



**BE** SAN ANTONIO

**Business Empowerment Plan**

# Program Background

- In June 2010 City of San Antonio's Economic Development Department (EDD) tasked to establish a workgroup and develop a mentor protégé program per the Small Business Economic Development Advocacy (SBEDA) Ordinance.
  - The workgroup consisted of the City of San Antonio's Small Business Office (SBO) staff, the Small Business Advocacy Committee (SBAC), and representatives from local trade associations
- The workgroup recommended the Mentor Protégé program be split into two phases.
  - Phase I : Requires protégés to enroll in the City of San Antonio's Small Business Boot Camp
  - Phase II: Matches protégés with mentors in order to learn best business practices
- Oct 2016, second workgroup was convened and recommended a separate track of curriculum focused on Architecture and Engineering firms, as well as other potential pilot sessions for construction services.
  - Goal was to build a pipeline of potential Architects & Engineers to prepare for next Bond funding

# Goals

1. Provide capacity building educational classes to local small, minority and women-owned businesses (S/M/WBEs) seeking or awarded a City of San Antonio contract.
2. Provide individualized business counseling.
3. Facilitate mentor-protégé partnerships that allow S/M/WBEs to learn successful business practices from their mentors.

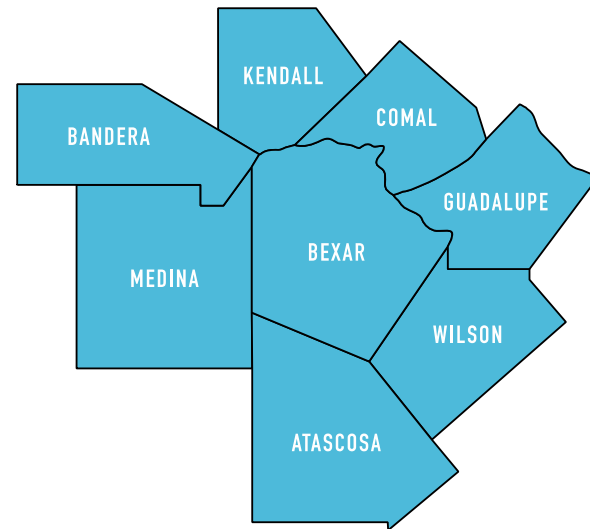
# Participant Eligibility

Only SBEDA eligible firms may participate in this Program as Protégé's



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**Certified by  
SCTRCA as a S/M/WBE**



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**HQ or Significant  
Business Presence in SAMSA**

# Phase I

## Small Business Boot Camp

1. Each participant is required to enroll in capacity-building educational classes titled ***Small Business Boot Camp [Phase I]***
2. Each participant must attend and complete all classes required by the Mentor-Protégé Program Administrator **within 12 months of date of admission** to the program.
3. Certificate of Phase I completion issued by the administrator

**\*\*A participant may not begin Phase II of the City's Mentor Protégé program until the they have completed four (4) of the eight (8) required Small Business Boot Camp classes unless otherwise approved by the program administrator.**



# Small Business Boot Camp Classes

| Professional Services, Other Services,<br>Goods & Supplies   | Construction Core Classes  | Architecture & Engineering<br>(Version B: Specialized)  |
|--|--|---|
| Core Curriculum: Must attend all 6   | Core Curriculum: Must attend all 6   | Core Curriculum : Must attend all 6   |
| <ul style="list-style-type: none"> <li>- Business Plan Introduction [A]</li> <li>- Business Plan Financials</li> <li>- Business Plan Market Analysis</li> <li>- Access to Capital</li> <li>- Sustainable Business Practices</li> <li>- Legal/Human Resources</li> </ul>  | <ul style="list-style-type: none"> <li>- Business Plan Introduction [A]</li> <li>- Business Plan Financials</li> <li>- Business Plan Market Analysis</li> <li>- Bonding/Risk Management [A]</li> <li>- Sustainable Business Practices</li> <li>- Legal/Human Resources</li> </ul>  | <ul style="list-style-type: none"> <li>- Business Plan Introduction (B)</li> <li>- Business Plan Financials</li> <li>- Business Plan Market Analysis</li> <li>- Risk Management (B)</li> <li>- Sustainable Business Practices</li> <li>- Legal/Human Resources</li> </ul> |
| Electives: Select minimum of two (2)   | Electives : Select minimum of two (2)  | Electives : Select minimum of two (2)   |
| <ul style="list-style-type: none"> <li>- Getting Started in Government Contracting</li> <li>- Bonding/Risk Management [A]</li> <li>- Marketing</li> <li>- Construction Cost Estimates/Cost proposal*</li> <li>- Credit Management</li> <li>- Business Development</li> <li>- Safety</li> <li>- Technical Proposal Writing</li> <li>- Are you Ready to be a Prime?</li> <li>- QuickBooks I,II, &amp; III</li> </ul> | <ul style="list-style-type: none"> <li>- Getting Started in Government Contracting</li> <li>- Marketing</li> <li>- Construction Cost Estimates/Cost proposal*</li> <li>- Credit Management</li> <li>- Business Development</li> <li>- Access to Capital</li> <li>- Technical Proposal Writing</li> <li>- Are you Ready to be a Prime?</li> <li>- QuickBooks I,II, &amp; III</li> <li>- Safety</li> </ul> | <ul style="list-style-type: none"> <li>- Getting Started in Government Contracting</li> <li>- Technical Proposal Writing</li> <li>- Business Development</li> <li>- Are You Ready to be a Prime?</li> <li>- QuickBooks I, II, &amp; III</li> </ul>                        |
| <p><i>*Construction Cost Estimates/Cost Proposal suggested only for participants interested in competing for construction contracts</i></p>  |  |   |

