



CITY OF SAN ANTONIO  
**ECONOMIC DEVELOPMENT  
DEPARTMENT**

# SMALL BUSINESS OFFICE ANNUAL REPORT

2020





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# FY 2020 HIGHLIGHTS

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In response to the various community challenges due to the COVID-19 pandemic, the City of San Antonio's Small Business Office has continually adjusted and innovated to meet the immense need within the small business community. COVID-19 small business support efforts were demonstrated through initiatives such as: grants to micro businesses and nonprofit organizations and outreach efforts to help navigate existing business challenges. While responding to the immediate needs resulting from COVID-19, the Small Business Office continued to provide City contracting opportunities, access to capital through loans and fee waivers, and education to startup or grow a business. FY 2020 success across these support initiatives is detailed within this report, with highlights featured on this page.



REPRESENTING 54%  
OF THE CITY'S CONTRACTUAL  
SPENDING ON CONTRACTS IN WHICH  
THE SBEDA PROGRAM APPLIED



Small Business Office is proud to present another successful year in S/M/WBE utilization for FY 2020. This level of utilization represents the second largest percent spend to date since the establishment of the SBEDA program in 1992, when a disparity study found that only 10% of City contract dollars were paid to local S/M/WBES.

In partnership with LiftFund, the City provided financial assistance to micro businesses and non-profits as part of the Resiliency & Recovery Plan Small Business Support Pillar. Overall, the City awarded 1,227 grants totaling \$29,760,000 to entities negatively impacted by COVID-19.

EDD utilized CARES Act funding to partner with Centro, SAGE, Southside First, WDC, and SAEDF on small business outreach and resource support. Launch SA and the Women's Business Center also provided various program training opportunities. In total, over 19,000 small businesses in need were contacted to receive assistance with approximately 3,500 small businesses seeking further resource referral assistance from the partners to strengthen their business.



# COVID SMALL BUSINESS SUPPORT

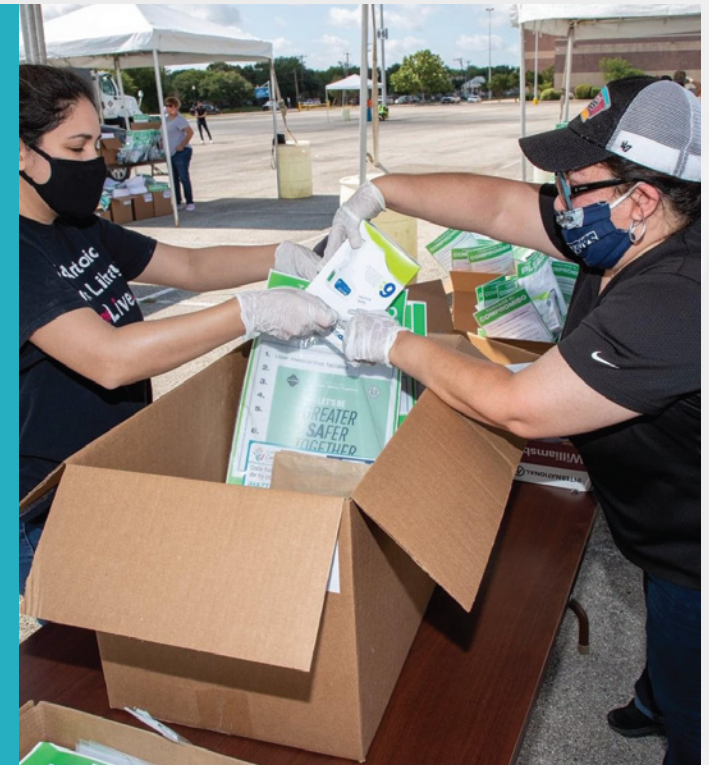
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In May 2020, City Council approved the purchase and distribution of \$2M worth of personal protective equipment (PPE) to San Antonio small businesses and non-profits to safely reopen their doors while protecting employees and customers. The PPE packets distributed included a thermometer, hand sanitizer, and facemasks for businesses who registered and took the Greater SAfer Together pledge.

Over 8,200 San Antonio businesses and non-profits received PPE supplies through a mass distribution event at the Alamodome, Council District specific distributions, and outreach by Centro, SAGE, Southside First, WDC and San Antonio Restaurant Association. EDD sincerely thanks the over 500 volunteers who assisted with distribution of the supplies.



**8,200+**  
**SAN ANTONIO**  
**BUSINESS & NON-PROFITS**  
**RECEIVED PPE SUPPLIES**



## MICRO BUSINESSES GRANT PROGRAM

.....

City Council adopted the Resiliency & Recovery Plan in June 2020 which included \$24.7 million to provide grants to micro businesses and non-profits negatively impacted by COVID-19 and an additional \$5 million specifically for grants to food and beverage businesses. In partnership with LiftFund, 1,227 grants were awarded totaling \$29,760,000, of which \$8.4 million was awarded to food & beverage businesses.

- 54% of grants were awarded to women-owned businesses
- 82.1% of grants were awarded to minority-owned businesses
- 61.4% of grants were awarded to businesses located in combined equity scores of 7-10

Awards totaling



**\$29,760,000**

In partnership with Lift Fund



**1,227** Grants awarded

## OUTREACH & HUBS

.....

Also, as part of the Recovery & Resiliency Plan, a small business Outreach Program and the Place-Based & Virtual Hubs Program was established.

Through the Outreach Program, Centro, SAGE, Southside First, WDC, and SAEDF provided support and resource referrals to both help San Antonio businesses navigate the ongoing business challenges presented by COVID-19 and support future business resiliency.

The Place-Based & Virtual Hubs program, administered in partnership with LiftFund, the Maestro Entrepreneur Center, SAGE, Southside First, and WDC, provided funding to these organizations to support investments in their existing, physical community small business hubs. This included technology and equipment purchases, as well as investments in virtual small business resources from online trainings, resources and resource navigation, to virtual mentoring and webinars.

The partners conducted 26 community meetings and 140 webinars, provided over 1100 mentoring sessions, and over 1600 training sessions.

## OUTREACH HIGHLIGHTS:

- 19,000+ businesses reached via phone, email or in-person
- 95% of the businesses engaged had < 20 employees
- 68% had 5 or fewer employees
- 72% of business owners surveyed identified as BIPOC (black, Indigenous and people of color)
- 42% of businesses owners surveyed were women
- 61% of survey respondents also had businesses located in Census Tracts with a Combined Equity Score of 8 or greater



# SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) PROGRAM



The Small Business Economic Development Advocacy (SBEDA) Program provides access to City contracts by promoting the participation of eligible local small, minority, and women-owned businesses (S/M/WBES) to address disparity findings from the City-initiated study.

## ELIGIBILITY

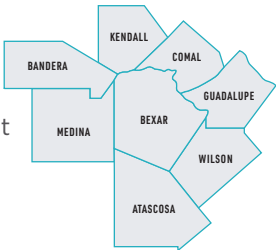
01

**BE CERTIFIED**  
Businesses must be certified as a S/M/WBE through the SCTRCA.\*  
Apply online at: SCTRCA.org



02

**BE LOCATED IN SAMSA**  
Businesses must be headquartered or demonstrate “significant business presence”<sup>1</sup> within the San Antonio Metropolitan Statistical Area (SAMSA).



