

ARPA Small Business

Implementation Plan

Executive Summary

On February 3, 2022, the City Council approved the spending framework for State & Local Fiscal Recovery Funds received by the City of San Antonio under the American Rescue Plan Act (ARPA). This framework included \$30.95 million for small businesses. Based on a comprehensive outreach effort, the City's Small Business Advisory Commission (SBAC) identified five priority areas to be included in the portfolio of Small Business investments. It is expected that these investments not only address the immediate needs of the small business owners, but also provides the opportunity for transformational change in the larger small business ecosystem resulting in a stronger, more resilient economy. The Economic & Workforce Development Committee accepted the SBAC priority areas. The following table provides a summary of investments by identified priority.

Strategy/Program	Recommended Funding
Access to Capital	\$20,625,000
<i>COVID Impact Grants</i>	\$17,000,000
<i>COVID Impact Grants Outreach and Marketing</i>	\$625,000
<i>Growth Fund Loan/ Grants*</i>	\$3,000,000
Capacity Building	\$1,450,000
<i>Launch SA Improvements</i>	\$300,000
<i>Back Office Support Program*</i>	\$750,000
<i>Web Presence Program*</i>	\$400,000
Ecosystem Enhancements	\$3,000,000
<i>Implementation of Pillars Identified in the SA Ecosystem Report*</i>	\$3,000,000
Localism	\$625,000
<i>Buy Local Program Implementation and Operations Support*</i>	\$625,000
Geographic Placemaking	\$5,250,000
<i>Operation Facelift 2.0*</i>	\$3,000,000
<i>Outdoor Spaces Program</i>	\$1,250,000
<i>Corridor Program Pilot*</i>	\$1,000,000

*Staff recommends RFP solicitation

Recognizing the immediate needs of small businesses that continued to be impacted by the COVID-19 pandemic, the implementation plan will be executed in two phases. Phase 1 will focus on the execution of the COVID Impacts Grants program. In partnership with LiftFund, this program will provide direct financial assistance of up to \$45,000 to small businesses owners to be used on qualifying expenses such as payroll, rent/mortgage, utilities, and supplies. To support this program, \$625,000 has been allocated for targeted outreach and technical assistance to be provided by local business development organization partners with a focus on areas with the greatest digital divide.

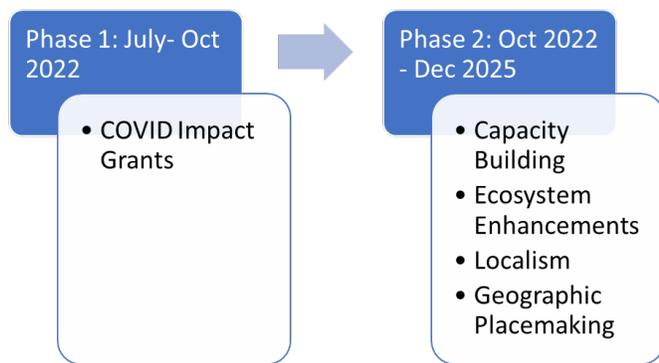


Figure 1 Implementation Timeline

With the completion of the COVID Impact Grants program, the Economic Development Department (EDD) will focus on execution of Phase 2 of the implementation plan beginning with the Capacity Building, Ecosystem Enhancements, and Localism strategy areas in the fall of 2022. Implementation of the programs associated the Geographic Placemaking strategy will coincide with the completion of the EDD strategic planning initiative.

Background

With the onset of the COVID-19 pandemic, many of the city’s small businesses were negatively impacted. While there have been several recovery programs, including \$45.5 million in grants from the CARES Act and General Fund resources, the COSA Hospitality Grants Program, among other local and national efforts, anecdotal evidence has shown that certain sectors continue to face ongoing challenges due to the pandemic and its secondary impacts.

On March 11, 2021, Congress signed into law the American Rescue Plan Act (ARPA), which included resources to support local government’s response to and recovery from the COVID-19 pandemic. The City of San Antonio was awarded \$326.9 million in State & Local Fiscal Recovery Funds. As part of the FY 2022 Budget process, the City Council approved \$97.5 million to support the City budget and address community needs. On November 18, 2021, the City Council approved an additional \$30.0 million for utility assistance. The remaining \$199.4 million remained unallocated and was intended to be awarded following a community engagement process in the fall of 2021.

