

Post-Solicitation Small Business Support Services Briefing American Rescue Plan Act (ARPA)



City Council "B" Session
March 8, 2023
Presented by: Ana Bradshaw
Economic Development Department Assistant Director

Agenda

- *Implementation Plan Overview*
- *Request for Proposals*
- *Staff Recommendations*
- *Next Steps*



Small Business Implementation Plan



Phase 1 - \$17 Million

- COVID Impact Grants Program in Partnership with LiftFund

Phase 2, Part A - \$5.5 Million (Revised)

- Web Presence Program
- Back Office Support Program
- Growth Fund
- Implementation of Pillars
- Buy Local Implementation & Operations

Phase 2, Part B - \$5.5 Million

- Operation Facelift 2.0
- Outdoor Spaces Program
- Corridor Program Pilot
- LaunchSA Improvements

Phase 2 - A



Program	Available Amount	Recommended Award
Growth Fund	\$750,000	\$750,000
Ecosystem Enhancements	\$3,000,000	\$3,000,000
Back Office Support Program	\$750,000	\$750,000
Web Presence Program	\$400,000	\$550,000
Localism	\$625,000	-1
Total	\$5,525,000	\$5,050,000

Note: Reallocated \$150,000 from Localism to Web Presence to fund additional scope of work. Remaining \$475,000 for Localism is not recommended to be awarded at this time

Phase 2 - A



COVID-19 Impact	Program	RFP Scope of Work
Impact of pandemic accelerates trends in small business digital inclusion, access to flexible financial capital, technical assistance, and space needs	Web Presence	<ul style="list-style-type: none"> Needs assessment and personalized consultations Dedicated website with resources
Small Businesses, in particular Black- and Latino-owned, have disproportionately lower access to financial capital to sustain or grow operations during the pandemic	Growth Fund	<ul style="list-style-type: none"> Business owner leadership training and development Programs for second stage companies BDO Alliance partnership Resource lists and reduced-cost services
Business Development Organizations struggle to reach businesses to provide assistance	Ecosystem	<ul style="list-style-type: none"> Increased staffing resources to BDOs Centralized data and coordinated efforts Facilitator and hub between and ecosystem resources
Small Businesses without adequate back-office functions struggle to access recovery funding and other assistance programs	Back Office Support	<ul style="list-style-type: none"> Resource lists and reduced-cost services Expansion of existing program BDO Alliance partnership

Request for Proposals



Timeline

- Pre-Solicitation Presentation to EWDC: August 12, 2022
- Request for Proposals (RFP) Open: August 18 – October 21, 2022
- Scoring & Interviews: November – December 2022
- Post-Solicitation Briefing “B” Session: March 8, 2023
- Council Consideration for Award Approval: March 23, 2023
- Contract Term: March 2023 – November 2025

Evaluation Committee

- Alejandra Lopez, Assistant City Manager
- Brenda Hicks-Sorensen, EDD Director
- Ana Bradshaw, EDD Assistant Director
- Rhiannon Pape, Office of Innovation
- Jeremy Roberts, as SBAC Chair; resigned position December 7, 2022

Due Diligence



Finance and Audit Departments – Due Diligence Results

Number of vendors notified:	780
Number of vendors at pre-submittal conference:	18
Number of responses received:	10
Results of Minimum Requirements Review	No Findings
Results of Due Diligence Review	No Findings

Scoring Criteria



Category	Points
Experience, Background & Qualifications	30
Proposed Program Plan	30
Budget and Budget Narrative	25
SBEDA – SBE Prime	5
SBEDA – M/WBE Prime	5
Veteran-owned Small Business	5
Total	100

Funding Recommendations



Program	Applicants	Awards	Amounts
Growth Fund	5	2	\$388K \$362K
Back Office Support	6	2	\$318K \$432K
Web Presence	8	1	\$550K*
Ecosystem	5	2	\$2.6M \$400K
Localism	6	0	\$ -
Total	30	7	\$5.05M

- Seven proposals recommended for award of 30 proposals submitted
- \$5.05M to be awarded
- Evaluation Committee did not recommend an award for Localism

* Recommend reallocating \$150K from Localism to Web Presence

Funding Recommendations



Program	Selected Respondent	Recommended Award	Scope
Growth Fund	Maestro Entrepreneur Center	\$362,000	Second stage companies receiving individualized, problem-focused solutions to grow in partnership with the Edward Lowe Foundation
	Local Initiatives Support Corporation (LISC)	\$388,000	Through the BDO Alliance partnership, small businesses receive no interest microloans not conditioned on conventional creditworthiness to help grow their business
Back Office Support	San Antonio for Growth on the Eastside	\$432,000	Expands existing Back Office Support program by providing an assessment, improvement plan, and technical assistance in various aspects of fiscal management
	Local Initiatives Support Corporation (LISC)	\$318,000	Connects small business owners to reduced-cost professional services including legal, HR, accounting, and insurance. BDO Alliance partnership to help facilitate

Funding Recommendations



Program	Selected Respondent	Recommended Award	Scope
Web Presence	Herospace Digital Consulting	\$550,000	Individualized assessments and digital marketing plans for small businesses. Educational website for small businesses with custom content. Businesses with most need receive custom-built small websites.
Ecosystem	Prosper West San Antonio	\$400,000	Grassroots facilitator and hub between small business and available ecosystem resources, including funding and educational opportunities.
	Local Initiatives Support Corporation (LISC)	\$2,600,000	Increase staffing resources to BDOs. Establishes shared training and curriculum, centralized, shared data across BDO Alliance members, and promoting BDO Alliance efforts including a community awareness campaign.

Localism

- Submitted proposals were not in line with project vision
- Staff exploring alternate delivery option for remaining \$475K



Next Steps

**Council Consideration
for Award Approval
March 23, 2023**

**Contracts begin
March 2023**

**Contracts end by
November 2025**



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