03

**REGISTER IN CVR**  
Businesses ready, willing, and able to perform on City contracts must register in the SAePS,\* which serves as the City’s CVR.\*

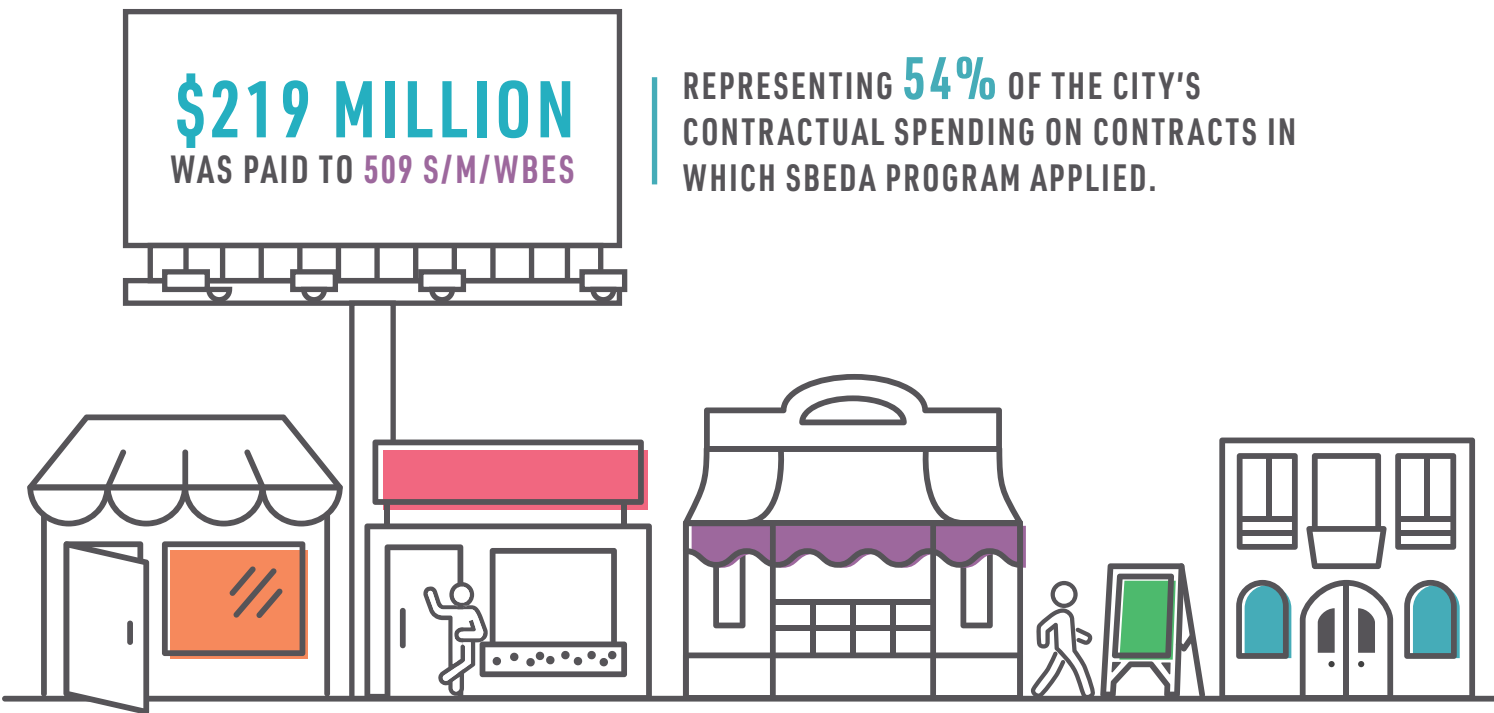


Learn more:  
[www.sanantonio.gov/purchasing/saeps.aspx](http://www.sanantonio.gov/purchasing/saeps.aspx)

## 2020 VENDOR ORIENTATION AND EVENT HIGHLIGHTS

Vendor Orientation serves to educate businesses on how to do business with the City, while also connecting businesses with City small business programs, resource partners, and more. Here are some of the great events we were able to host and participate in throughout the year.

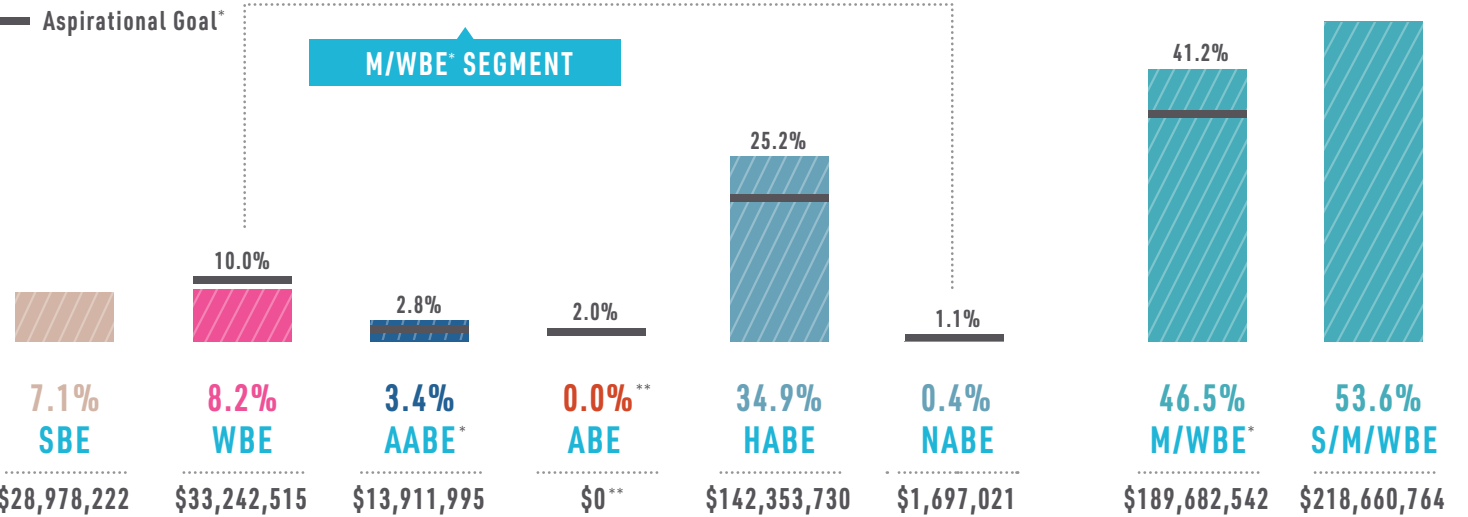
2020 VENDOR ORIENTATION EVENTS	FEBRUARY	MAY	OCTOBER	DECEMBER
	I Heart Small Business Event	San Antonio Entrepreneurship Week	First Virtual Vendor Orientation	Bexar County Conference
FIRST-TIME PRIME CONTRACTORS	American Abatement, LLC ESBE, SBE, MBE Clarity Media Group ESBE, SBE	Majestic Services, Inc. ESBE, SBE, MBE, WBE, AABE Mueller & Wilson, Inc. SBE		



## S/M/WBE UTILIZATION SUMMARY



TOTAL | \$407,652,015



<sup>1</sup> Businesses demonstrate significant business presence by maintaining an office within the SAMSA for at least one year, from which 20% of their total employees are regularly based.  
\*Reference the Appendix on page 17 for the Acronym Guide & Definitions.  
\*\*\$5.8M paid to ABE’s representing 1.5% utilization; however, payments from an ABE prime contractor to their non-ABE subcontractors exceeded this amount.



