



# ARPA SMALL BUSINESS COVID IMPACT GRANTS PROGRAM

Presented by:  
Ana Bradshaw, EDD Assistant Director  
Economic and Workforce Development Committee  
February 3, 2023



# Background

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- ARPA Small Business Implementation Plan approved by City Council on June 23, 2022
- \$17 Million allocated for COVID Impact Grants
  - Provide meaningful direct cash assistance to small businesses that continued to be impacted by the long-term effects of the pandemic
  - Administered in partnership with LiftFund
- \$625K allocated for outreach and technical assistance by business development organization partners

# Eligibility Criteria

Must meet all of the following:

- ✓ In an industry that experienced at least **5% employment loss** locally
- ✓ Reduction in gross revenues in **2020 and 2021** when compared to **2019**
- ✓ Minimum **20% reduction in gross revenues** from 2019 to 2021

*As well as:*

- ✓ Must meet SBA size standards for industry
- ✓ Established prior to January 1, 2020, with demonstrated revenue in 2019
- ✓ 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 have applied for any other City of San Antonio grant programs funded by the American Rescue Plan Act (ARPA)
- ✓ Grant applicant must be authorized representative of business

## **Exclusions:**

- Gambling/gaming businesses
- Franchisors
- Sexually oriented businesses
- Payday & auto loan providers
- Liquor stores
- Businesses in which a City employee or officer has a financial interest, as defined in Sec. 2-53 of the City's Ethics Code

# Impacted Industries

- Demonstrated a 5% loss or more in employment between 2019 and 2021
- Identified 42 3-digit NAICS codes including:
  - Accommodations
  - Clothing and Clothing Accessories Stores
  - Food Services
  - Personal and Laundry Services (includes Hair Salons)
  - Construction of Buildings
  - Sporting Goods, Hobby, Musical Instrument, and Book Stores
  - Amusement and Recreation Industries (includes Fitness Centers)



# Application Scoring and Grant Awards

- Applications scored based on the following criteria:
  - Reduction in Gross Revenue 2019 to 2021
  - Industry Employment Loss
  - Demographic Criteria
  - Equity Atlas Score
  - Other Grant Funding Received
- Maximum grant amount is based on reduction in gross sales between 2019 and 2021
- Additional funding of \$10,000 available to businesses located within major, City-initiated construction zones
- Funds must be used for business-related expenses

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<b>Reduction in Gross Revenue 2019-2021</b>	<b>Maximum Grant Amount</b>
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25% - 34.9%	\$15,000
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\$15,000
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35% - 44.9%	\$25,000
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\$25,000
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45% or Greater	\$35,000
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\$35,000
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## Culturingua

## Grassroots Outreach: BDO Partnerships

- Outreach efforts (July 2022)
  - 7,415 Small businesses were contacted by BDOs
- Technical assistance (August 2022)
  - 285 Small businesses were assisted with the completion of their application
  - 417 Small business referrals made to other business development programs
- Technical assistance follow up conducted September-January



# COVID IMPACT GRANTS

The City of San Antonio COVID Impact Grants program will provide financial aid to small businesses that continue to be impacted by the pandemic. This program is funded by American Rescue Plan Act (ARPA) dollars provided to the City of San Antonio and is administered by LiftFund.



**APPLICATIONS OPEN AUGUST 1-22, 2022**

## Other Program Marketing

- Digital and print ads
- Street banners and digital billboards
- EDD Small Business Newsletter
- News releases
- Social media networks
- Websites
- E-blasts to community

### **EDD Campaign Advertising Results**

- Digital media: 606,757 Views
- Digital billboard: 646,966 Views
- Print media magazines/newspapers: 391,000 prints
- Print media flyers/doorhangers: 13,992

# Grant Awards Summary

- \$17 M allocated for grants
- 1,404 Total applications
  - 697 eligible applicants
- \$15.6 M in funds awarded to 521 businesses
  - \$29,942 average grant award
  - 135 Received additional \$10,000 construction supplement

## Recovery Focus

**\$10.7m**

1st time  
COSA Grant

**\$4.9m**

Construction  
Zones

## Equitable Outcomes

**\$11.6m**

Equity Score  
5 or greater

**\$8.9m**

Hispanic owned

**\$7.9m**

Women owned

**\$2.2m**

Black owned

# Grant Awards by Equity Atlas Scores

<b>Combined Equity Score Range</b>	<b># of Grants Awarded</b>	<b>Overall Percent of Recipients</b>	<b>Total Awarded Amount</b>	<b>Average Amount per Awardee</b>
<b>8 - 10</b>	201	38.6%	\$5,902,383	\$29,365
<b>5 - 7</b>	190	36.4%	\$5,694,965	\$29,974
<b>2 - 4</b>	130	24.9%	\$4,002,652	\$30,790

