



# **Small Business Ecosystem Impact Study Solicitation**



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

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

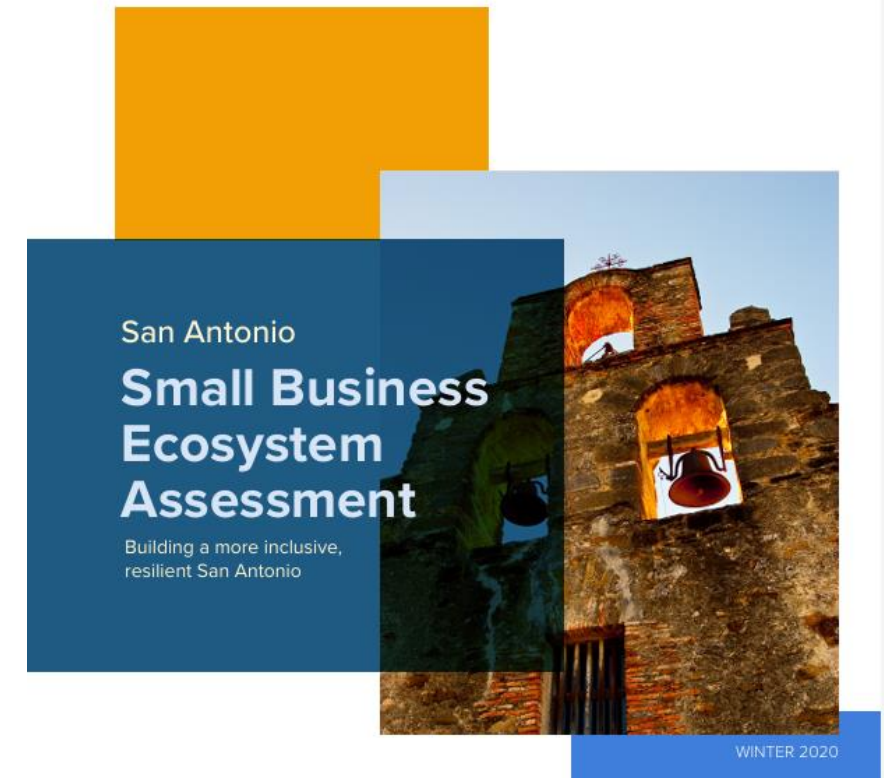
# Background

## The 2020 Small Business Ecosystem Study

- Unmet demand of \$8.3 billion annually
- Disproportionately low rates of funding on South and East sides
- Identified solutions:
  - **Access to Flexible Capital**
  - **Sustainability and Resiliency**
  - **Access and Networks**

## The 2022 Strategic Framework

- Private sector employment by small businesses is ten percent lower than national average
- EDD to play a core function in small business support and strengthening connections