# CONSTRUCTION

TOTAL | \$258,528,215

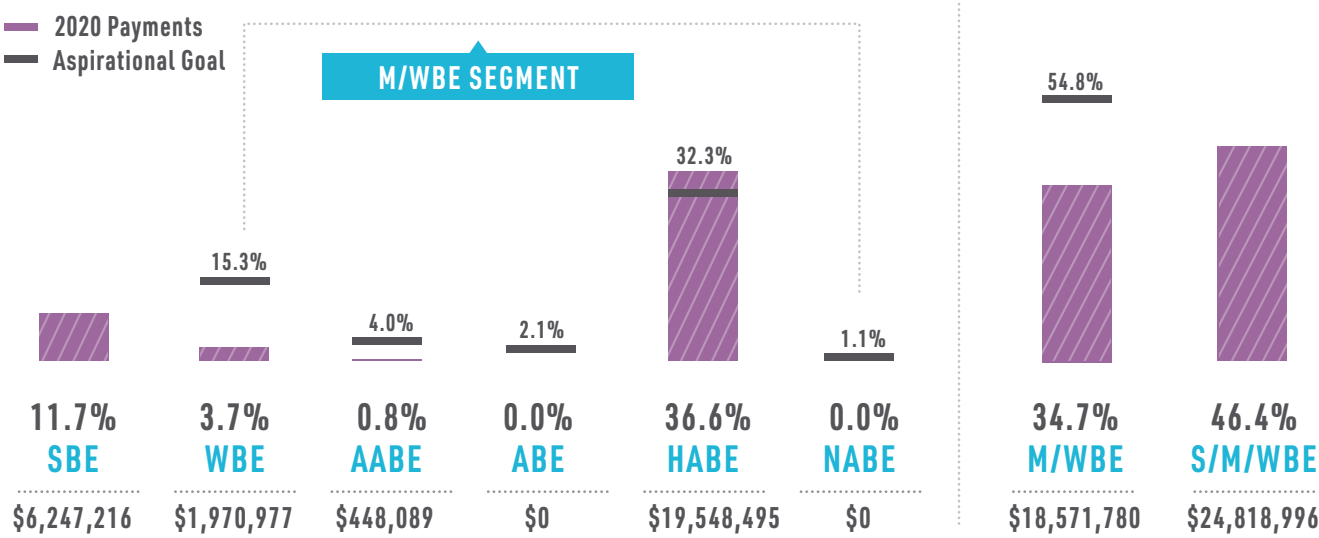
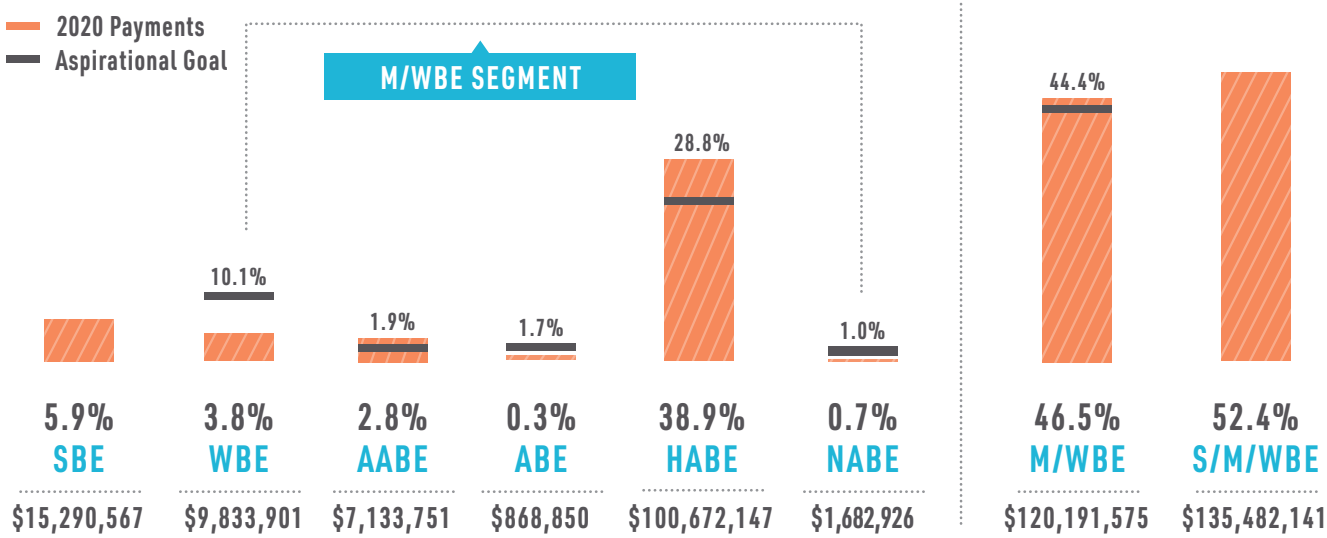

EXAMPLES INCLUDE: ROADS | BRIDGES | FIRE AND POLICE STATIONS | LIBRARIES



# OTHER SERVICES

TOTAL | \$53,489,920


EXAMPLES INCLUDE: JANITORIAL | LANDSCAPING | MECHANICAL | ELECTRICAL



"Working with the City of San Antonio has been both rewarding and vital to the survival of JMI coupled with the support of LiftFund, which for us is a critical financial resource."

Jarvis Moore, Owner of Jarvis Moore, Inc.



"Go Rio has enjoyed working with the City and we believe the public sector coupled with private business experience has made our venture successful. It has truly been a rewarding experience and we are grateful for the opportunity."

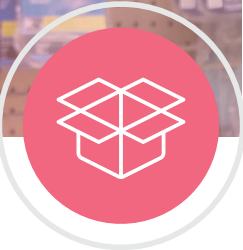
Hope Andrade and Lisa Wong  
Managers of Go Rio San Antonio, LLC



