



ARPA Small Business Implementation Plan Update



Economic and Workforce Development Committee
August 30, 2024
Presented by: Ana Bradshaw, Assistant Director

BACKGROUND

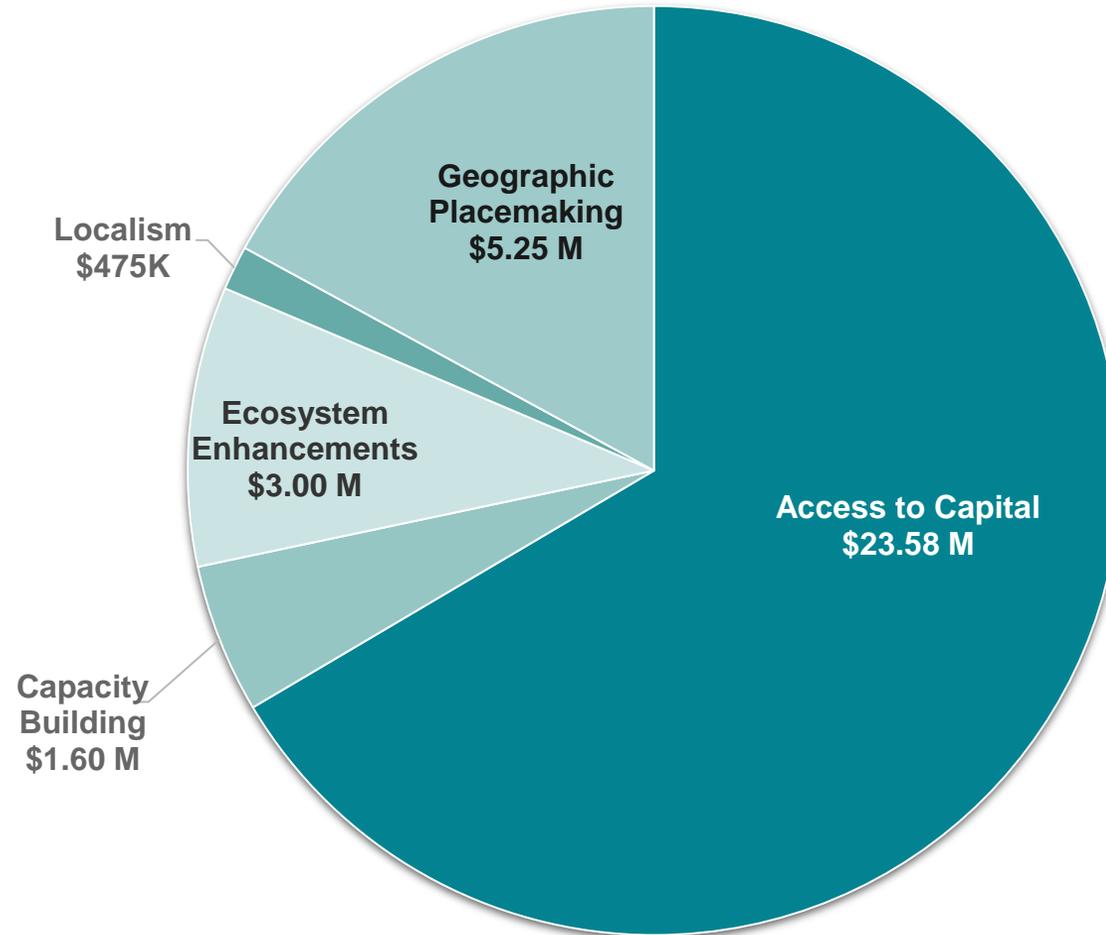
- City Council approved the **ARPA Small Business Implementation Plan** in June 2022
 - Original Budget: \$30.95 million
 - **Current Budget: \$33.9 million**
- Two-phased plan began in July 2022
 - **Phase I Priority**
 - Access to Capital
 - COVID Impact Grants Program
 - COVID/Construction Grants Program
 - **Phase II Priority**
 - Access to Capital
 - Capacity Building
 - Ecosystem Enhancements
 - Localism
 - Geographic Placemaking



