

# **ARPA Small Business Implementation Plan Update**



**Economic and Workforce Development Committee**  
**February 25, 2025**

**Presented By: Caitlin Cowart**  
**Economic Development Manager**



# 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

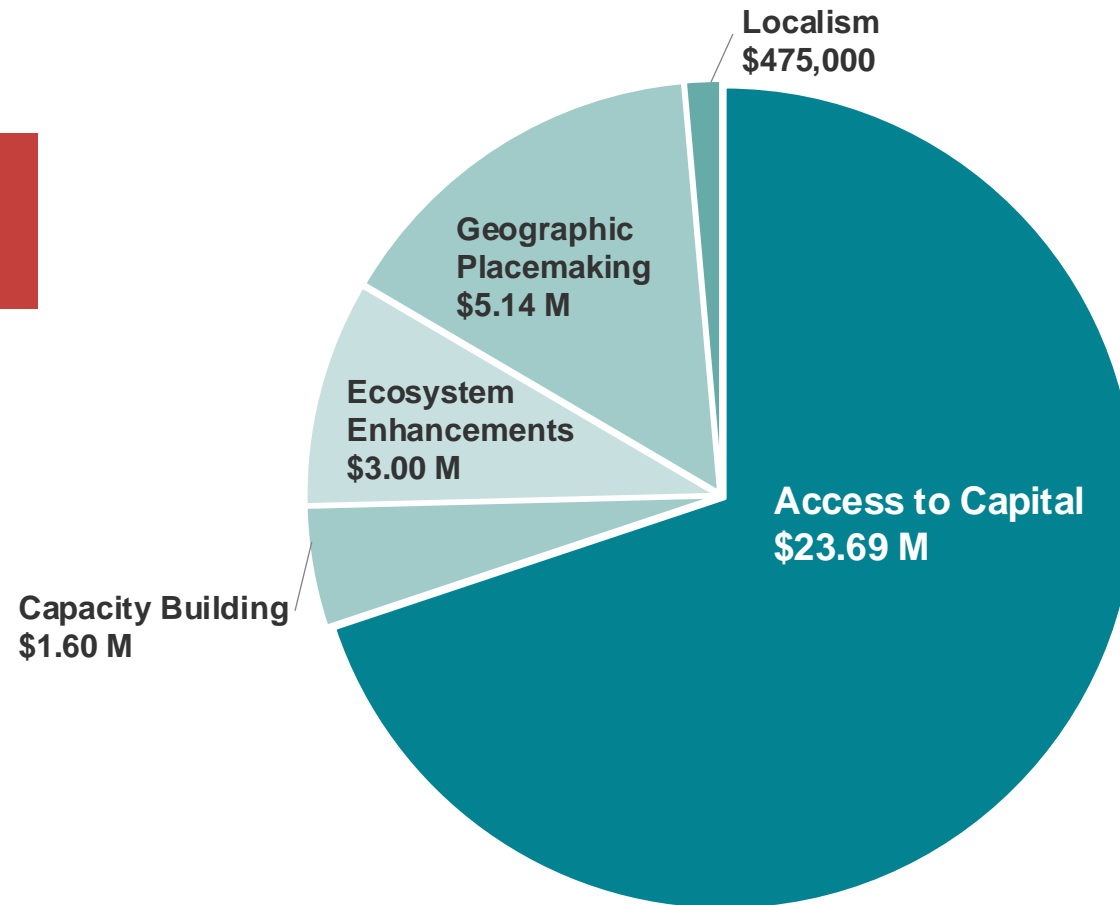


**Eduardo Juarez - RevitalizeSA Program Graduate  
District 5**

# Small Business Implementation Plan by Priority Area

Total Current Budget: \$33.9 Million

A total of 1,998 program participants as of February 7



# Performance Metrics:

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





Cohort 3 Graduation - December 2024

# Access to Capital

## Second Stage Cohort Program

*Program End: November 2025*

*Budget: \$362,000*

- 34 graduates of the program
- Fourth and final cohort starts May 2025
- Retreat at Ed Lowe Foundation September 2025 for up to 20 participants
- Four cohorts over two years, providing individualized training, peer support, and leadership development

# Access to Capital

## Second Stage Cohort Program

*Program End: November 2025*

*Budget: \$362,000*

“The Ed Lowe Foundation pushed us to go beyond our comfort level. They pushed us to recommit to the EOS system and the different it can make in my business through asking us to produce an action plan. Excellent questions and very positive experience working with your team of professionals.”