In November 2021, a comprehensive community outreach effort took place that included 2,417 responses through a city-wide SASpeakUp survey online and available at ARPA town hall meetings, 28 public comments at three Small Business Advisory Commission (SBAC) Listening Sessions, and 157 responses to the Small Business Owner Input Form.

On January 26, 2022, following a community engagement process, staff presented a recommended spending framework reflecting the community and City Council input. The final spending framework of \$199.4 million was approved by the City Council on February 3, 2022. The approved spending framework included \$87.8 million recommended for programmatic funding, which included \$30.95 million for small businesses.

SBAC recommended priorities detailed within this document through its regular meetings and in consideration of community input to identify the following funding areas in the ARPA Investment Portfolio: Access to Capital, Capacity Building, Ecosystem Enhancements, Localism, and Geographic Placemaking.

The Investment Portfolio addresses solutions, both short-term and long-term, for businesses to recover from the negative impacts of the pandemic and achieve long-term resiliency. Long-term resiliency requires intentional investment and strategies to build infrastructure and support in coordination immediate relief.

The City Council designated the Economic & Workforce Development Committee (EWDC) to oversee the implementation planning for the \$30.95 million funding designation. EWDC considered the SBAC Investment Portfolio recommendation over the course of several meetings, with the following approved June 15, 2022.

Investment Portfolio

Working with SBAC and EWDC, the Economic Development Department sought to create a balanced portfolio of investments aimed at addressing the immediate needs of small businesses owners while also seeking to identify transformative solutions to improve our community and opportunities for small businesses going forward. The following chart provides an overview of the investments by identified priority.

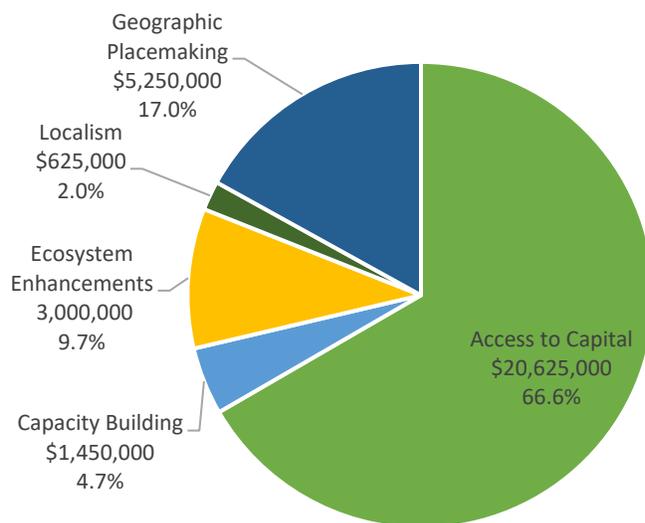


Figure 2 Program Portfolio

The strategies and programs identified in the implementation plan will be implemented in two phases. Phase 1 will focus on the deployment of the COVID Impact Grants program and the associated outreach and technical assistance. This phase will begin in July 2022 and conclude in November 2022.

Phase 2 will begin in the Fall of 2022 and prioritize programs in the Capacity Building, Ecosystem Enhancements, and Localism strategies. Implementation of programs in the Geographic Placemaking strategy will coincide with the completion of EDD Strategic Planning Initiative.

The following sections will provide additional detail on investments by priority area and program.

Access to Capital

\$20,625,000

Provide access to flexible capital that meets the needs of small businesses at every stage and aligns with the SA Ecosystem Report that identified access to capital as one of the greatest needs of small businesses owned by minority groups that have traditionally been underfunded.

COVID Impact Grants

\$17,000,000

Program Description

Small businesses need support, technical assistance, and tools to support their recovery from the COVID-19 pandemic while building long-term resiliency. Recognizing this, San Antonio is implementing the COVID Impact Grants program to provide meaningful and efficient support to small businesses that continue to work toward recovery from the economic strife caused by the public health crisis and secondary impacts associated with the pandemic.

EDD is partnering with LiftFund for the administration of the COVID Impact Grants program with an administrative fee of 8% (or \$1.36 million) of the \$17 million total allocation for administrative expenses.

