

# **Professional Services Agreement for Ecosystem Mapping Services**

**City Council A Session – Item 31**  
December 12, 2023



**Presented by: Ana Bradshaw, Assistant Director  
Economic Development Department**



# BACKGROUND

## 2020

- The San Antonio Small Business Ecosystem Report:
  - Small business support system lacks sufficient resources and coordination

## 2022

- The EDD Strategic Framework approved in 2022 identified ecosystem coordination as a priority
- ARPA Small Business Implementation Plan allocates \$3 million to ecosystem enhancements

## 2023

- Geekdom approved to operate Launch SA with scope to serve as an ecosystem leader



# ECOSYSTEM MAPPING TOOL

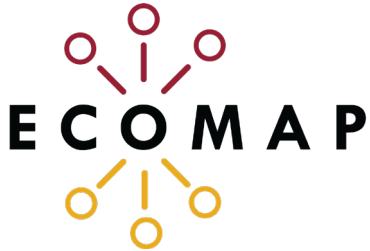
A **centralized mapping tool** supports a coordinated and sustainable ecosystem in the following ways:

One location for  
small business resources  
and events

Strengthened collaboration  
between small business  
support organizations

Improved communication  
and engagement within the  
small business community

Data that informs future  
programs and services



# REQUEST FOR PROPOSAL (RFP)

## San Antonio Entrepreneurship Ecosystem Map Services

- Issued: **June 8, 2023**
- Solicitation Closed: **July 10, 2023**
- Evaluation Meeting: **August 23, 2023**

## Scoring and Evaluation

- Individual scoring by diverse committee
- Two (2) proposals were received
- Both candidates were interviewed by a diverse committee
- Criteria included firm's experience, background qualifications, proposed plan, price, SBEDA and local preference

**Recommendation for Award: EcoMap Technologies**

# FINAL SCORING MATRIX

FINAL SCORE MATRIX

|  |                       |  |   |
|--|-----------------------|--|---|
| <b>RFP for San Antonio Entrepreneurship<br/>Ecosystem Mapping Services<br/>(23-088; 6100016891)</b><br><br><b>Score Summary<br/>FINAL EVALUATION<br/>September 8, 2023</b> | <b>Maximum Points</b> | <b>EcoMap Technologies,<br/>Inc.<br/>306 W. Franklin Street,<br/>Suite 102<br/>Baltimore, MD 21201</b> | <b>Curators of the<br/>University of Missouri on<br/>behalf of University of<br/>Missouri-Kansas City<br/>dba SourceLink<br/>118 University Hall<br/>Columbia, MO 65211</b> |
| <b>A - Experience, Background,<br/>Qualifications</b>  | <b>25</b>             | <b>22.80</b>   | <b>17.20</b>  |
| <b>B - Proposed Plan</b>   | <b>35</b>             | <b>32.80</b>   | <b>23.20</b>  |
| <b>A - B Sub-Total</b>   | <b>60</b>             | <b>55.60</b>   | <b>40.40</b>  |
| <b>C - Price</b>   | <b>15</b>             | <b>15.00</b>   | <b>8.63</b>   |
| <b>D - SBEDA - SBE Prime Contract<br/>Program</b>  | <b>5</b>              | <b>0.00</b>  | <b>0.00</b>   |
| <b>D - SBEDA - M/WBE Prime Contract<br/>Program</b>  | <b>5</b>              | <b>0.00</b>  | <b>0.00</b>   |
| <b>E - Local Preference Program</b>  | <b>10</b>             | <b>0.00</b>  | <b>0.00</b>   |
| <b>F - Veteran-Owned Small Business<br/>Preference Program</b>   | <b>5</b>              | <b>0.00</b>  | <b>0.00</b>   |
| <b>TOTAL SCORE</b>   | <b>100</b>            | <b>70.60</b>   | <b>49.03</b>  |
| <b>RANK BASED ON TOTAL SCORE</b>   |                       | <b>1</b>   | <b>2</b>  |



# EcoMap Technologies

- Founded in 2018, EcoMap's mission is to “make the information around us more accessible, one ecosystem at a time.”
- EcoMap turns ecosystems into interactive tools utilizing data through centralized resource hubs, navigation assistants and analytics tools



# IMPLEMENTATION PLAN

Implementation will be led by EDD in partnership with Geekdom.



## Ecosystem Engagement Plan

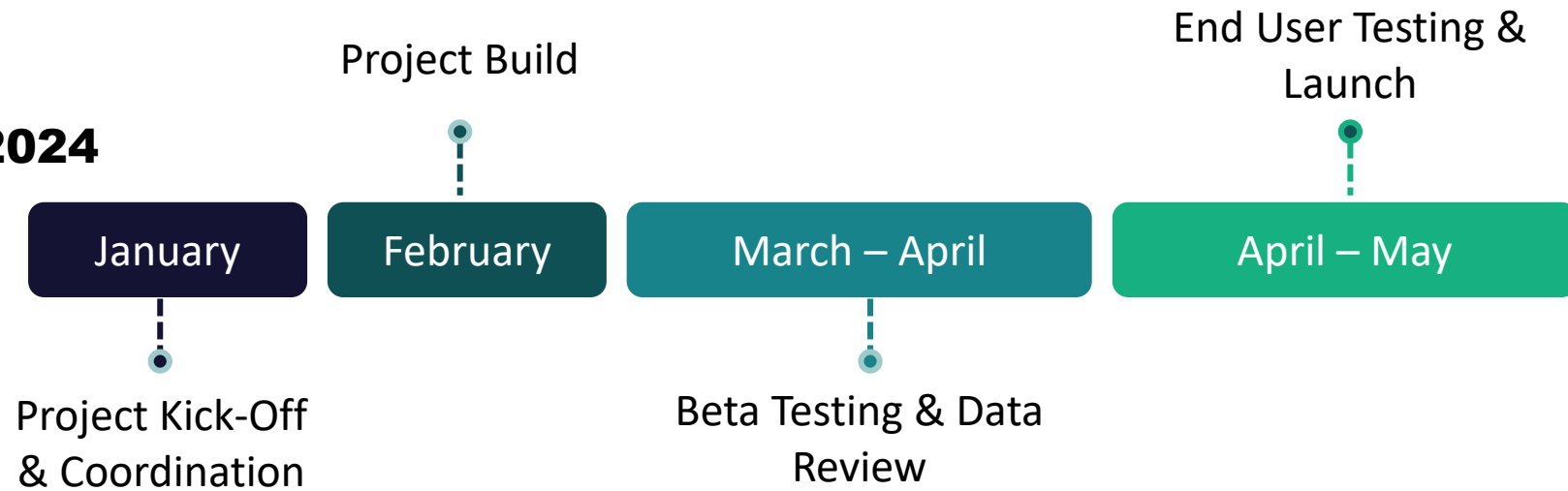
- Project kick off and expectations
- MOU with stakeholders
- Beta testing and evaluation of data
- End user review and feedback
- Soft launch
- Public launch

## Product Build Plan

- Assessment of local landscape
- Data collection
- Platform build
- End user review and feedback
- Ongoing project support

# TIMELINE

**2024**



Once created, the platform will be managed and operated by the Partnership & Ecosystem Manager at Launch SA.



## **FUNDING & PAYMENT SCHEDULE**



- Contract term: 3-year term
- Annual payment: **\$39,375.00**
- Total payment: **\$118,125.00**

Funding for this contract is available from the Economic Development  
FY 2024 General Fund Budget

# STAFF RECOMMENDATION



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



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