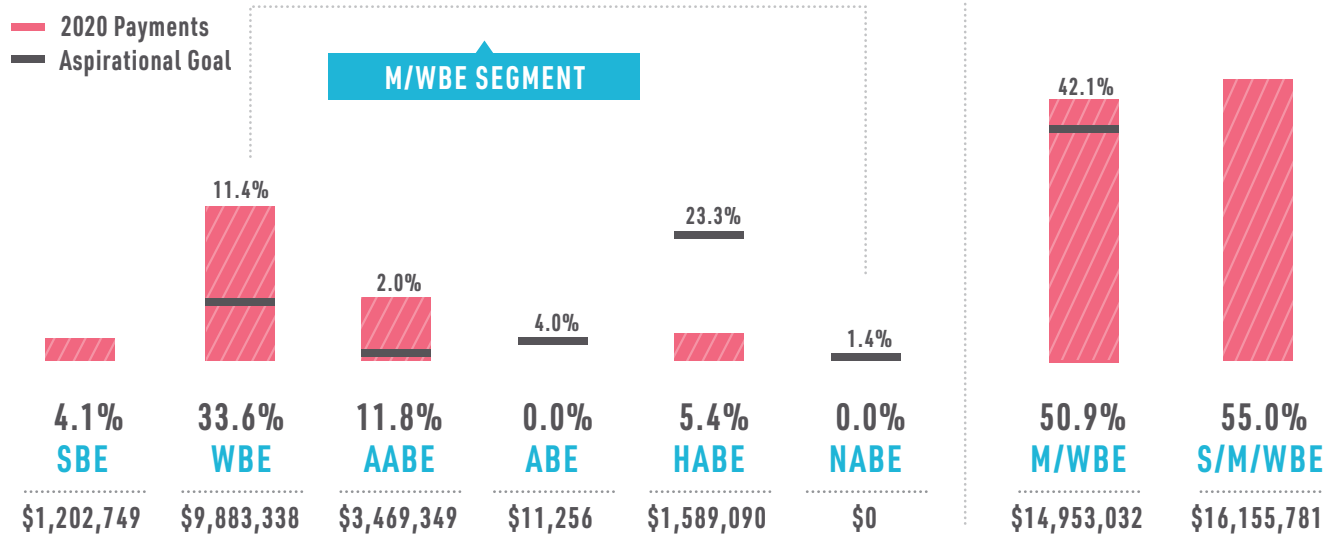


# GOODS & SUPPLIES

TOTAL | \$29,382,383



EXAMPLES INCLUDE: IT SOFTWARE AND HARDWARE | UNIFORMS | OFFICE FURNITURE

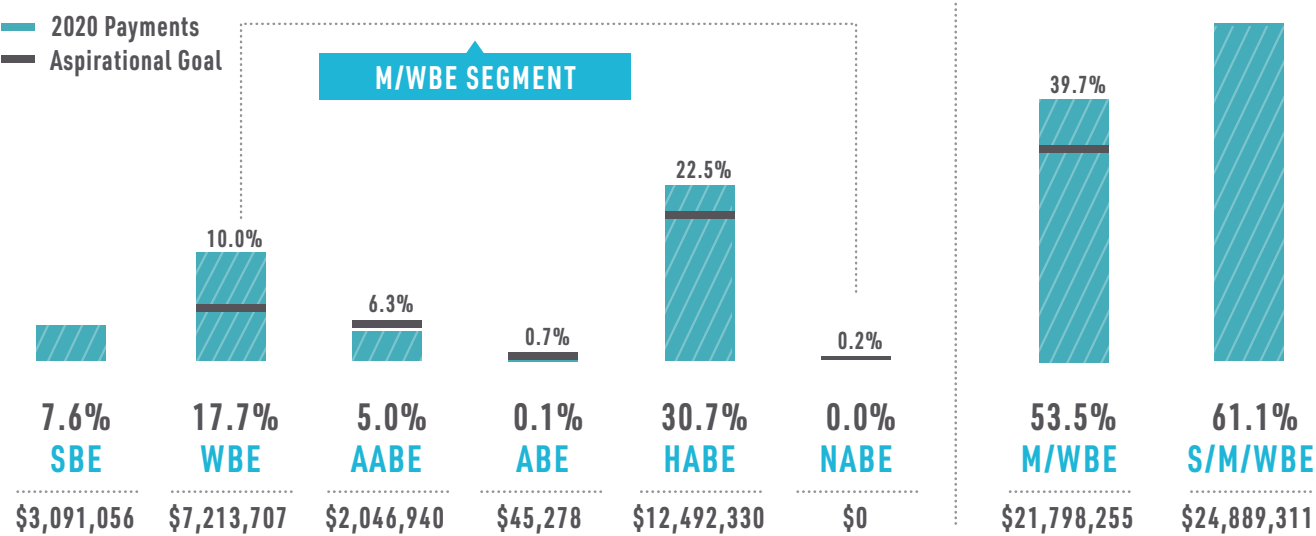


# PROFESSIONAL SERVICES

TOTAL | \$40,727,407



EXAMPLES INCLUDE: FINANCE | CONSULTING | MARKETING | ADVERTISING | MEDICAL SERVICES



"During these turbulent times, MEDwheels Inc. was able to align with COSA providing PPE for COVID-19. It was extraordinarily humbling for us to serve the demands that are desperately needed to prevent the spread of COVID-19."

Jane Gonzalez,  
President of MEDwheels, Inc.



"Assisting the City of San Antonio by providing language access to underserved communities in San Antonio, especially during crises such as the COVID-19 pandemic and the historical snowstorm of February 2021, has been a privilege. Being a contractor for the City allows us to provide jobs to our fellow San Antonians."

Javier Roman, Owner of Worldwide Languages



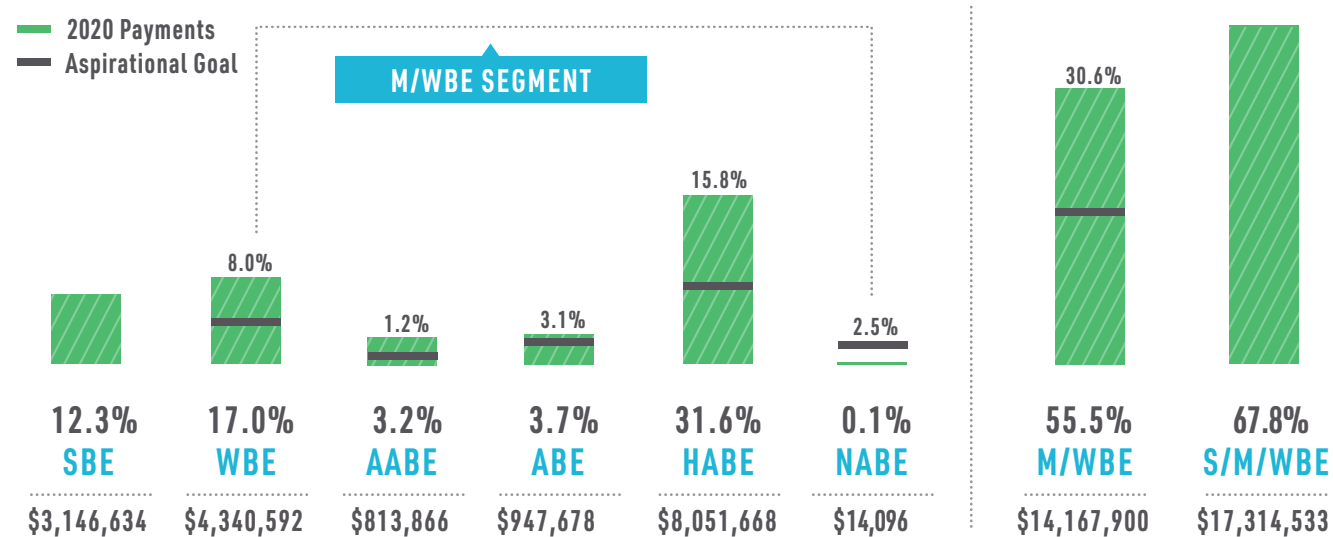


# ARCHITECTURE & ENGINEERING

TOTAL | \$25,524,089



EXAMPLES INCLUDE: DESIGNING PARKS | BUILDINGS | DRAINAGE | INFRASTRUCTURE



"Working with the City of San Antonio is always a positive experience that has allowed us to grow our operations. But most notably, as a minority-owned firm, our evolving relationship with the City enables us to improve the quality of life of our fellow San Antonians through various sustainable projects."

Ali Khataw, P.E.,  
President & CEO, Encotech Engineering  
Consultants SA, Inc.



## SBEDA COMMITTEE



The Small Business Economic Development Advocacy (SBEDA) Committee, formerly the Small Business Advocacy Committee (SBAC), is an 11-member body representing individual City Council members and the mayor. The committee advises the mayor, City Council, and the city manager on business issues, goals, and related policies concerning S/M/WBEs that are ready, willing, and able to do business with the City, under the policies set forth in the SBEDA Ordinance. In addition, it makes recommendations concerning modifications of programs and procedures established in the SBEDA Ordinance.

## DIVERSITY ACTION PLAN SUBCOMMITTEE



The Five-Year Diversity Action Plan outlines various strategies and objectives that promote the equitable utilization of local small, minority, women, and veteran-owned businesses (S/M/W/VBEs) on City contracts in ways that are reflective of the San Antonio metro area. This plan addresses direct outreach, identification, certification, registration, solicitation planning, capacity-building programs, and access to capital to S/M/W/VBEs.

### NEW IN FY2021!

In February 2021, the City released the [FY2021 Annual Procurement Guide](#). The purpose of this guide is to encourage business owners to seek resources, apply for city RFPs, consider subcontracting opportunities, and overall, help level the playing field for small, minority, and women-owned business enterprises (S/M/WBEs).

In February 2021, the City released a training video on [How to Register as a Vendor in the Central Vendor Registry \(CVR\)](#) to assist business owners in navigating how to do business with the City of San Antonio.



# MENTOR PROTÉGÉ PROGRAM



The Mentor Protégé Program, administered in partnership with Alamo Colleges, has two phases which focus on building the capacity of local S/M/WBEs. In Phase I, small business owners have the opportunity to receive business education taught by experienced practitioners. In Phase II, Protégés are matched with Mentors who will provide hands-on industry knowledge and maintain a working relationship with them for two years.



"I needed the right tools to put finesse to my business operations and management. It was tough combining our daily operations and the program together but I scaled through. I am glad I did because it has pushed my business to the next level."

Steve Agbomofuegbe, SEAL Group



# LAUNCH SA



Through a partnership with LiftFund, Launch SA provides a space where those with an idea or full-fledged business can access specialty programming, workshops, tailored support, and resources.



"We had no idea really what Break Fast and Launch was when we signed up for it, we just needed some sort of guidance. We got to network with really cool people, and that helped us with growing our business. Everything was very helpful. It was casual, too, which was good. We grew. We learned a lot. It felt like it all happened at once. And some of the Launch SA staff have become consistent mentors for us, easy to come to when we need help. It's a great family."

Jess and Amy Torres, La Maceta

## FY 2020

- 8 S/M/WBE Graduates
- 62.5% are M/WBEs

## PROGRAM IMPACT

- 79 graduates since 2012
- 215 jobs created<sup>2</sup>
- 66.8% annual revenue increase<sup>2</sup>
- Active participants in the program
  - 73 small business owners
    - 88% minority business owners
    - 42% women business owners
  - 10 Mentor-Protégé pairings

<sup>2</sup> The numbers are taken from exit surveys which are self-reported by participating businesses that have finished Phase II from 2014 to 2020.