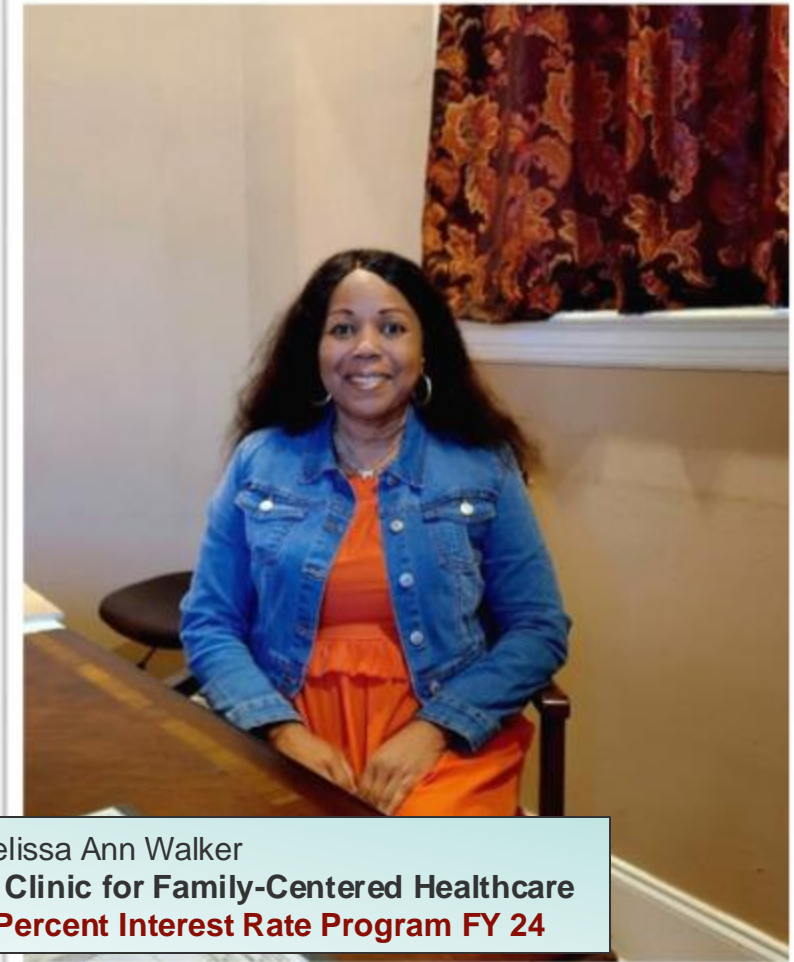


# Ecosystem & Access to Capital Investments

**\$42 million  
Since 2022**

## *Investment Highlights:*

- Increased investment in Zero Percent Interest Rate Program: **\$1 million per year**
- ARPA Small Business Implementation Plan: **\$33.9 million**
  - COVID Impact and Construction Grants
  - BDO Capacity Building
  - Second Stage Cohort Program
  - Compañeros Program
- Increased investment in Launch SA: **\$1.7 million**
- Launch SA Link Ecosystem Mapping: **\$118,125**



Dr. Melissa Ann Walker  
Carol Clinic for Family-Centered Healthcare  
**Zero Percent Interest Rate Program FY 24**



# Report Outcomes



## Report on the current state of the ecosystem:

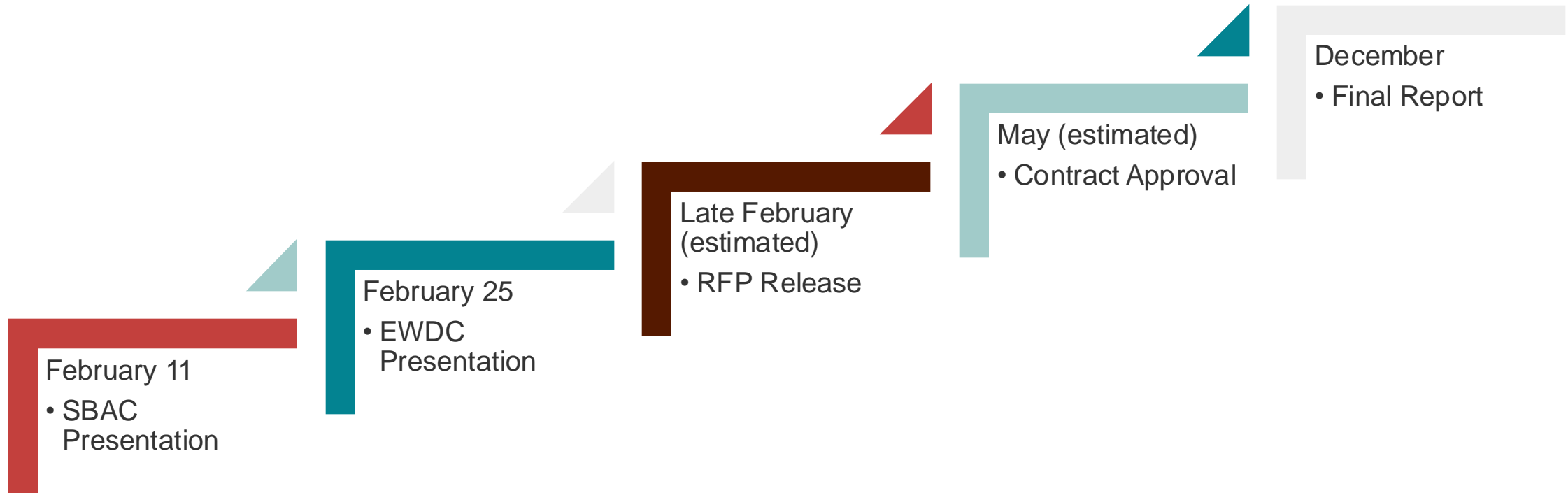
- Measure the impact of investments made in small businesses across the ecosystem since 2020
- Assess current barriers and gaps
- Provide recommendations and solutions
- Support findings with qualitative & quantitative research

# Proposed Terms



- One year contract or project completion
- Total budget: \$100,000
- Funding available through Economic Development Department General Fund budget

# Timeline



Proposed Evaluation Committee: Sarah Shakil, SBAC Chair; Leilah Powell, Executive Director, LISC SA; Rod McSherry, Associate VP, UTSA; Community Partner TBD; Brenda Hicks-Sorensen, EDD Director; Caitlin Cowart, EDD Manager

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