



OPEN

# ARPA State & Local Fiscal Recovery Funds

## Small Business Pre-Solicitation Briefing

Presented by Ana Bradshaw,  
Economic Development, Assistant  
Director

Economic and Workforce  
Development Committee

August 12, 2022



# Background

- The Coronavirus State and Local Fiscal Recovery Funds (SLFRF) program, a part of American Rescue Plan Act (ARPA), allocated \$350 billion directly to state and local governments to respond to the impacts of the COVID-19 pandemic
  - San Antonio: \$326.9 million
- February 2022: City Council allocated \$30.95 Million for small businesses
- June 2022: City Council approved the SLFRF Small Business Implementation Plan
- SLFRF funds must be committed by December 2024 and spent by December 2026

# Small Business Implementation Plan

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01	02	03	04	05
Access to Capital	Capacity Building	Small Business Ecosystem	Localism	Geographic Placemaking
\$20.625 M	\$1.45 M	\$3.0 M	\$625 K	\$5.25 M

# Implementation Plan

## Phase 1: July-December 2022

- COVID Impact Grants Program in Partnership with LiftFund - \$17 Million

## Phase 2: August 2022 – December 2025

- Part 1 - \$7.8 Million
  - Web Presence Program
  - Back Office Support Program
  - Growth Fund
  - Implementation of Pillars
  - Buy Local Implementation & Operations
- Part 2 - \$5.5 Million
  - Operation Facelift 2.0
  - Outdoor Spaces Program
  - Corridor Program Pilot
  - LaunchSA Improvements



# Solicitation Components

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Web Presence  
Program –  
\$400K

Back Office  
Support Program –  
\$750K

Growth Fund –  
\$3M

Ecosystem Report  
Implementation –  
\$3M

Buy Local  
Implementation &  
Operations –  
\$625K



## Web Presence Program

- Following the pandemic, the traditional marketplace was forced to pivot to online E-Commerce platforms
- Many small business owners were burdened by the constraints and administrative costs of trying to build an online presence
- Program offers consultive services to small businesses to setup and update business approaches utilizing the appropriate online tools



# Back Office Support Program

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- Small business owners can face immense administrative costs as they “wear all the hats” it requires to run a successful business
- This program would offer small business owners professional advising in service such as:
  - Bookkeeping and Accounting
  - Personnel Management
  - Financial Reporting
  - Supply Chain Strategizing



# Growth Fund

- Providing access to capital to grow up-and-coming small businesses
- Meeting small business demands for business growth through accessible gap financing options
- Creating relationship channels for small businesses to approach existing banking institutions and business development organizations for long-term financial success



# Buy Local Implementation & Operations

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- Generate demand for local, independent business' goods and services
- Working with place-based BDOs to administer Buy Local assessment report recommendations
- Build direct to consumer relationships between small businesses and their immediate communities
- Create lasting familiarity and brand presence that resonates with residents and visitors to San Antonio to build a cohesive small business landscape



## Implementation of Pillars Identified in the Small Business Ecosystem Report

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- Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses
- Identify and address structural barriers to create opportunities for business owners
- Creating long-term job and wealth creation in San Antonio

### Identified Pillars

Access to  
Flexible  
Capital

Sustainability  
& Resiliency

Access and  
Networks

Ecosystem  
Coordination

# Evaluation Criteria

Category	Points
Experience, Background, & Qualifications	30
Proposed Program Plan	30
Budget and Budget Narrative	25
SBEDA – SBE	5
SBEDA – MWBE	5
Veteran-Owned Small Business (VOSB)	5
<b>Total</b>	<b>100</b>



A modern conference room with a large wooden table, black chairs, and a large window overlooking greenery. The room is bright and airy, with a high ceiling and large pendant lights. The window is made of many small panes, providing a clear view of the outdoors. The table is long and rectangular, with several black chairs arranged around it. The floor is a light-colored carpet. The overall atmosphere is professional and collaborative.

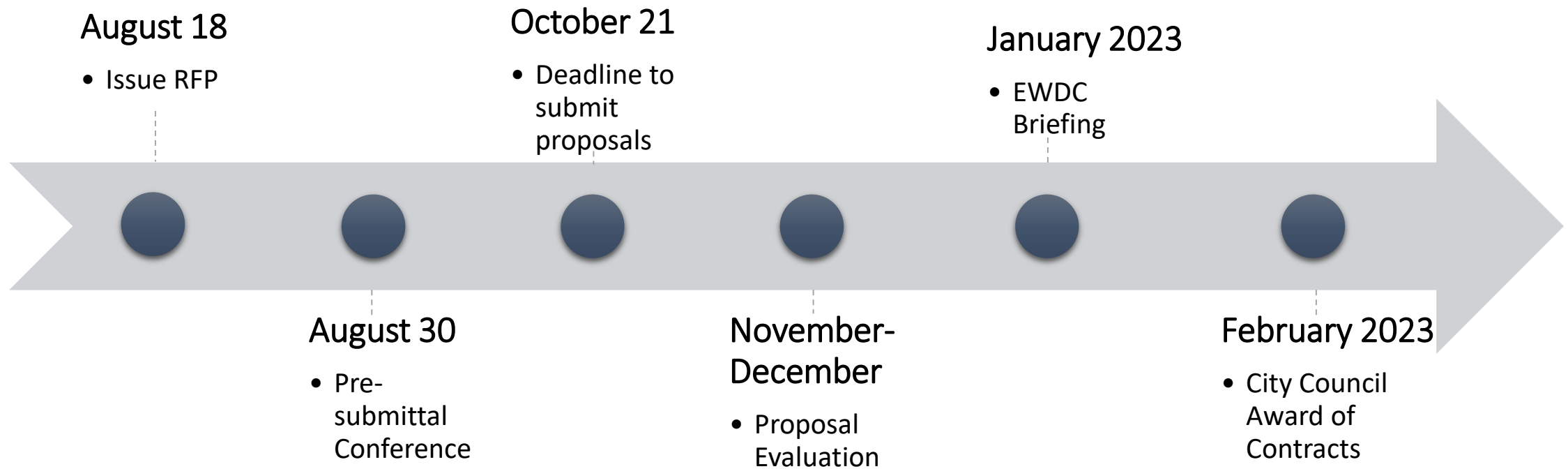
# Evaluation Committee

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- Alex Lopez, Assistant City Manager
- Brenda Hicks-Sorensen, EDD Director
- Ana Bradshaw, EDD Assistant Director
- Brian Dillard, Chief Innovation Officer
- Jeremy Roberts, Chair, Small Business Advisory Commission
- Luis E. Martinez, Ph.D., Trinity University Center for Innovation and Entrepreneurship

# Timeline

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