2019 Graduating Class & Mentors

## FY2020 PROGRAM IMPACT

**+1K**  
small business  
participant  
referrals



**+650**  
consulting hours



**165**  
hosted events



**561**  
program  
participants



**+1.9K**  
unique clients  
served



**+2.5K**  
total clients  
served



## SPECIALTY PROGRAMS OFFERED





# LOAN INTEREST BUYDOWN PROGRAM



The Loan Interest Buydown Program, administered in partnership with LiftFund, provides 0% interest loans for qualifying local S/M/WBEs. Loans range from \$500 to \$50,000 and assist businesses who may not have banking relationships or experience difficulties accessing capital at other financial institutions.



"It takes a village and sometimes more than that to get a business off the ground and to have it stay off the ground. Getting that support is important for an entrepreneur."

Peggy Charlet Brimhall, Figurd



## PROGRAM IMPACT

- 134 loans disbursed
- \$2,998,661 total loan amount
- \$990,733 City buydown amount
- 321 jobs created
- 398 jobs retained



## IN FY 2020

Assisted 22 businesses with a total of

**\$536,650**   
in loans

SMALL  
**100%**

HISPANIC  
**77%**

WOMEN-OWNED  
**55%**

Learn more: [www.liftfund.com](http://www.liftfund.com)  
Or contact: 888.215.2373

# SMALL BUSINESS DEVELOPMENT FEE WAIVER PROGRAM



The Small Business Development Fee Waiver Program offsets City license and permit fees as well as SAWS\* sewer and water impact fees of up to \$25,000 for local S/M/WBEs, depending on their eligibility.

## ELIGIBILITY REQUIREMENTS



**01**

Are you a small, minority, women, or veteran-owned business?



**02**

Has your business been operating for at least 2 years?



**03**

Are you making improvements to an existing business location or building a new one?



**04**

Is your small business located within the City of San Antonio limits?

## PROGRAM IMPACT

- Total 11 S/M/WBEs approved
  - 82% non-minority business owners
  - 18% minority business owners
  - 36% women business owners
- Expected investment & job creation
  - \$10 million and 176 jobs
- 55% of businesses located in Inclusive Growth Policy area

**NEW IN  
FY2021**

- THE SMALL BUSINESS DEVELOPMENT FEE WAIVER PROGRAM HAS NOW EXPANDED TO OFFER FEE WAIVERS TO HEALTH PROVIDERS IN VULNERABLE COMMUNITIES.
- THE MAXIMUM FEE WAIVER AMOUNT HAS BEEN INCREASED FROM \$25,000 TO \$50,000 FOR ELIGIBLE BUSINESSES.

\*Reference the Appendix on page 17 for the Acronym Guide & Definitions.

Learn more:

[www.sanantonio.gov/CCDO/incentivesand/programs/COSAfeewaivers](http://www.sanantonio.gov/CCDO/incentivesand/programs/COSAfeewaivers)



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## ACRONYM GUIDE & DEFINITIONS

**Aspirational Goal** Utilization benchmark based on the availability of firms

**AABE** African American Business Enterprise

**ABE** Asian American Business Enterprise

**COSA** City of San Antonio

**CVR** City's Vendor Registry

**DAP** Diversity Action Plan

**ESBE** Emerging Small Business Enterprise

**HABE** Hispanic American Business Enterprise

**MBE** Minority Business Enterprise

**M/WBE** Minority and/or Women Business Enterprise

**NABE** Native American Business Enterprise

**SAePS** San Antonio Electronic Procurement System

**SAMSA** San Antonio Metropolitan Statistical Area

**SBAC** Small Business Advocacy Committee

**SBE** Small Business Enterprise (that is not also certified as M/WBE)

**SBEDA** Small Business Economic Development Advocacy Program

**SCTRCA** South Central Texas Regional Certification Agency

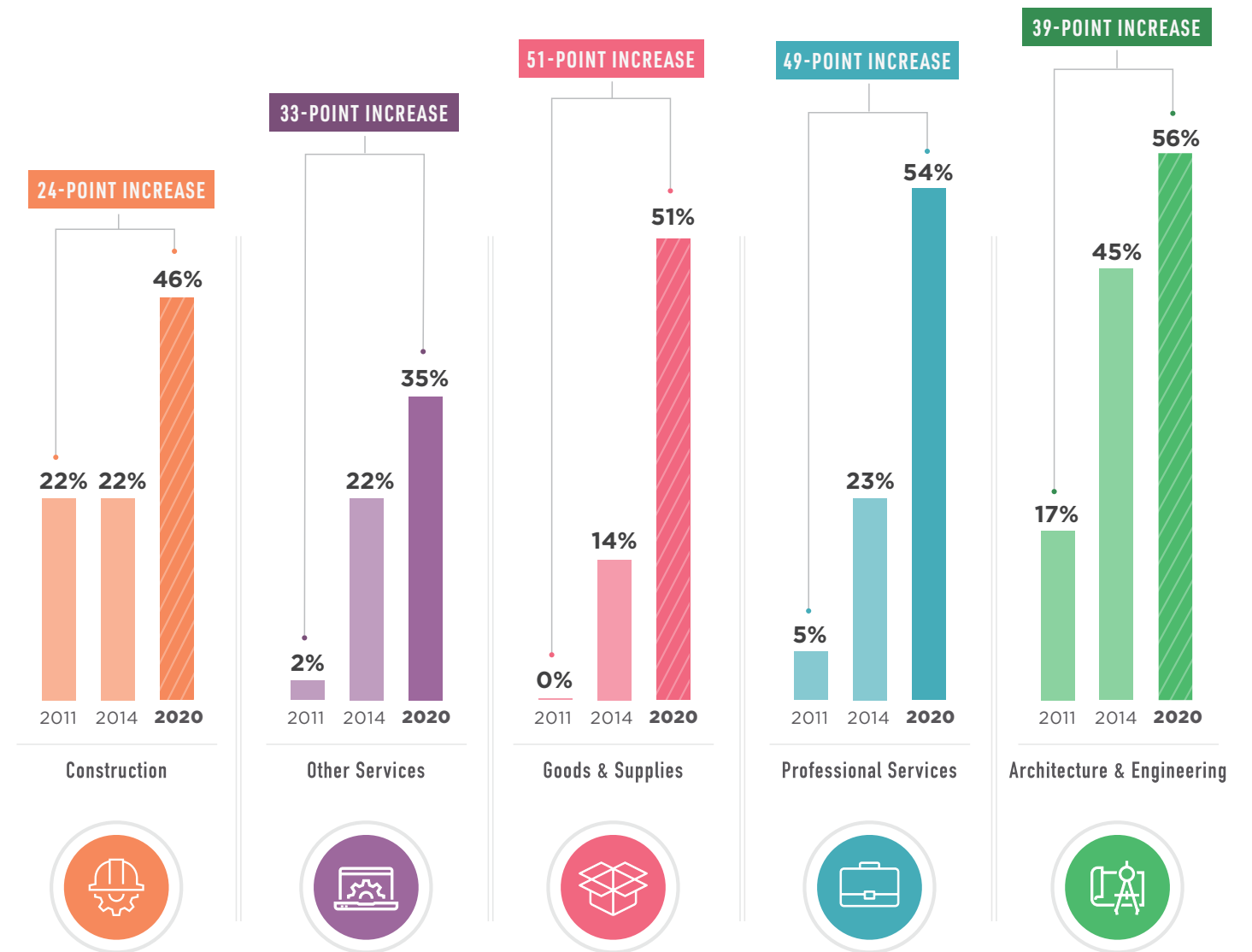
**Segmented Aspirational Goals** Utilization benchmark for specific ethnic and gender groups based on the availability of firms

**S/M/WBE** Small, Minority, and/or Women Business Enterprise

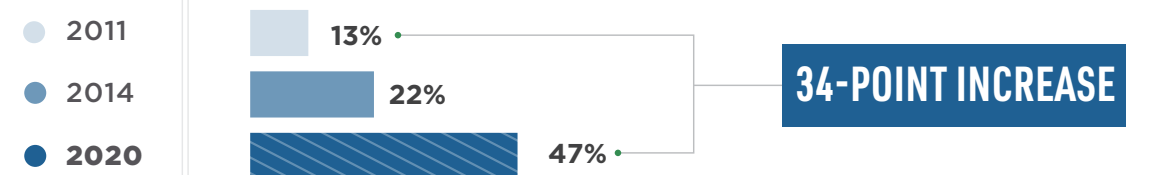
**WBE** Women Business Enterprise (that is not also certified as MBE)