Brown Bag Sandwich Shop, District 9

Small Business Implementation Plan by Priority Area

\$33.9 Million



Phase II Access to Capital – Growth Fund

\$3.27 million



Small Business Construction Support Grant Program



Second Stage Cohort Program Maestro Entrepreneur Center

- Partnership with Edward Lowe Foundation
- Four cohorts over two years, providing individualized training, peer support, and leadership development
- Two cohorts; 21 total cohort members graduated
- Third cohort to begin in October 2024

Small Business Construction Support Grants Program

- Cash grants ranging from \$5,000 to \$35,000, based on actual reduction in net income
 - Prioritizes pre-existing businesses most financially that have not yet received City assistance impacted by long projects
- Applications closed July 15

Second Stage Cohort Program

"The program is wonderful. It brings the community of business owners together even if they have different businesses and different business views. At the end we saw that we all go through the same thing. It doesn't matter if you own a salon or have a bigger company, we all understand each other. I think that was the beauty of it. We were all respectful of each other and I think we learned a lot from each other."

Roxanne Ramirez
CNF Technologies
District 4



Phase II Access to Capital – Growth Fund

\$3.27 million



Rene Roberts Hair Salon, District 1

Zero Percent Interest Loan Program

- Offered in partnership with LiftFund
- Assists small businesses in strengthening financial standing, build credit, and grow their business
- Program leverages ARPA, General Fund, and matching resources
- Total \$2 M investment over 2 years
- Year 1 results: \$2.5 M in capital disbursed through 68 loans as of July 31

Microloans – LISC San Antonio

- Expands access to the Kiva crowd funding platform with Culturingua as a partner to grow a funding network and expand access to zero interest microloans
- Program expected to launch in fall 2024



Capacity Building - Back Office Support & Digital Presence

\$1.6 million

Small Business Support Program - SAGE

- Provides health assessments to small businesses, along with support and resources in fiscal management, business planning, and access to capital
- Over 40 Eastside small businesses received assistance in the first 9 months of the program
- Intensive support cohort program to begin September 2024

Back Office Support Network - LISC San Antonio

- Network of professional service providers for training, education, and referrals to small businesses
- Launch planned for October 2024

Digital Presence Program - Herospace Digital Consulting

- Provides coaching and free digital work to San Antonio small businesses
- Over 380 businesses have taken the assessment survey
- 60 businesses have received free work with 55 more in progress



Small Business Support Program

"We originally reached out inquiring about back office services because, after many years of use of Desktop QuickBooks, in October 2023, we switched over to Online QuickBooks...We learned practical skills and knowledge, as well as confidence in using QuickBooks for my business accounting needs...We benefitted greatly from the services and my business will be much better maintained from the services provided."