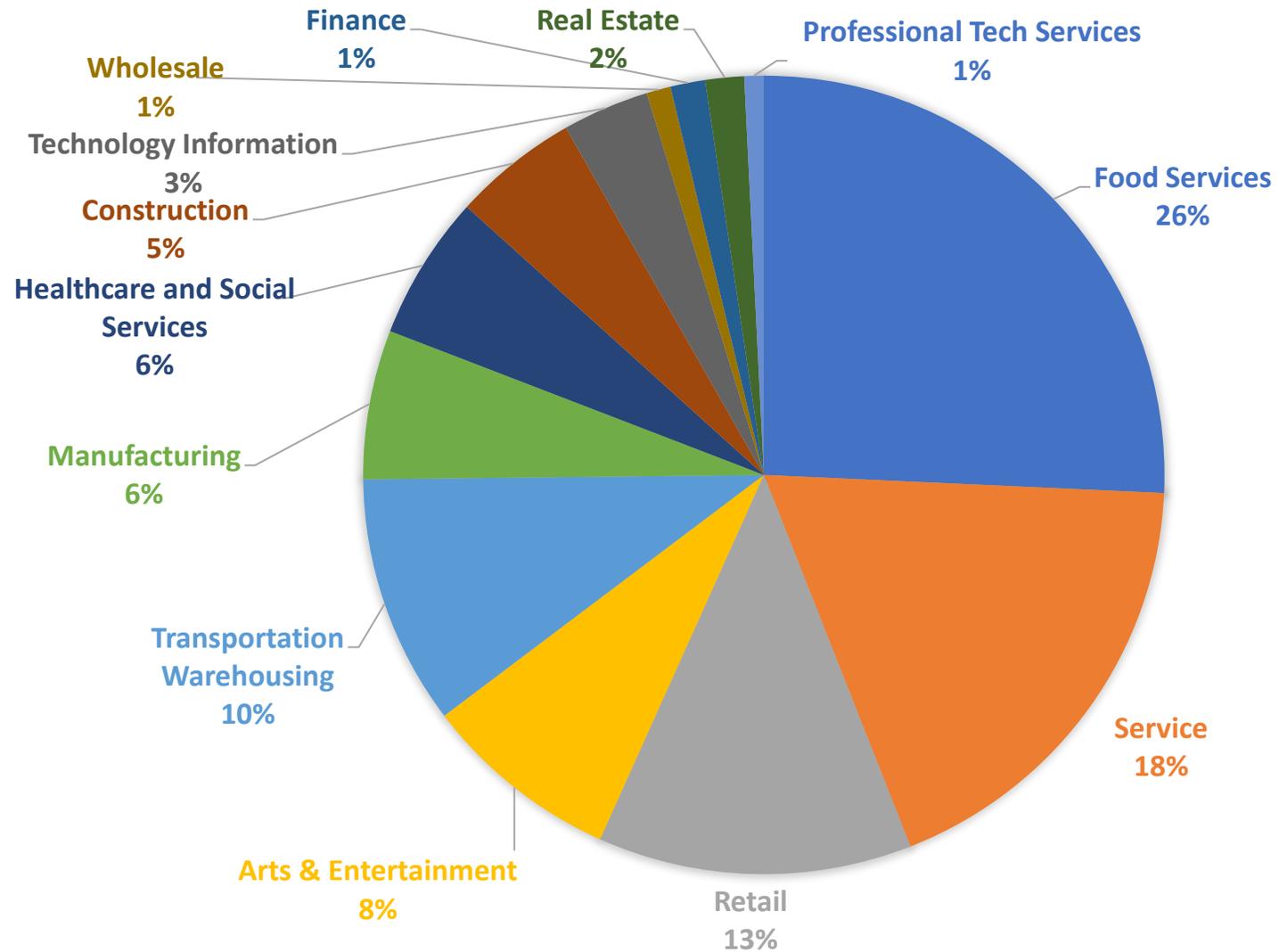
# Grant Awards by District & Demographics

Council District	Total Applications	Funded Applications	% of Total Funded	% of District Applications Funded
1	237	125	24%	44%
2	158	63	12%	37%
3	89	38	7%	40%
4	69	27	5%	34%
5	99	57	11%	56%
6	85	42	8%	44%
7	83	46	9%	48%
8	95	45	9%	38%
9	76	38	7%	37%
10	82	40	8%	37%
Not in City	155	-	-	-
<b>TOTAL</b>	<b>1,404</b>	<b>521</b>		