# SBEDA M/WBE UTILIZATION PROGRESS

2011 – SBEDA Ordinance Revisions | 2014 – SBEDA Race-Conscious Application



## Overall Increase





# UTILIZATION OF ALL WOMEN-OWNED BUSINESSES

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TOTAL WBE

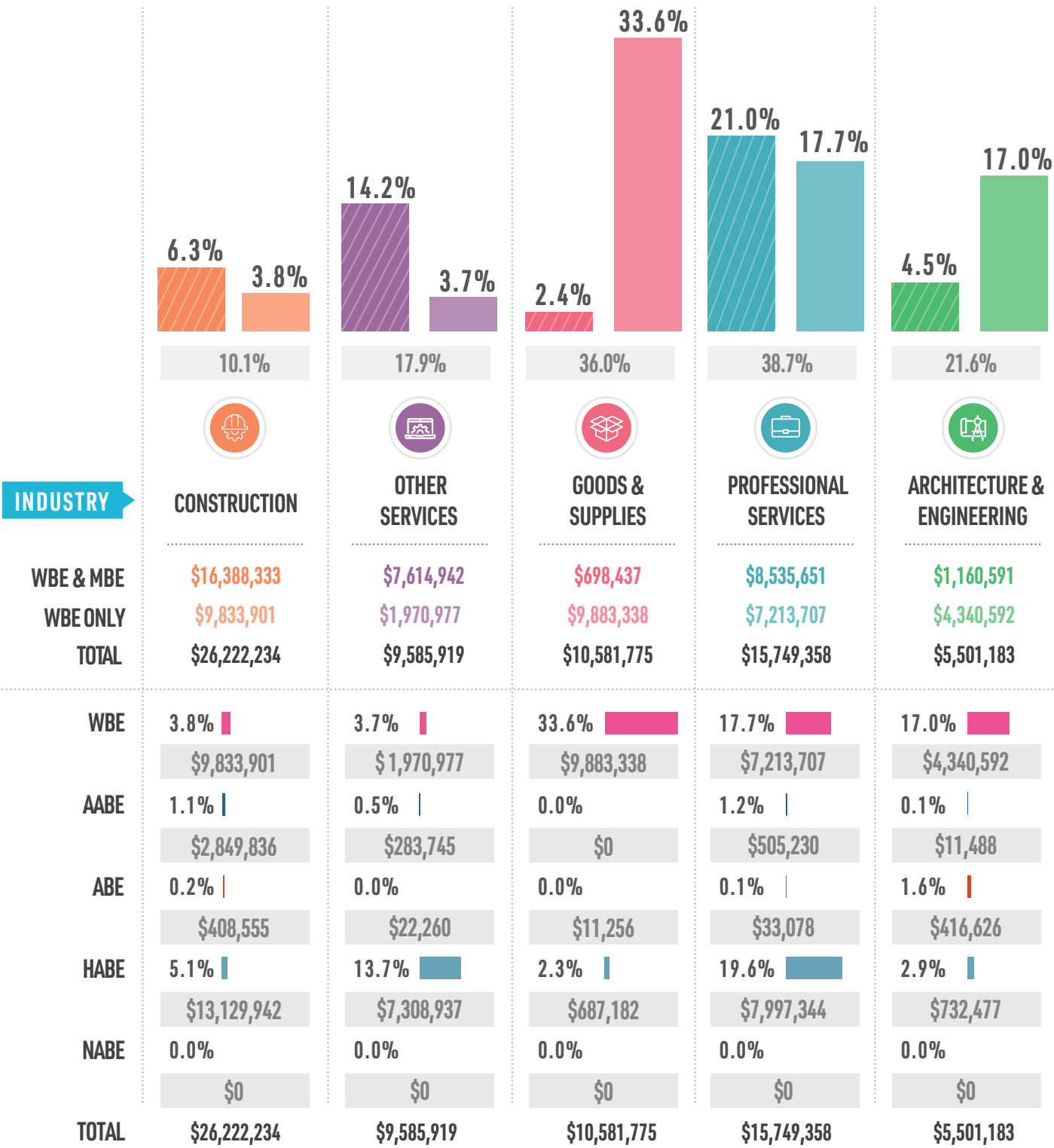
TOTAL | \$67,640,469

WBE & MBE

\$34,397,954

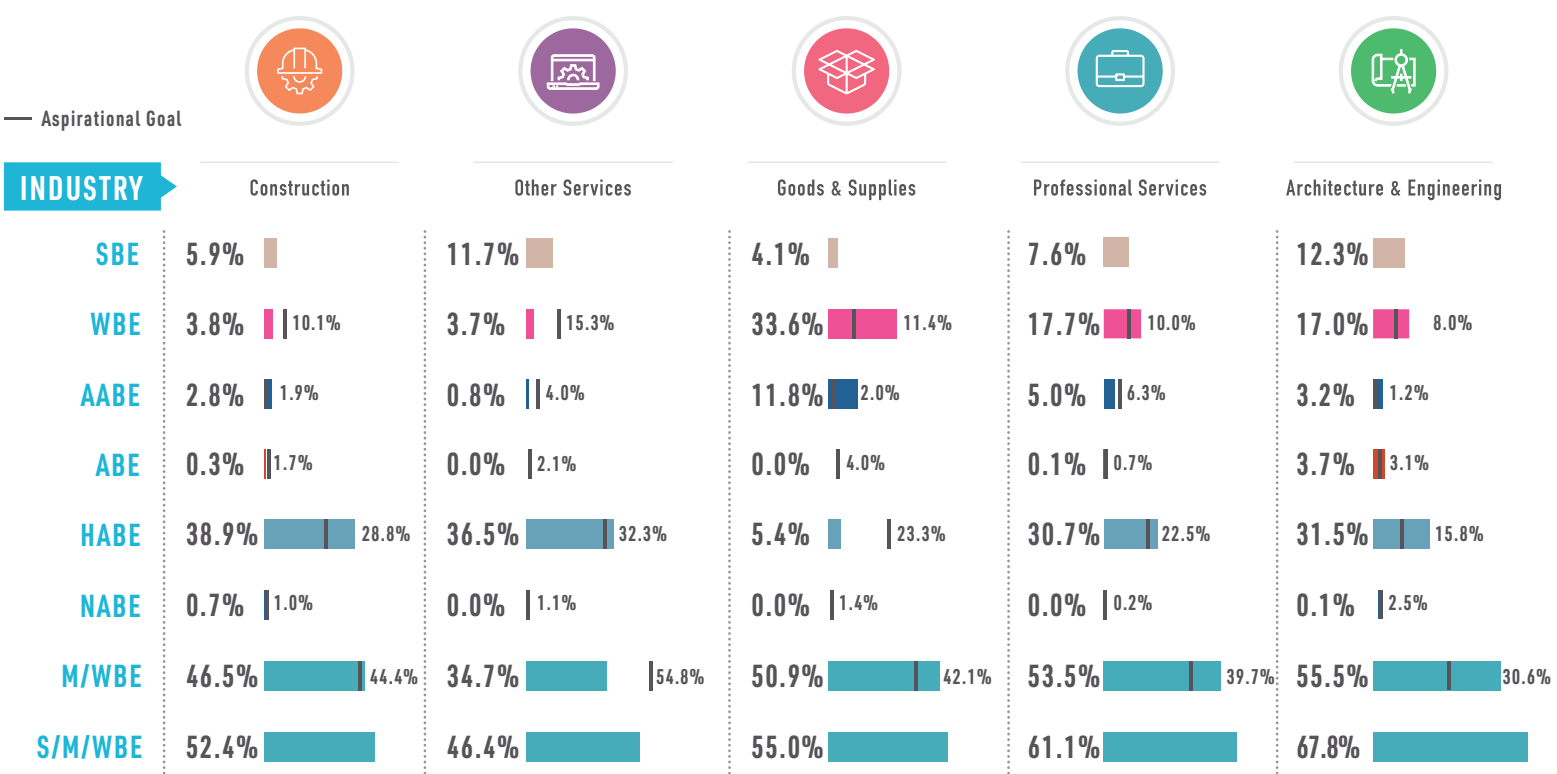