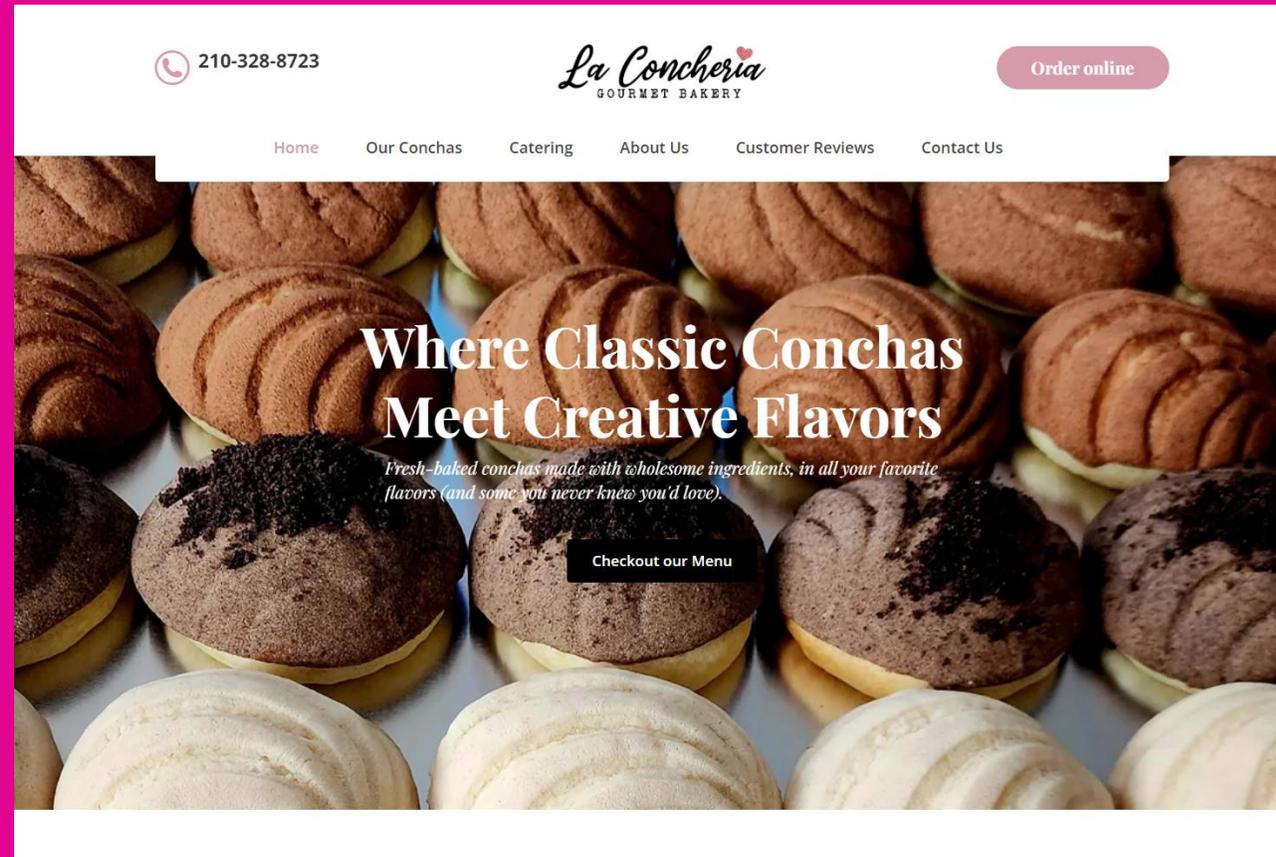
Jerrilene Keys
PO Boxes Express Plus, LLC
District 2



Digital Presence Program



Cristina Chio
La Concheria
District 3



Digital Presence Program - Construction Mitigation (General Fund)



Ricardo Garcia
Richard's Barbershop
District 8 (Wurzbach at Vance
Jackson Intersection Projects)



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Ecosystem Enhancements

\$3.0 million



LISC San Antonio \$2.6 million

- Agreement amended to invest in BDO Alliance capacity and leadership March 2024
- Needs assessment to prioritize strategic planning, operating procedures, board development, data strategy, and federal funding applications
- Assessment outcome: prioritized plan to strengthen BDOs
- BDOs eligible for up to \$260,000 reimbursement for operations and staffing

BDO Capacity Program

Deliverable	Funding	Timeline
Needs Assessment	Up to \$50,000	Eligible by April 30
Board Training and Prioritized Plan	Up to \$50,000	Eligible by June 30
Progress on Prioritized Plan <i>(must be approved by Board)</i>	Up to \$100,000	Eligible by September 30
Progress on Prioritized Plan <i>(must be approved by Board)</i>	Remaining amount not yet disbursed	Eligible by November 30

Total of \$260,000 of funding for operations and staffing



BDO Capacity Building

LISC BDO Alliance Training Session - May 2024

- 38 BDO staff and board members participated

"I learned so much, especially from other BDOs."

