

**DIGITAL PRESENCE
PROGRAM
CONTRACT EXTENSION**

"A" SESSION – ITEM 32



December 12, 2023
PRESENTED BY: ANA BRADSHAW
ASSISTANT DIRECTOR, ECONOMIC DEVELOPMENT



ARPA IMPLEMENTATION PLAN

\$32.44M ALLOCATED FOR SMALL BUSINESSES

Access to Capital
\$22.12M

Capacity Building
\$1.6M

Ecosystem Enhancements
\$3M

Localism
\$475K

Geographic Placemaking
\$5.25M

Digital Presence
\$550k

Back Office Support
\$750k





DIGITAL PRESENCE PROGRAM

- Provided through Herospace Digital Consulting
- Educational resource website with videos and articles in English and Spanish
- Digital competency survey
- One-hour consultations with digital marketing plan for 250 small businesses
- No-cost customized digital services for 75 businesses with the most need

Official website of the City of San Antonio

English

SAN ANTONIO

DIGITAL PRESENCE PROGRAM

About Library Who We Are Get Started! → My Account →

A comprehensive digital program tailored specifically for you

the small business owner.

Our easy-to-use questionnaire and online resources help you learn and take the right steps to succeed in the digital world. Plus, you might qualify for free work, giving you extra support to grow.

About The Program →

YOUR DIGITAL JOURNEY STARTS HERE

Why a digital presence matters

Having an online presence for a small business is crucial as it increases visibility, allows for broader customer reach, offers a platform for customer engagement, and enhances reputation and trustworthiness.

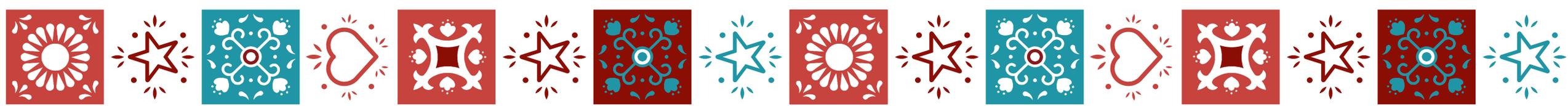
3

CONSTRUCTION MITIGATION PROGRAM



- Began in FY2023 with goals to:
 - Minimize economic disruption from construction
 - Increase resiliency in local small businesses
- Received FY2024 General Fund budget of \$500k
 - Marketing assistance, Construction Toolkit
 - Coordinated effort with EDD, PWD and C&E

Applies to **City-initiated, long-term** construction projects where **10+ small businesses** are impacted



DIGITAL PRESENCE PROGRAM + CONSTRUCTION MITIGATION

- Herospace contract extended to September 2024
- Current and upcoming construction zones included
- Goal of the program is to help small businesses impacted by construction:
 - Establish or enhance online presence
 - Connect with customers digitally to increase customer engagement
 - Assist business with tools to support sales/revenue during construction
- Digital Presence Program support of Construction Mitigation Program funded by \$150,000 from General Fund



**Small
Business,
BIG
Impact**



PROGRAM SCOPE

- 55 additional small businesses to receive access to:
 - 1-hour digital marketing consultation
 - Development of customized digital presence for their business including items such as:
 - Basic websites or landing pages
 - Creation or enhancement of social media channels
 - Digital content to include photos and videos



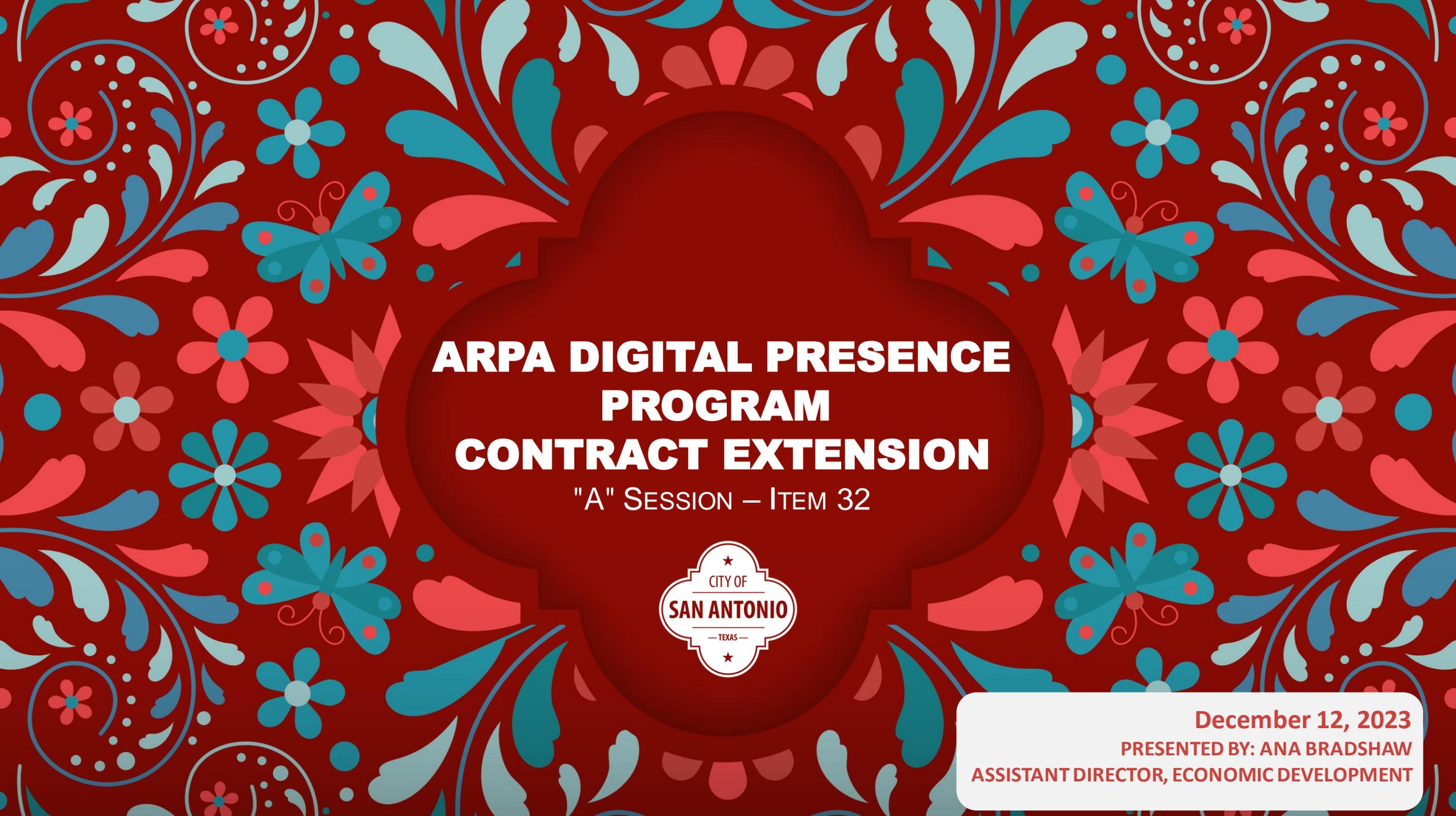


STAFF RECOMMENDATION

- Staff recommends amending the contract with Herospace Digital Consulting to:

- Extend term to September 30, 2024
- Expand the Digital Presence Program to support the Construction Mitigation Program





**ARPA DIGITAL PRESENCE
PROGRAM
CONTRACT EXTENSION**

"A" SESSION – ITEM 32



December 12, 2023
PRESENTED BY: ANA BRADSHAW
ASSISTANT DIRECTOR, ECONOMIC DEVELOPMENT