WBE ONLY

\$33,242,515



# S/M/WBE UTILIZATION SUMMARY BY INDUSTRY

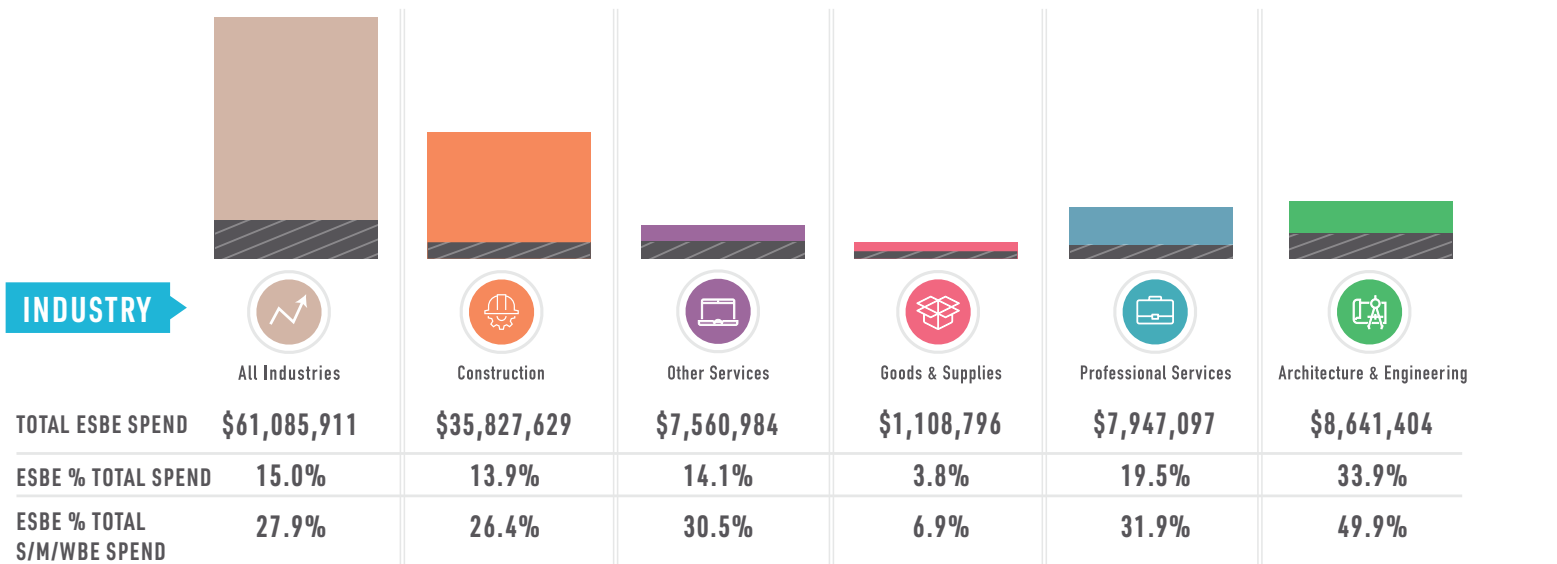
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# EMERGING SMALL BUSINESS UTILIZATION

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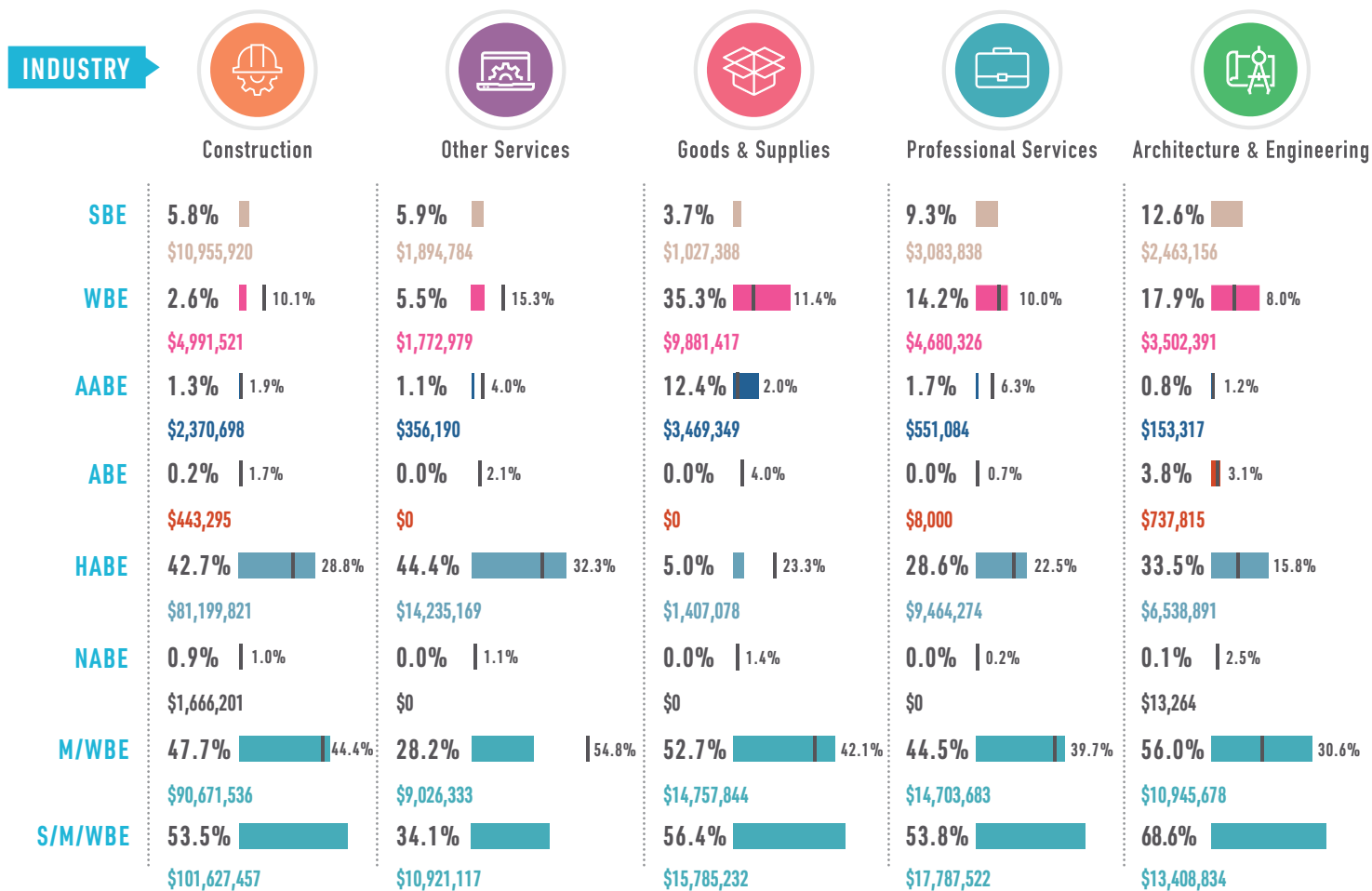
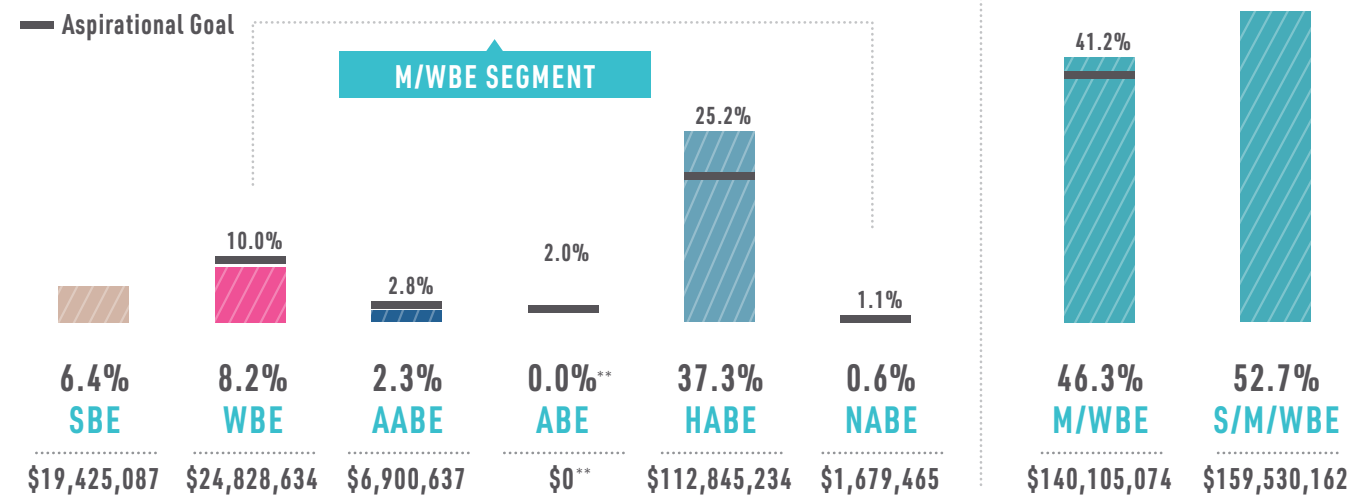
● 2020 ESBE Payments