Race/Ethnicity	Approved
Hispanic Origin	56.81%
White	18.62%
African American	14.20%
Asian	7.49%
Other Minority	2.69%
Pacific Islander	0.19%

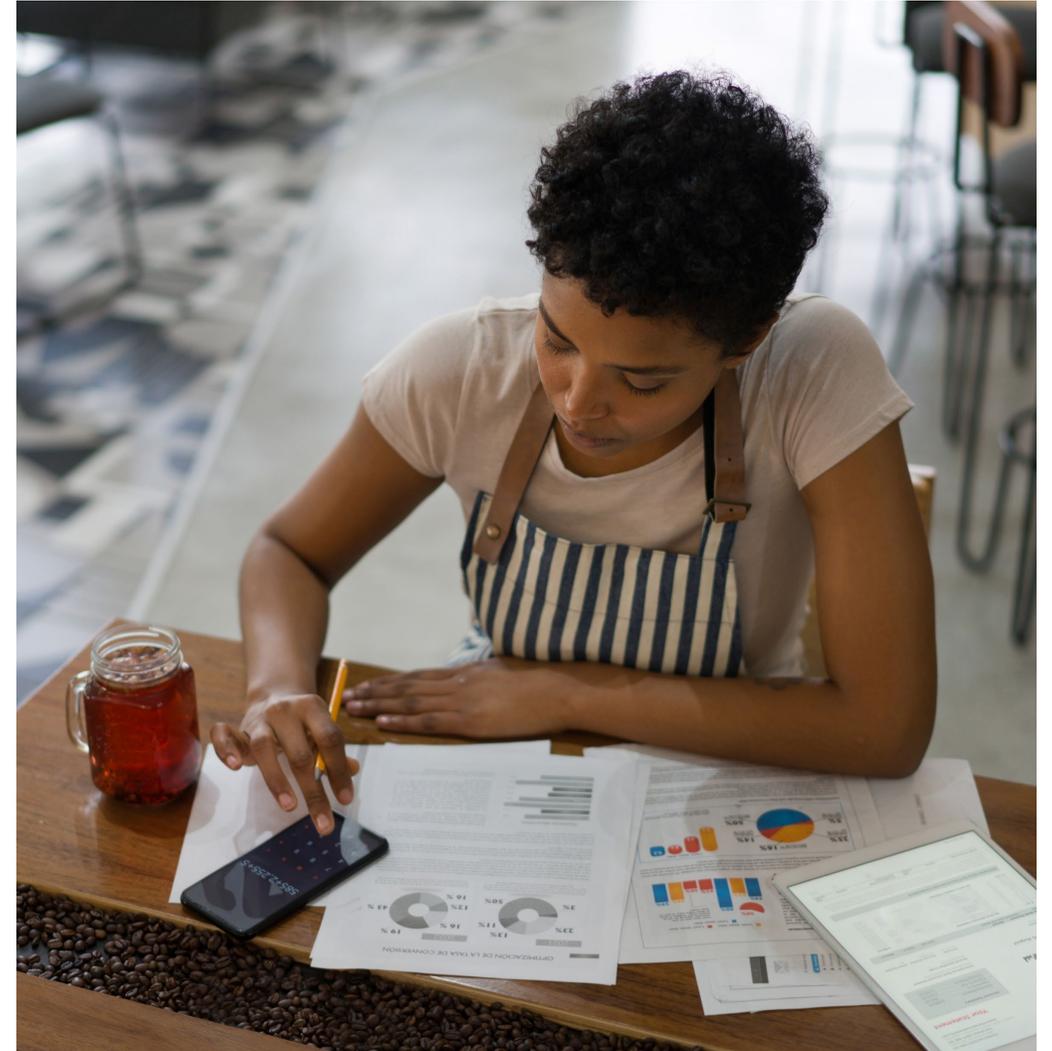
Gender	Approved
Female	50.86%
Male	49.14%

# Grant Awards by Industry



# Awarded Grants per Percent of Loss

Percent Loss Threshold	Funded (#)	Funded (\$)
20% - 30%	86	\$ 1,625,914
30% - 40%	89	\$ 2,265,650
40% - 50%	112	\$ 3,909,537
50% - 60%	78	\$ 2,620,059
60% - 70%	54	\$ 1,792,788
70% - 80%	40	\$ 1,394,247
80% - 90%	24	\$ 745,223
90% - 99%	22	\$ 721,840
100% loss	16	\$ 524,742
<b>Total</b>	<b>521</b>	<b>\$15,600,000</b>



# Monte Carlo Studio and Bridal

“We have served San Antonio as a family for 53 years and we hope to continue for many more. This is not only a good financial boost, but also emotionally inspiring.”

