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	Program	Applicants	Awards	Amounts
Experience, Background &	30	Growth Fund	5	2	\$388K \$362K
Qualifications Proposed Program Plan	30	Back Office Support	6	2	\$318K \$432K
Budget and Budget	25	Web Presence	8	1	\$550K
Narrative SBEDA – SBE Prime	5	Ecosystem	5	2	\$2.6M \$400K
SBEDA – M/WBE Prime	5	Localism*	6	0	\$ -
Veteran-owned Small	5	Total	30	7	\$5.05M
Business Total	100	*Evaluation Committee did not recommend an award for Localism.			

Economic Development Department

Growth Fund



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

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



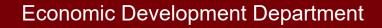
Back Office Support



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

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- 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

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- 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



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

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- 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



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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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