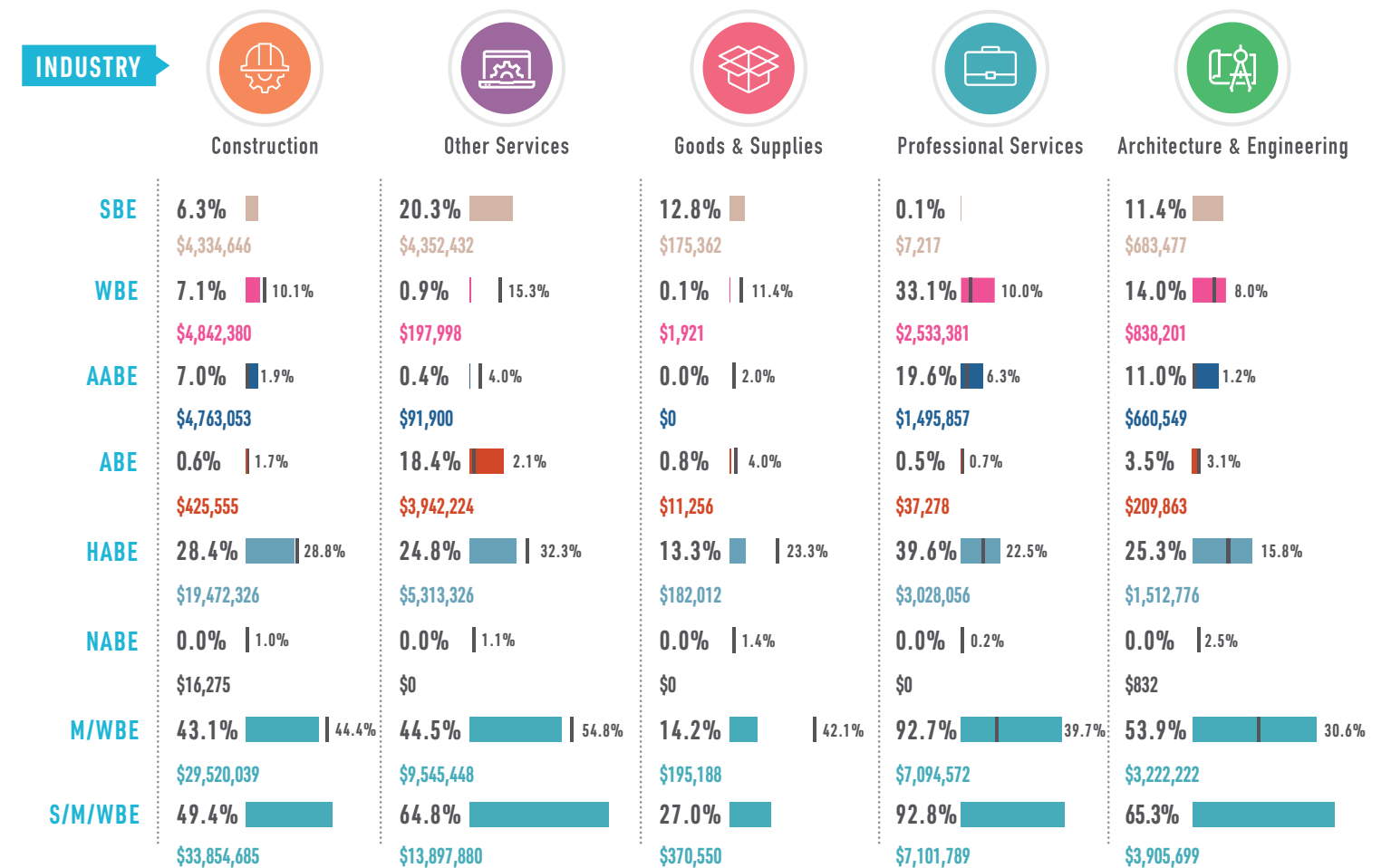
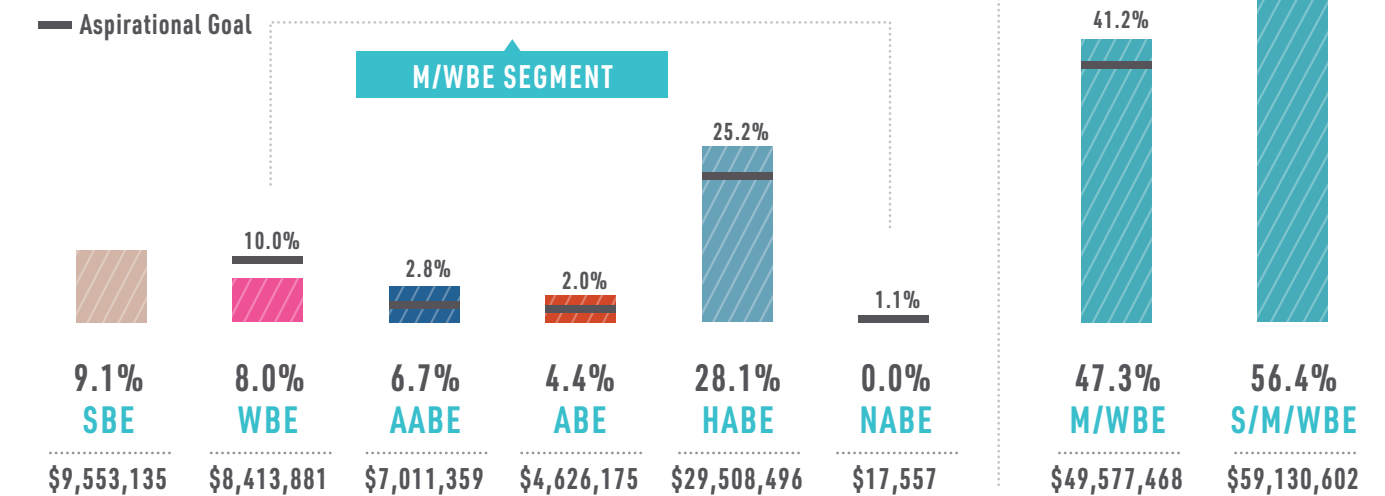
## PRIME CONTRACTOR UTILIZATION SUMMARY

TOTAL | \$302,744,452



## SUBCONTRACTOR UTILIZATION SUMMARY

TOTAL | \$104,907,563



\*\*\$5.8M paid to ABE's representing 1.5% utilization; however, payments from an ABE prime contractor to their non-ABE subcontractors exceeded this amount.





## CITY OF SAN ANTONIO SMALL BUSINESS OFFICE

• • • • •

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