



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 31

Agenda Date: December 12, 2023

In Control: City Council A Session

DEPARTMENT: Economic Development Department

DEPARTMENT HEAD: Brenda Hicks-Sorensen

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Professional Services Agreement with EcoMap Technologies, Inc. for San Antonio Entrepreneurship Ecosystem Mapping Services.

SUMMARY:

This ordinance approves a Professional Services Agreement with EcoMap Technologies, Inc. to provide San Antonio Entrepreneurship Ecosystem Mapping Services for \$39,375.00 annually and a total amount of \$118,125.00 for a three-year term ending November 30, 2026. Funding in the amount of \$39,375.00 is available from the General Fund FY 2024 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

BACKGROUND INFORMATION:

The San Antonio Small Business Ecosystem Report conducted in 2020 revealed that the overall San Antonio small business support system lacks sufficient resources and coordination among service providers. The EDD Strategic Framework adopted by City Council in November 2022 identifies ecosystem coordination as a recommendation based on national best practices and community feedback.

Ecosystem mapping is a tool used to identify the role of key players and understand relationships

between stakeholders in the small business community. The aim of ecosystem mapping is to develop a centralized support tool for small business owners and entrepreneurs which provides the community with access to resources, networks, capital and capacity-building funding and access to coordinated community engagement. By mapping out these relationships, the Economic Development Department (EDD) and other stakeholders can identify deficiencies or gaps in services where coordination and collaboration can be improved to support the business ecosystem.

ISSUE:

The City issued the Request for Proposals on June 8, 2023. The RFP was advertised in the HartBeat News, TVSA channel, the City's Bidding and Contracting Opportunities website, the San Antonio e-Procurement System (SAEPS) and an email notification was released to a list of potential respondents. A pre-submittal conference was held on June 14, 2023. The City received two (2) responses on July 10, 2023. Both proposals were deemed eligible for evaluation. On August 23, 2023, a selection committee comprised of representatives from the Economic Development Department, the Small Business Advisory Commission, Local Initiatives Support Corporation (LISC) and The University of Texas at San Antonio evaluated and scored the respondents. The evaluation criteria consisted of Experience, Background and Qualifications; Proposed Plan; Price; the Small Business Economic Development Advocacy (SBEDA) Program; the Local Preference Program and the Veteran-Owned Small Business Preference Program. After proposals were evaluated by the committee, both firms were invited to interview on September 8, 2023. An evaluation was conducted after the interviews. The evaluation committee recommended the highest ranked firm, EcoMap Technologies, Inc., for award.

If approved, the selected firm will be responsible for an assessment of the local ecosystem landscape and the development of a mapping platform. The platform will include a centralized website with a customized landing page, integrated data sets, a chatbot feature, job board, and real-time translation to multiple languages. Support provided by the firm will include project kickoff and management, user engagement support, and marketing for the launch of the platform. Geekdom, as manager and operator of Launch SA, will have a key role in the development of the ecosystem mapping tool and its ongoing oversight. Additionally, data analytics provided through the platform will be integrated with EDD's customer relationship management tool. The anticipated timeline to develop and launch the tool is approximately twelve weeks.

The Small Business Economic Development Advocacy (SBEDA) Program was applied to this project; however, no points were awarded.

The Local Preference Program was applied in the evaluation of responses received for this contract; however, the highest ranked firm is not a local business.

The Veteran-Owned Small Business Preference Program was applied in the evaluation of responses received for this contract; however, the highest ranked firm is not a veteran-owned small business.

ALTERNATIVES:

Should this agreement not be approved, City staff would have to identify internal or partner resources to develop and maintain a comprehensive map of the small business and entrepreneurial ecosystem. Given capacity constraints, ecosystem mapping would likely be delayed, potentially impacting the growth of local small business and entrepreneurs.

FISCAL IMPACT:

This ordinance approves a Professional Services Agreement with EcoMap Technologies, Inc. to provide San Antonio Entrepreneurship Ecosystem Mapping Services for \$39,375.00 annually and a total amount of \$118,125.00 for a three-year term ending November 30, 2026. Funding in the amount of \$39,375.00 is available from the General Fund FY 2024 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

RECOMMENDATION:

Staff recommends approval of a three-year agreement with EcoMap Technologies, Inc. for San Antonio Entrepreneurship Ecosystem Mapping Services for a total contract value of \$118,125.00.

The contracts were procured by means of a Request for Proposal and the Contracts Disclosure Form is attached.