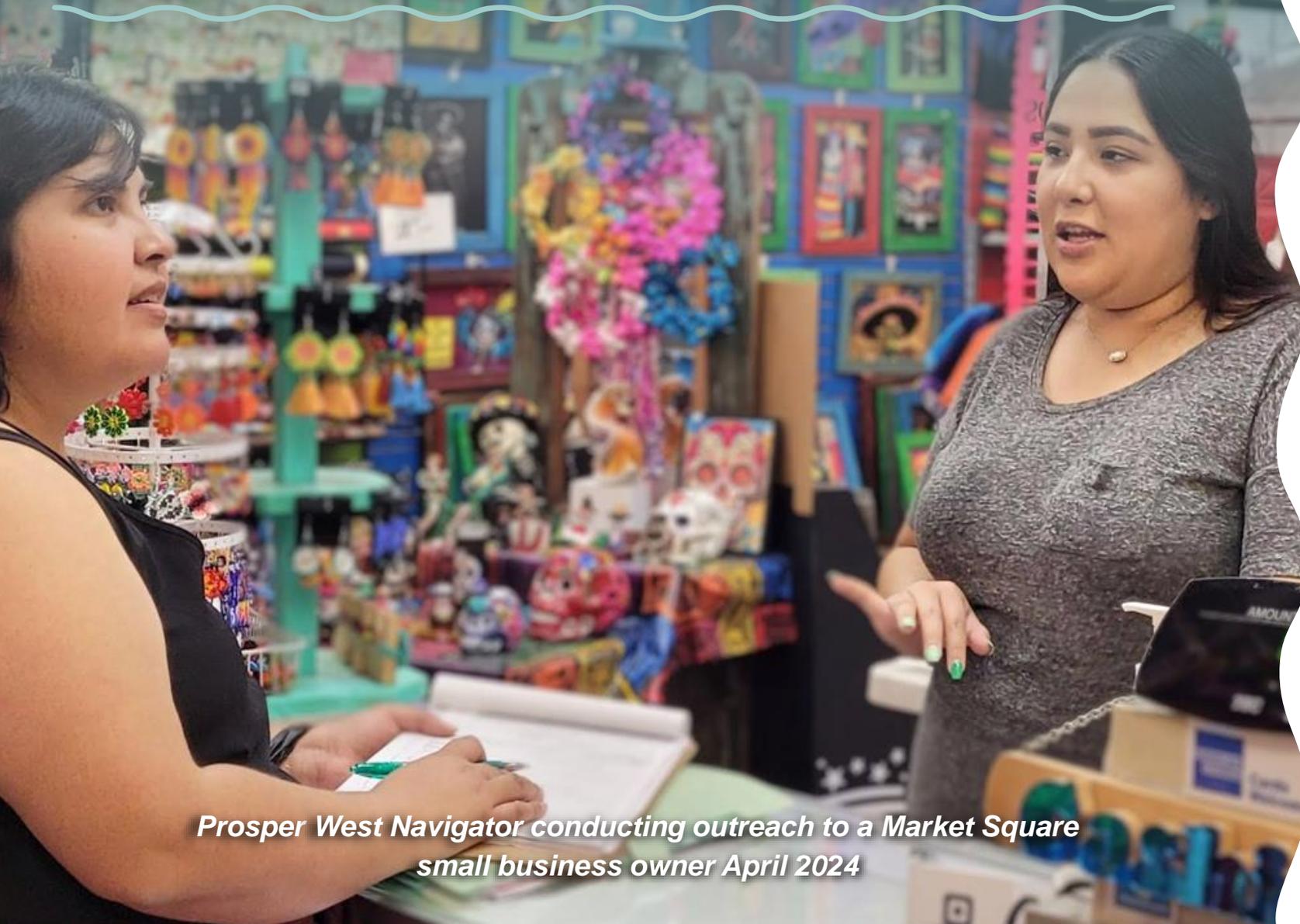
"As a new board member, I had many takeaways. The information got me excited about being on the board."

"It was great. The biggest takeaways were understanding why financial statements matter, and knowing when to step up and step back. I'm a talker, but others need the floor too."

"It was very informative and will help our board take action to improve."