Grant Eligibility Criteria

Applicants must meet all the following criteria to be eligible for the COVID Impact Grants:

- Business is in one of the eligible NAICS codes provided below. These NAICS codes were identified as experiencing at least 5% employment loss from pre-pandemic levels
- Reduction in gross revenues in 2020 and 2021 when compared to 2019
- Minimum 20% reduction in gross revenues from 2019 to 2021
- Must meet SBA size standards for small businesses for 6-digit NAICS code
- Established prior to January 1, 2020 with demonstrated revenue in 2019
- Be in operation and not filed for bankruptcy at time of application
- Primarily be located within San Antonio city limits and remain for one year from date of grant award
- Not be in the following categories: gambling/gaming businesses; franchisors; sexually oriented businesses; payday & auto loan providers; liquor stores and businesses in which a City employee or officer has a financial interest, as defined in Sec. 2-53 of the City's Ethics Code
- Not have applied for any other City of San Antonio grant programs funded by the American Rescue Plan Act (ARPA), including, but not limited to ARPA 4 Arts
- Grant applicant must be authorized representative of business

Eligible NAICS codes

Demonstrated a 5% loss or more in employment 2021 compared to 2019.

NAICS	Industry	Employment Loss
213	Support Activities for Mining	-80.9%

NAICS	Industry	Employment Loss
512	Motion Picture and Sound Recording Industries	-55.7%
519	Other Information Services	-48.0%
331	Primary Metal Manufacturing	-38.6%
711	Performing Arts, Spectator Sports, and Related Industries	-37.6%
721	Accommodation	-33.7%
487	Scenic and Sightseeing Transportation	-32.7%
486	Pipeline Transportation	-30.2%
448	Clothing and Clothing Accessories Stores	-29.7%
485	Transit and Ground Passenger Transportation	-25.0%
532	Rental and Leasing Services	-24.3%
333	Machinery Manufacturing	-23.4%
323	Printing and Related Support Activities	-22.6%
115	Support Activities for Agriculture and Forestry	-22.5%
211	Oil and Gas Extraction	-22.4%
212	Mining (except Oil and Gas)	-17.6%
316	Leather and Allied Product Manufacturing	-17.4%
518	Data Processing, Hosting, and Related Services	-16.5%
515	Broadcasting (except Internet)	-15.7%
623	Nursing and Residential Care Facilities	-12.2%
425	Wholesale Electronic Markets and Agents and Brokers	-11.2%
442	Furniture and Home Furnishings Stores	-10.9%
339	Miscellaneous Manufacturing	-10.8%
315	Apparel Manufacturing	-10.8%
722	Food Services and Drinking Places	-10.5%
812	Personal and Laundry Services	-10.4%
533	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	-10.3%
326	Plastics and Rubber Products Manufacturing	-9.6%
453	Miscellaneous Store Retailers	-8.8%
624	Social Assistance	-8.8%
322	Paper Manufacturing	-8.2%

NAICS	Industry	Employment Loss
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	-8.1%
622	Hospitals	-7.5%
236	Construction of Buildings	-5.9%
424	Merchant Wholesalers, Nondurable Goods	-5.9%
321	Wood Product Manufacturing	-5.6%
712	Museums, Historical Sites, and Similar Institutions	-5.5%
713	Amusement, Gambling, and Recreation Industries	-5.5%
451	Sporting Goods, Hobby, Musical Instrument, and Book Stores	-5.4%
112	Animal Production and Aquaculture	-5.2%
446	Health and Personal Care Stores	-5.0%
524	Insurance Carriers and Related Activities	-5.0%

Scoring Matrix

Reduction in Gross Revenue 2019 to 2021	30	Points
40% or Greater		30
30% - 39.9%		20
20% - 29.9%		10
Industry Employment Loss	30	Points
25% or greater		30
20 – 24.9 %		25
15-19.9%		20
10-14.9%		15
5-9.9%		10
Demographic Criteria	20	Points
Minority-Owned		5
Women-Owned		5
Veteran-Owned		5
Disabled-Owned		5
Equity Atlas Score	20	Points
Equity Atlas Score 8-10		20

Equity Atlas Score 5-7		10
Equity Atlas Score 2-4		0
Other Grant Funding Received*	15	Points
\$0		15
\$1 to \$10,000		10
\$10,001 to \$25,000		5
\$25,001 or more		0

*To include PPP, EIDL, Restaurant Revitalization Fund, and COSA Recovery and Hospitality Grants

Grant Funding and Category Amounts

Reduction in Gross Revenue	Grant Amount
20% - 29.9%	\$15,000
30% - 39.9%	\$25,000
40% or Greater	\$35,000

Construction Impact Funding

Additional funding of \$10,000 will be available to businesses located within major, City-initiated construction zones. The following projects started within the timeframe of October 1, 2019 and December 31, 2021 and include project duration time of at least 18 months.