# Small Business Boot Camp Metrics

Completers By Certification (March 2012-April 2020):

| SBE  | ESBE | WBE | MBE | HABE | AABE | ABE | NABE |
|------|------|-----|-----|------|------|-----|------|
| 186  | 173  | 80  | 151 | 96   | 46   | 8   | 2    |
| 100% | 93%  | 43% | 81% | 52%  | 25%  | 4%  | 1%   |

By Industry (March 2012-April 2020):

| Construction | Professional Services | Goods & Supplies | Other Services | Architecture & Engineering |
|--------------|-----------------------|------------------|----------------|----------------------------|
| 30%          | 37%                   | 7%               | 6%             | 20%                        |

## ***Survey Results:***

- 100% participants recommended Phase I classes in all years
- From 2014 -2020, satisfaction rating of classes went from 60% to 80%
- 86% participants said that this program “Helped business growth and development”

# Phase II

## Mentor Protégé Match

Protégés may be matched for a period of 24 months with a Mentor who will provide hands-on industry knowledge **contingent on the availability of qualified Mentors.**

The Mentor-Protégé Program provides guidance and advice to qualifying businesses based on a mutually developed action plan in areas such as:

- Accounting Procedures/Financial Management
- Operations Management
- Planning
- Project Management
- Administrative & Organizational Procedures

The Mentor and Protégé should meet once per month, at a minimum, to meet the objectives identified within the Plan, and to discuss identified problems, needs and current experiences. The Protégé should make the Mentor aware of all problems affecting the timely and efficient completion of projects and effective management of the firm.



# Mentor Protégé Matching Policy

- The matching process of **Mentors** and **Protégés** based on
    - **Protégé's** needs, as identified in the Protégé assessment
    - Skills the **Mentor** possesses, as identified in the Mentor's assessment.
- \*\*The Protégé may not be an affiliate of the Mentor**
- If the **Protégé** is unsuccessful in finding a **Mentor** willing to enter into a Mentor-Protégé agreement the Mentor-Protégé Program Administrator may assist in matching.

# Mentor Protégé Partnership Metrics

## Graduates By Certification (2014- 2020):

| SBE  | WBE | MBE | HABE | AABE | ABE | NABE |
|------|-----|-----|------|------|-----|------|
| 67   | 35  | 52  | 35   | 14   | 3   | 0    |
| 100% | 52% | 78% | 52%  | 22%  | 4%  | 0%   |

## Graduates By Industry (2014-2020):

| Construction | Professional Services | Goods & Supplies | Other Services | Architecture & Engineering |
|--------------|-----------------------|------------------|----------------|----------------------------|
| 40%          | 19%                   | 5%               | 11%            | 25%                        |

**14**

Protégé's  
Waitlisted

**5**

Mentors  
Waitlisted

**14**

Mentor- Protégé  
matches

**8**

2020 Projected  
Graduates

# S/M/WBE Protégé Graduate Results

- About 50% now participate on City of San Antonio contract(s)
- Total Number of Jobs Added 130 F/T and 58 P/T
- Firm annual revenues have improved:

| Grad<br>Year | Entry        | Exit<br>projected |
|--------------|--------------|-------------------|
| 2014         | \$6,200,942  | \$12,958,545      |
| 2015         | \$37,158,396 | \$42,132,349      |
| 2016         | \$2,970,498  | \$7,189,463       |
| 2017         | \$3,242,914  | \$3,428,261       |
| 2018         | \$12,224,612 | \$19,086,461      |
| 2019         | \$12,232,428 | \$24,281,117      |
| 2020         | \$435,080    | \$2,225,411       |
| Aggregate    | \$74,464,870 | \$111,301,607     |

# Timelines

- Application to participate is open all year around
  - Online application available [besanantonio.com](http://besanantonio.com)
  - Approval of mentors & protégés by the Program Manager
- Marketing of Program
  - COSA newsletters
  - Graduation Ceremonies
  - Community events & Vendor events
- 2 Class Sessions Per Year
  - Spring and Fall semesters ( January and September)
  - Targeted outreach to S/M/WBE with class schedules is 1 month prior
- Program Orientation
  - Mandatory meeting for all participants, 2 days prior to semester begins
  - Targeted outreach to S/M/WBE with class schedules is 1 month prior

# Testimonials

- This Mentor/Protégé Program sponsored by the City of San Antonio allowed our company **to learn successful business practices** from all of the instructors and from our assigned mentor. We were **able to network** with the other protégés during the Bootcamp session and actually form friendships along the way. The Mentor/Protégé monthly scheduled meetings and **Action Plan kept us on the right track** with accomplishing our goals. We learned that "We are not alone" in this business and were introduced to other organizations that provided guidance and pertinent information. We honestly feel that at any time, we can pick up the phone and call any of the contacts made during this process.
- This course has highly benefitted our firm; however, I'm not certain it will always be the case for other firms. The benefit for us was our **Mentor was extremely willing to assist and support us**. This ranged from assisting us with proposal writing to services support. This **elevated my proposal submittals** exponentially, and in my opinion moved me forward a few years in proposal writing.
- The classes were helpful to a point. The **Mentor was far more valuable providing advice and a listening** [mostly objective] ear. The program is only as good as the relationship between the Mentor and Protégé.

# Questions

