

Small Business Support Services American Rescue Plan Act (ARPA)



City Council A Session – Item #31

April 6, 2023

**Presented by: Brenda Hicks-Sorensen
Economic Development Department Director**

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: ¹Reallocated \$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

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: April 6, 2023
- Contract Term: April 2023 – December 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

Scoring Criteria & Applicants



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

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

*Evaluation Committee did not recommend an award for Localism.

Growth Fund



- Second stage companies receive individualized, solution-focused leadership training with the Edward Lowe Foundation
- Maestro-led cohort of second-stage companies
- Recommended funding: \$362,000

LSC SAN ANTONIO

- BDO Alliance partnership
- Low/no interest microloans not conditioned on conventional creditworthiness for approval
- Recommended funding: \$388,000



Back Office Support



- Expansion of existing program
- Business health assessment, improvement plan, connect to local experts/resources
- Recommended funding: \$432,000

LLSC SAN ANTONIO

- BDO Alliance partnership to help facilitate implementation of programs
- Integrated service approach to address small business needs
- Reduced-cost professional services such as legal, HR, accounting
- Recommended funding: \$318,000



Web Presence

herospace

- Needs assessment and personalized digital marketing plan
- Dedicated website with custom content to empower small business owners
- Custom-built websites for small business owners with the most need
- Recommend a total of \$550k by reallocating \$150k from Localism



Ecosystem



PROSPER
WEST

- Grassroots facilitator and hub between small businesses and ecosystem resources, including funding and training
- Personalized, in-depth outreach
- Recommended funding: \$400k

LISC SAN ANTONIO

- Increase staffing to BDO Alliance members
- Robust, integrated service approach to address small business needs including centralized data-sharing
- Reduced-cost professional services such as legal, HR, accounting
- Recommended funding: \$2.6M



Always Welcome
Always Fresh



Next Steps

- *Council Consideration for Award Approval of \$5.05M to five partner organizations April 6, 2023*
- *Contracts begin April 2023*
- *Contracts end by December 2025*
- *Staff pursuing alternate option for remaining \$475K for Buy Local*



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