Eligible projects include:

- The Alamo (Area Streets)
- Broadway Street Corridor (East Houston Street to IH35)
- Prue Road (Babcock Road to Laureate Drive) (D/B)
- Harry Wurzbach Road/Austin Highway Connectors
- West Commerce Street (Frio Street to Colorado Street)
- Goliad Road (Fair Avenue to East Southcross Boulevard)
- Commerce Street (St. Mary's Street to Santa Rosa Street)
- Cedarhurst Drive Area (Dumont Drive to Eaglerock Drive)
- North St. Mary's Street (East Mistletoe Avenue to West Josephine Street)
- Brooks City Base South New Braunfels Avenue (Lyster Road to Aviation Landing)
- North New Braunfels Avenue Phase 1 (East Houston Street to Burseson Street)
- Bulverde Road Phase 1 (Butterleigh Drive to North of Quiet Meadow Street)
- West Military Drive & Westmar Drive Area

- Enrique M. Barrera Parkway Phase 1 (Old Highway 90 Area)
- Brooks City Base Inner Circle Road (Louis Bauer Drive to Research Plaza)
- Barbara Drive Drainage Phase 2
- Aldine Drive & Burr Oak Drive (Alley to Outfall)
- Mission Road (San Antonio River to Southeast Military Drive)
- Fredericksburg Road (North Flores Street to West Woodlawn Avenue)

Implementation Timeline

July 2022: Community outreach launch
 August 2022: Applications open
 September – October 2022: Scoring and awarding
 December 2022: Funding disbursement complete

Equitable Outcomes

- Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses

COVID Impact Grants Outreach and Marketing \$625,000

Program Description

This program provides support to the business development organization partners to ensure targeted outreach, marketing and technical assistance are provided to small business owners who are eligible to apply for COVID Impact Grants.

Implementation Timeline

July 2022: Marketing and outreach
 August 2022: Technical support
 August – October 2022: Provide direct assistance to advise grant recipients of best use of grants should advice be requested

Equitable Outcomes

- Businesses in the hardest-to-reach areas and the most historically underserved have increased opportunity to successfully apply for and receive a grant

Note: All subsequent programs described are included within Phase 2 of the Implementation Plan

Growth Fund \$3,000,000

Program Description

The Growth Fund program provides small businesses, which have disproportionately lower access to financial capital, the financial assistance to sustain or grow operations. This program will increase

opportunity and access to capital for underserved groups in business. It will also identify and address the barriers to create better opportunities for business owners. Performance will be measured through jobs created, retained and growth in revenue.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Spring 2023: Program development including criteria for participation

Fall 2023: Solicitation process begins

2024: Contract award and program implementation

Equitable Outcomes

- Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses
- Identify and address barriers to create opportunities for business owners

Capacity Building

\$1,450,000

Small businesses grow to their greatest potential.

Launch SA Improvements

\$300,000

Program Description

The Economic Development Department has operated LaunchSA, located in the Central Library, in partnership with LiftFund since 2014. Physical improvements will be made to the Launch SA space with the goal to create a best-in-class full-service small business support hub. Potential improvements include technology upgrades and reconfiguration of the existing space.

Implementation Timeline

Fall 2023: Space needs assessment complete and coordination with San Antonio Public Library

Winter 2023: Procurement process (if needed)

Spring 2024: Improvements complete

Equitable Outcomes

- Coordinated and sustainable small business ecosystem that serves as a safety net during future economic downturns

Back Office Support Program

\$750,000

Program Description

At the outset of the pandemic, back office support services were identified as a major deficiency for many small businesses trying to access financial assistance programs. Frequently, businesses were unable to provide the necessary financial documentation to access those resources.