*Mary Jane Flores*

*District 5 Business*



# Texas Press

“Finding your company at rock bottom is difficult to acknowledge, but it also gives you the opportunity to ‘Pull up your bootstraps’ and get to work rebuilding. Even San Antonio Spurs need to rebuild from time to time...Now, due to the generosity of the City of San Antonio COVID Impact Government Program and LiftFund; opportunity knocks. Not just from the financial support given but also the wide variety of follow up programs offered to further establish, promote and achieve a robust business.”

*David Escalera*

*District 1 Business*



# Mi Taquito Arandas

“We are grateful for programs and funding. It will allow us to attend more events through our city and help us with our business utilities and growth.”

*Luis Vasquez*

*District 3 Business*



# COVID/ CONSTRUCTION GRANTS OUTREACH

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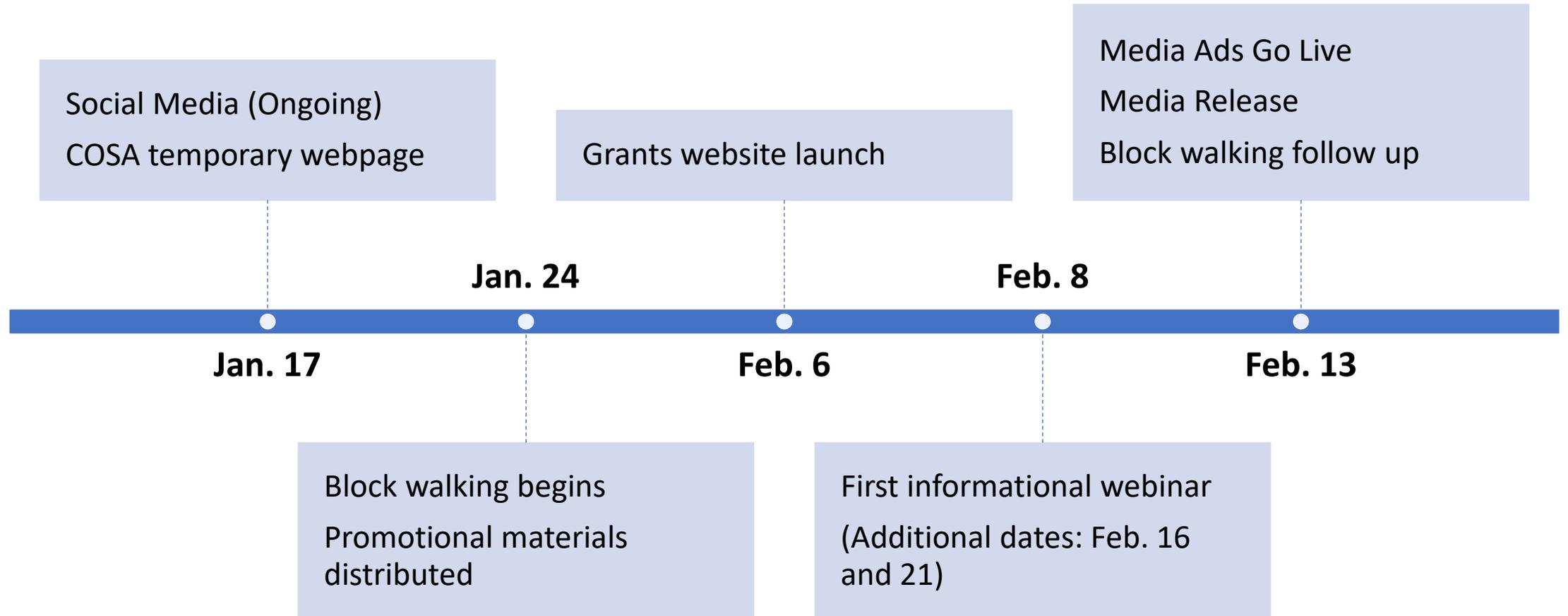
# Outreach & Marketing

## Targeted Outreach Strategies to Businesses in Project Zones

- Grassroots Outreach
  - BDO Alliance
  - EDD Staff
  - City Council Offices
  - Community & Public Meetings
  - Community organizations
- Marketing & PR
  - Signage
  - Printed flyers and door hangers
  - Social Media
  - Grant Website
  - Media Buys



# Outreach & Marketing Timeline





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