Compañeros Program



Prosper West San Antonio \$400,000

- Compañeros Program: pandemic recovery and long-term resilience
- Offers outreach, technical assistance, resources, training, and capital access
- Outreach to 250 businesses each year of the program

*Prosper West Navigator conducting outreach to a Market Square
small business owner April 2024*



Localism

- "Buy Local" campaigns to bring brand recognition to localism
 - Year-round campaigns, focusing on holiday season and Small Business Week
- Buy Local Savings Pass to connect customers directly with local businesses



Geographic Placemaking - RevitalizeSA: Corridor Leadership Program

\$1 million

Program Elements	Description
Cohort-based Program	Two cohorts, of up to 20 participants each, will receive six months of intensive technical assistance and adaptive leadership training from Main Street America
Leadership Retreat	Three day opening retreat to build relationships critical for peer-to-peer feedback
Leadership Days	Four days of sessions to build the interpersonal skills central to successfully engaging stakeholders for revitalization efforts
Strategy Days	Four days of focus on revitalization strategies including placemaking, marketing, retail retention and attraction, and performance accountability
Commercial Corridor CHANGE Project	Participants will present a project proposal to receive a CHANGE (Commercial Hub Advancement for Neighborhood Growth and Empowerment) Grant to implement their project within three months following conclusion of training



- First cohort began January 2024
- Eleven training sessions over six months on leadership and revitalization strategies
- Cohort members eligible for grants of up to \$10,000 to fund an approved revitalization project in their identified corridor
- Project showcase and graduation on November 7, 2024
- Recruiting for the second cohort starts Fall 2024

**Participants Erica Benavides and Elvira Leal
District 5 Residents**

Revitalize SA: Testimonials

"...we hope that we can continue to create a staunch legacy of community equity by following the strong guidance of Main Street America... of how a program should be operated and led from the neighborhood perspective."

"This program was amazing and refreshing and by far, the best leadership program San Antonio has had in a very long time."

"RevitalizeSA emphasized the importance of understanding community needs. I learned how to conduct surveys, host focus groups, and analyze data to identify... specific challenges regarding food insecurity and economic disparity. These skills will be crucial in tailoring...offerings to best serve residents."



Geographic Placemaking - Outdoor Spaces & Facade Improvement Grant Programs

\$4.25 million

Outdoor Spaces Program

- For eating and drinking establishments
- Grants from \$2,000 – \$10,000
- 32 awardees accepted grants throughout March & April 2024
- Average award: \$8,500

Façade Improvement Program

- For small businesses in targeted areas
- Grants from \$5,000 - \$50,000
- 92 awardees notified of grant awards – contract execution in progress
- Average award: \$38,000

*Mike Brown, owner of Tanks Pizza, District 2:
"I'm so grateful for this grant! The updates I'm
making to the patio will help me add at least 3
more jobs."*

Façade and Outdoor Spaces Grants



IMPROVEMENTS COMING SOON!

Gibson's Tavern & Tequileria
District 1
Program: Outdoor Spaces

First Choice Paint & Body
District 10
Program: Façade Improvement

Performance Measures:

Number of businesses engaged & assisted by each program

Number of training/development hours provided

Amount of capital accessed

Small business revenue and job creation/retention

Number of corridor revitalization projects completed, and investment leveraged

Data-Driven Equity Strategy:

All programs collect disaggregated demographic data (race/ethnicity, gender, age, location, etc.) to track equity impact

Data analyzed to identify gaps and adjust program strategies to better serve underrepresented groups

Continuous improvement based on data insights to maximize benefits for the most vulnerable businesses

Next Steps

Continue implementing Phase 2 programs:

	Fiscal Year 2024				Fiscal Year 2025				Fiscal Year 2026			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Access to Capital												
Construction Support Grants	█											
Maestro Second Stage	█											
Zero Percent Interest Loans	█											
LISC Microloan Program				█								
Capacity Building												
Digital Presence Program	█											
SAGE Small Business Support Program	█											
LISC Back Office Support	█											
Ecosystem Enhancement												
Prosper West Compañero Program	█											
LISC BDO Capacity Building	█											
Localism												
Marketing Campaigns	█											
Geographic Placemaking												
RevitalizeSA	█											
Outdoor Spaces Grant	█											
Façade Improvement Grant	█											



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