Currently, San Antonio for Growth on the Eastside (SAGE) operates a Back Office Program to provide the necessary support to ensure that the background operations of businesses are successful. Programs such as these help identify challenges in areas, such as accounting, project management, billing, HR, and supply chain operations, and develop tailored solutions to create opportunities for business owners to effectively operate and grow their business. This program seeks to identify one or more partner agencies to develop a scalable model to provide back office support to small business owners across the city.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall/Winter 2022: Solicitation process begins

Spring 2023: Partner identification and program implementation

Equitable Outcomes

- Identify and address barriers to create opportunities for business owners

Web Presence Program

\$400,000

Program Description

Support through this program will assist businesses in the creation of an online presence that could include the creation or upgrade of existing websites as well as social media and online advertising education and support. Potential services include conducting an individualized needs assessment, tool development to include photography and copywriting, training, and update support.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall/Winter 2022: Solicitation process begins

Spring 2023: Partner selection and program implementation

Equitable Outcomes

- Identify and address barriers to create opportunities for business owners

Ecosystem Enhancements

\$3,000,000

Develop a stronger, more resilient small business ecosystem.

Implementation of Pillars – SA Ecosystem Report

\$3,000,000

Program Description

The 2021 SA Ecosystem Report, supported by JPMorgan Chase & Co, Common Future and Next Street, codeveloped insights with local stakeholders to identify four ecosystem pillars that can help to lift small business owned by minority groups that have traditionally been underfunded and focus on closing a racially systematic wealth gap in our community. Those pillars are access to flexible capital, sustainability and resiliency, access and networks, and ecosystem coordination. Support of this ecosystem can improve the local economy and create a sustainable business environment for local prosperity. The four pillars will facilitate the long-term creation of wealth and jobs in San Antonio, which will lead to a sustainable economic growth in underdeveloped areas of the city. This program will support transformative work to improve the ecosystem by investing in initiatives aimed at addressing one or more of the opportunities identified in the report. Emphasis will be placed on initiatives that leverage other funding sources and involve collaboration between one or more agencies.

A competitive RFP process will be conducted to identify implementation partner(s) for this program and initiatives.

Implementation Timeline

Fall/Winter 2022: Solicitation process begins

Spring 2023: Identification of initiatives and partner agencies

Equitable Outcomes

- Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses
- Identify and address barriers to create opportunities for business owners

Localism

\$625,000

Foster growth of demand for locally made products and services and the implementation of finding from ongoing assessment of buy local initiatives.

Buy Local Implementation & Operations

\$625,000

Program Description

The Buy Local Program will promote the importance of locally owned, independent businesses and create a business alliance to advocate for those businesses. Supporting local businesses will recirculate more money in the local economy, preserve and celebrate local culture and neighborhoods, attract visitors, and maintain livable communities where the full diversity of residents can prosper. Project scope will

incorporate findings and recommendations from the assessment of current buy local initiatives completed in Spring 2022. This includes identification of a lead agency partner to support program implementation.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall/Winter 2022: Implementation of findings and recommendation from Buy Local Assessment to include program design, partner identification, funding structure, and marketing strategy

Spring/Summer 2023: Identification of lead agency partner for ongoing program execution to include plan for financial sustainability and long-term strategy

Equitable Outcomes

- Support for production and consumption of local goods while promoting local history, culture, and identity

Geographic Placemaking

\$5,250,000

Establishing a framework to create connected, vibrant, and inclusive communities through transformative placemaking. As defined by [Brookings](#), transformative placemaking “aims to nurture an economic ecosystem that is regionally connected, innovative, and rooted in the assets of its local residents and businesses.”

Operation Facelift 2.0

\$3,000,000

Program Description

From 1998-2018, the Neighborhood Housing Services Department operated the Operation Facelift program. This program, funded by a combination of City and federal HUD resources, provided funding for exterior improvements to commercial properties, either tenant or owner occupied, in target areas as part of neighborhood revitalization efforts. In the last years of the program, the property had to be located within RenewSA target areas. The purpose of the program was to reverse the deterioration of commercial structures in targeted areas and stimulate new, private investment and economic growth. Eligible projects could receive up to \$35,000 in exterior improvements to the building. Records show that the City completed 95 façade improvement projects and expended \$1,881,974 under this program.

Currently SAGE, operates a Store Front Grant Program with the objective of revitalizing small businesses. The Storefront Grant is a matching grant program that provides up to \$10,000 for façade improvements in targeted areas that will help revitalize and return activity to our commercial corridors. All grant funds must be matched dollar for dollar by the property owner. To date, 150 commercial businesses have received SAGE Store Front Grant, with a total investment of over \$1.3 million in Eastside business façade improvements.