Harvinder Singh  
Second Stage Cohort Program - #2  
Bestica – District 8



# Access to Capital

## Zero Interest Rate Loan Program

*Program End: September 2025*

*Budget: \$1,052,005*

- 115 loans totaling \$4 million in capital to small businesses
- Offered in partnership with LiftFund
- Assists small businesses in strengthening financial standing, building credit, and growing their business
- Program leverages ARPA, General Fund, and matching resources
- Total \$2 M investment over 2 years



Sarah Moore – Lil' Friends Daycare  
District 10

# Capacity Building

## Small Business Support Program

*Program End: November 2025*

*Budget: \$432,000*

- 66 businesses enrolled in the Back Office Support Program
- 15 total intensive support program participants
  - Third and final cohort begins in April 2025.
- Provides health assessments, along with support and resources in fiscal management, business planning and access to capital
- Intensive support program is a 10-week program





# Capacity Building

## Small Business Support Program

*Program End: November 2025*

*Budget: \$432,000*

"Being able to have conversations with business leaders and ask questions in a community setting was very beneficial. It took away pressures that would be present in a larger setting. Since the cohort, we have started a new relationship with a banker...we have also taken advantage of the community resources that were provided."



Quincy Jackson, Owner  
Face Lift Caricatures - Cohort 1 Participant  
District 2

# Ecosystem Enhancements

A photograph of a group of people at a networking session. A woman in a pink shirt and glasses is standing and speaking to a group of people seated at a table. The seated individuals include a man in a grey t-shirt, a man in a patterned shirt, and a woman with long dark hair. There are coffee cups and water bottles on the table.

**Compañeros Program**  
*Program End: April 2025*  
*Budget: \$400,000*

- 510 unique small businesses reached through the program
- 4 small businesses connected to over \$100,000 in capital
- Remaining deliverable to connect 5 small businesses to public procurement opportunities
- Pandemic recovery and long-term resilience
- Offers outreach, technical assistance, resources, training, and capital access

Small Business Cafecito Networking Session



# Ecosystem Enhancements

## BDO Capacity Building

*Program Completion: December 2025*

*Budget: \$2,600,000*

- 6 participating BDOs
- Technical assistance plan submissions are underway
- Prioritized plans were completed by September 30
- Eligible for up to \$260,000 in staffing and operations costs
  - BDOs have all received at least one tranche of funding; 2 have received all funding
- Technical assistance support of up to \$95,000 to execute prioritized plans







# Localism

## Buy Local Campaigns

*Program End: December 2026*

*Budget: \$100,000*

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





# Geographic Placemaking

## Façade and Outdoor Spaces Programs

*Program Completion: March and May 2025*

*Budget: \$3,723,607*

### Outdoor Spaces Program

- 32 awardees
- Grants from \$2,000 - \$10,000
- Average award: \$8,500
- For eating and drinking establishments

### Façade Improvement Program

- 89 awardees
- Grants from \$5,000 - \$50,000
- Average award: \$38,000
- For small businesses in targeted areas



JJ's Tavern  
District 5, Outdoor Spaces Program



# Geographic Placemaking

## RevitalizeSA: Corridor Leadership Program

*Program Completion: November 2025*

*Budget: \$550,000*

- First cohort graduated November 2024 – 18 participants
- Second cohort started January 2025 – 14 participants
- Eleven training sessions over six months on leadership and revitalization strategies
- Cohort members eligible for grants of up to \$10,000 CHANGE Grant to fund an approved revitalization project in their identified corridor

**RevitalizeSA Cohort 1 Graduation**



# Completed Phase II Programs

## Small Business Construction Support Program

*Program Completion: October 2024*

*Budget: \$1,582,590*

**63** Business Received Grants

“Receiving this grant will help me with marketing expenses to attract new clients and increase participation...and most importantly, it will help me ensure I have funds to pay my employees for their hard work and dedication”




Alison Galvan, Owner  
EnergyX Fitness, LLC - District 1

# Completed Phase II Programs

**Digital Presence Program**  
*Program Completion: September 2024*  
*Budget: \$550,000*

**421** Small Businesses Filled out Survey; **179** Consultations Conducted; **108** Businesses Received Free Digital Work





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Fernando Gutierrez, Owner  
District 4



# Next Steps

Continue  
Implementation  
of Phase II  
programs:

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												
Maestro Second Stage Cohort Program					Second Stage Cohort							
Zero Interest Rate Loans	Zero Interest Rate Loans											
Capacity Building												
SAGE Back Office Support Program	Back Office Support Program											
Ecosystem Enhancement												
Prosper West Compañero Program	Compañero Program											
LISC BDO Capacity Building	BDO Capacity Building											
Localism												
Marketing Campaigns	Buy Local Marketing Campaigns											
Geographic Placemaking												
RevitalizeSA: Corridor Leadership	RevitalizeSA											
Outdoor Spaces Grant	Outdoor Spaces Grant											
Façade Improvement Grant	Façade Improvement Grant											

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