement long term sustainable plan (beyond Q1-10)

# Funding Source

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- Total Fund Needed for 1<sup>st</sup> Year: Approx. \$82.7K
  - Corporate Donors/Families: \$25 per month
  - Special/Chartered Donors: \$1000.00 per year
  - Sponsors: Silver (\$2K), Gold (\$5K) and Diamond (\$10), Platinum (\$15K), Grand (\$20K+)
  - Income from Event Rentals, Sales of Goods and Services, etc.
  - Corporate Matching and Donations
  - CA/US Govt. Multi-cultural Funding

# Estimated Annual Cost

<u>Budget Headings</u>	<u>2009-Allocation (\$)</u>
Rent	36,000.00
Insurance	3,600.00
Office Expense (Phone, Internet, Stationary, etc.)	1,500.00
Utilities and Janitorial Services	3,600.00
Payroll Expense	12,000.00
Expense for Events	4,000.00
Office Computer, Furniture, etc.	2,000.00
Library/Media Center	15,000.00
Sports Center	3,000.00
Miscellaneous	2,000.00
<u>Total</u>	<u>82,700.00</u>

# The Working Team

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- **Jahangir Dewan, BABA BOT**
- **M Helal, BABA BOT**
- **Kamal Khan, President, BABA EC**
- **Muhib Khan, Social Sec, BABA EC**
- **Aziz Choudhury, Sports Sec, BABA EC**
- **Mahbub Khan, Advisor**
- **M Zaman, Advisor**

# Success Matrix

<u>ID</u>	<u>Description</u>	<u>Target</u>	<u>Actual</u>
S001	Necessary funding and resources are available in phase-I	80%	
S002	A convenient location is available with optimum floor space (approx. 2000sft)	80%	
S003	Number of Bengali, religious and cultural classes with minimum of 10 students: 3	75%	
S004	Library and Media Center use	60%	
S005	Facility Utilization	60%	
S006	Number of Events per year: 4	75%	
S007	# of seminars/workshops: 3 arranged by center per year	70%	

# Next Steps

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- BABA BOT and EC Approval: Both the teams are in verbal agreement to Explore the Project, Need Formal Approval (Done-12/6/08)
- Complete Project Plan and Approval by BABA BOT & EC (Done-12/6/08)
- Hold small group meeting with the community members to get their feedback on such a project. So far got very good positive response. The team will continue this effort.
- A location has been identified (3000 Scott Blvd, Santa Clara, CA).
- Put Project Plan Online: [www.baba1.com](http://www.baba1.com) and funding pledge form; BABA to send introductory email to the community
- Hold PR and Marketing Event: Dec. 20, 08, in conjunction with Bijoy Dibosh Program
- Hold fund raising event (Feb. 21, 09) in conjunction with Int'l Language Day Event.
- Appointment of Center Management Team: Q1-09

# **Scope of BACC in BABA**

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## **BABA (Bay Area Bangladesh Association)**

- **BABA-EC  
(Executive  
Committee)**

7 positions (all  
selected from the  
community)

- **BABA-BOT  
(Board of  
Trustees)**

7 positions (all  
selected from the  
community)

- **BABA-BACC  
(Bangladesh American  
Community Center)**

7 positions (2 from EC, 2  
from BOT, and 3 from the  
general community, who are  
all community center  
members)

# BACC - Center Management Team

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- Will be Managed by a 7 Member Board of Directors Appointed by BABA BOT
- All the board Members must be at least Corporate Member of the Center
- Day-to-day Facility Management: By Center Manager (paid), Reporting to the Center/Facilities Director
- Board of Directors (7): Appointed for 3 Years
  - Director\* (2): BABA BOT (must be in Current BOT), Selected by BOT
  - Director\* (2): BABA EC (must be in Current EC), Selected by EC
    - \* If a Director's term is over from EC or BOT then he/she will cease his/her current position as Director from the Center Management. The BOT/EC will replace the positions from the then current BOT/EC
  - Director\*\* (3): Selected by BOT. They can not be from current BOT/EC Members.
    - \*\* If he/she becomes BOT/EC Members then he/she will cease his/her current position as Director from the Center Management. The BOT will replace the positions.
- The board of directors will elect among themselves the Chairperson/Marketing Director (can not be BOT Chairperson or EC President at the same time), Vice-Chairperson/Event Director, General Secretary/Academic Director, Treasurer and Center/Facilities Director
- The center will have it's own account in the bank in the name of BABA. The center Chairperson and Treasurer will have the signature authority.
- The center management team is responsible to develop a policy and facility usages document by Q2-09 that will be approved by BABA BOT and EC

# How can you help ?

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- Become a Donor, Join the team and take an active part
- Get your company involved for matching fund
- Help in Raising Funds by getting your friends to sign up for \$25 a month (\$300 for 1 year) or more; goal is to have an “address” for you and the community that we all can be proud of
- We need everyone's help in this noble journey
- Make a pledge at: [www.baba1.com](http://www.baba1.com)

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# Thank you!

[www.baba1.com](http://www.baba1.com)