This proposed initiative will seek to reinstitute the Operation Facelift program to provide funding for storefront and façade improvements in target areas. Staff will review prior program guidelines and recommend modifications.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall 2022: Develop program requirements and scope

Winter 2022/2023: Solicitation process

Spring 2023: Program implementation

Equitable Outcomes

- Strengthened connection between people and the places they share

Outdoor Spaces Program

\$1,250,000

Program Description

There have been fundamental changes in customer preferences resulting from the COVID-19 pandemic that include increased and continued demand for outdoor spaces as extensions of existing business blueprint. The program will provide funding to businesses that wish to create outdoor spaces as an enhancement to the current facility. The National Restaurant Association’s 2021 State of the Restaurant Industry report indicated that since the start of the pandemic, 62% of fine dining and 56% of casual dining restaurant owners have committed more resources to expanding and developing their outdoor dining spaces, and 45% of both casual and fine dining operators said they have added seating to their parking lots and sidewalks. Most operators surveyed said they plan on keeping those outdoor improvements in place.

Concurrently, staff will work with participating businesses and the City’s Development Services Department to identify opportunities to streamline and/or simplify permitting processes.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall 2022: Identify program requirements, criteria, and begin coordination with Development Services Department

Fall/Winter 2022: Solicitation process Begins

Spring 2023: Program implementation

Equitable Outcomes

- Strengthened connection between people and the places they share

Corridor Program Pilot

\$1,000,000

Program Description

There are economic corridors throughout the city, once at their prime, that have lost vitality due to a variety of reasons, such as the impact of the pandemic on small businesses located along the corridor, changes in demographics, consumer trends, lack of access to financial capital, need for technical assistance, and space needs. This pilot program will focus on two economic corridors in San Antonio. By improving these corridors, we can strengthen the connection between people and the places they share, which will create and retain jobs as well as increase revenue in these corridors.

A competitive RFP process will be conducted to identify implementation partner(s) for this program.

Implementation Timeline

Fall 2023: Corridor selection and solicitation process

Spring 2024: Program initiation

Equitable Outcomes

- Strengthened connection between people and the places they share

COVID Impact Matrix

COVID-19 Impact	Strategies/ SBAC Priority	Program	Equitable Outcomes	Performance Indicators	Amount
Impact of pandemic accelerates trends in small business digital inclusion, access to flexible financial capital, technical assistance, and space needs	Access to Capital	COVID Impact Grants	Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses	<ul style="list-style-type: none"> Jobs created Jobs retained 	\$17.00 M
		COVID Impact Grants Outreach and Marketing	Businesses in the hardest-to-reach areas and the most historically underserved have increased opportunity to successfully apply for and receive a grant	<ul style="list-style-type: none"> Grant awardee demographics Number of businesses that stay open after receiving grant 	\$625 K
	Capacity Building	Web Presence Program	Identify and address barriers to create opportunities for business owners	<ul style="list-style-type: none"> Revenue 	\$400 K
		Launch SA Improvements	Coordinated and sustainable small business ecosystem that serves as a safety net during future economic downturns	<ul style="list-style-type: none"> Program Participation Participant Business Failure Rate 	\$300 K
	Geographic Placemaking	Operation Facelift 2.0	Strengthened connection between people and the places they share	<ul style="list-style-type: none"> Revenue Corridor Investments Jobs created Jobs retained 	\$3.00 M
		Outdoor Spaces Program			\$1.25 M
		Corridor Program Pilot			\$1.00 M

COVID-19 Impact	Strategies/ SBAC Priority	Program	Equitable Outcomes	Performance Indicators	Amount
Small Businesses, in particular Black- and Latino-owned, have disproportionately lower access to financial capital to sustain or grow operations during the pandemic	Access to Capital	Growth Fund	<p>Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses</p> <p>Identify and address barriers to create opportunities for business owners</p>	<ul style="list-style-type: none"> Jobs created Jobs retained Revenue 	\$3.00 M
Business Development Organizations struggle to reach businesses to provide assistance	Ecosystem Enhancements	Implementation of Pillars Identified in the SA Ecosystem Report	<p>Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses</p> <p>Identify and address barriers to create opportunities for business owners</p>	<ul style="list-style-type: none"> \$ Leveraged from other funding sources Capital demand CDFI Loans Bank Loans 	\$3.00 M
Small Businesses without adequate back-office functions struggle to access recovery funding and other assistance programs	Capacity Building	Back Office Support Program	Identify and address barriers to create opportunities for business owners	<ul style="list-style-type: none"> Jobs created Revenue 	\$750 K
Secondary effects of the impact of pandemic on hospitality industry felt by other small business sectors due to lack of local demand	Localism	Buy Local Implementation	Support for production and consumption of local goods while promoting local history, culture, and identity	<ul style="list-style-type: none"> Buy local multiplier Shift in consumer behavior and sentiment 	\$250 K
		Buy Local Operations Support			\$375 K

Program Budget by Year

	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	Total
Access to Capital						
COVID Impact Grants	\$16,320,000	\$680,000				\$17,000,000
Growth Fund			1,500,000	1,500,000		3,000,000
COVID Impact Grants Outreach and Marketing	325,000	300,000				\$625,000
Access to Capital Total	\$16,645,000	\$980,000	\$1,500,000	\$1,500,000	-	\$20,625,000
Capacity Building						
Launch SA Improvements			300,000			300,000
Back Office Support Program		400,000	250,000	100,000		750,000
Web Presence Program		200,000	125,000	75,000		400,000
Capacity Building Total	-	\$600,000	\$675,000	\$175,000	-	\$1,450,000
Ecosystem Enhancements						
Implementation of Pillars Identified in the SA Ecosystem Report		1,500,000	1,000,000	\$500,000		3,000,000
Ecosystem Total	-	\$1,500,000	\$1,000,000	\$500,000	-	\$3,000,000

	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	Total
Localism						
Buy Local Initial Implementation		250,000				250,000
Buy Local - Operational Support			200,000	125,000	50,000	375,000
Localism Total	-	\$250,000	\$200,000	\$125,000	\$50,000	\$625,000
Geographic Placemaking						
Operation Facelift 2.0		1,000,000	1,000,000	1,000,000		3,000,000
Outdoor Spaces Program		750,000	500,000			1,250,000
Corridor Program Pilot			500,000	500,000		1,000,000
Geographic Placemaking Total	-	\$1,750,000	\$2,000,000	\$1,500,000	-	\$5,250,000
Total	\$16,645,000	\$5,080,000	\$5,375,000	\$3,800,000	\$50,000	\$30,950,000

Timeline

Phase	SBAC Identified Priority	Investment Portfolio Project	Timeline
Phase 1	Access to Capital	COVID Impact Grants	July 2022: Community outreach August 1 – 22, 2022: Applications open September – October 2022: Scoring and award notifications December 2022: Funding disbursement complete
	Access to Capital	COVID Impact Grants Outreach and Marketing	July 2022: Marketing and outreach August 2022: Technical assistance August – October 2022: Direct assistance to advise grant recipients
Phase 2	Capacity Building	Back Office Support Program	Fall/Winter 2022: Solicitation Process Begins Spring 2023: Partner identification and program implementation
		Web Presence Program	Fall/Winter 2022: Solicitation Process Begins Spring 2023: Partner selection and program implementation
	Ecosystem Enhancements	Implementation of Pillars – SA Ecosystem	Fall/Winter 2022: Solicitation Process Begins Spring 2023: Identification of initiatives and partner agencies

Phase	SBAC Identified Priority	Investment Portfolio Project	Timeline
	Localism	Buy Local Program Implementation	<p>Fall/Winter 2022: Implementation of findings and recommendation from Buy Local Assessment to include program design, partner identification, funding structure, and marketing strategy</p> <p>Spring/Summer 2023: Identification of lead agency partner for ongoing program execution to include plan for financial sustainability and long-term strategy</p>
	Geographic Placemaking	Operation Facelift 2.0	<p>Fall 2022: Develop program requirements and scope</p> <p>Winter 2022/2023: Solicitation Process</p> <p>Spring 2023: Program implementation</p>
		Outdoor Spaces Program	<p>Fall 2022: Identify program requirements, criteria, and begin coordination with Development Services Department</p> <p>Fall/Winter 2022: Solicitation Process Begins</p> <p>Spring 2023: Program implementation</p>
		Corridor Pilot Program	<p>Fall 2023: Corridor selection and solicitation process</p> <p>Spring 2024: Program initiation</p>

Phase	SBAC Identified Priority	Investment Portfolio Project	Timeline
	Access to Capital	Growth Fund Loan/Grants	Spring 2023: Program development including criteria for participation Fall 2023: Solicitation Process Begins 2024: Contract Award & Program Implementation
	Capacity Building	Launch SA Improvements	Fall 2023: Space needs assessment complete and coordination with San Antonio Public Library Winter 2023: Procurement process Spring 2024: Improvements Complete