



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** 3

**Agenda Date:** August 12, 2022

**In Control:** Economic and Workforce Development Committee Meeting

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**DEPARTMENT:** Economic Development Department

**DEPARTMENT HEAD:** Brenda Hicks-Sorensen

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Pre-solicitation briefing for various support services included in the Small Business (Phase II) implementation plan from the City's American Rescue Plan Act (ARPA) State and Local Fiscal Recovery Funds (SLFRF) spending framework.

**SUMMARY:**

The Economic Development Department (EDD) will provide a pre-solicitation briefing on the release of the first competitive Request for Proposals (RFP) for the ARPA SLFRF Small Business Phase II implementation strategies.

**BACKGROUND INFORMATION:**

On June 23, 2022, the City Council approved the ARPA SLFRF Small Business implementation plan that includes a two-phased approach for the distribution of \$30.95 million in ARPA SLFRF aimed at mitigating the impact of the COVID-19 pandemic on small businesses. Phase I focuses on the administration of the \$17.6 million COVID Impact Grants program, in partnership with

LiftFund, to assist small businesses in industries that continue to be impacted by the pandemic. This phase also focuses on the associated outreach and technical assistance conducted by business development organization partners.

Phase II, focuses on programs that support the acumen and resiliency of small business through easier access to education and resources, thereby helping them adjust to the post-COVID marketplace. The first solicitation of Phase II will award \$7.8 million towards program services focused on the strategies listed below:

<b>Strategy</b>	<b>Program</b>	<b>Approved Funding</b>
Access to Capital	Growth Fund	\$3.00 M
Capacity Building	Back Office Support Program	750 K
	Web Presence Program	400 K
Ecosystem Enhancements	Implementation of pillars identified in the San Antonio Ecosystem Report	3.00 M
Localism	Buy Local Program Implementation and Operations Support	625 K
	<b>Total</b>	<b>\$7.8 M</b>

## **ISSUE:**

A Request for Proposals (RFP) will be issued to solicit proposals for the programs included in the first portion of Phase II, as identified above. Qualified respondents interested in providing services to small businesses and small business development organizations to address negative COVID-19 impacts will submit proposals that implement the specific strategies below. Respondents may submit a proposal for more than one program area.

- A Web Presence Program to assist businesses in the creation of company websites, social media pages, and other online platforms consumers can easily access.
- A Back-Office Support Program that will help small businesses better manage administrative functions (accounting, program management, human resources, etc.) which supports more efficient business development.
- A Growth Fund to provide access to financial and technical assistance that will help small businesses expand their operations.
- Implementation of the pillars identified in the San Antonio Small Business Ecosystem Report aimed at supporting small businesses owned by minority groups that have traditionally been underfunded. The identified pillars are access to flexible capital, sustainability and resiliency, access and networks, and ecosystem coordination.
- Buy Local Implementation & Operations, a program that supports the purchase of local goods while promoting local history, culture, and identity.

It is anticipated that most contracts will be awarded over the course of a two-and-a-half-year period, beginning February 2023, and distributed by September 2025. Programs will be evaluated based on the following criteria:

<b>Category</b>	<b>Points</b>
Experience, Background, & Qualifications	25
Proposed Program Plan	30
Budget and Budget Narrative	20
Local Preference Program	10
SBEDA- SBE Prime Contract Program	5
SBEDA- MWBE Prime Contract Program	5
Veteran-Owned Small Business (VOSB) Preference Program	5
<b>Total</b>	<b>100</b>

The recommended evaluation panel includes:

- Alex Lopez, Assistant City Manager, City Manager's Office
- Brenda Hicks-Sorensen, Director, Economic Development Department
- Ana Bradshaw, Assistant Director, Economic Development Department
- Brian Dillard, Chief Innovation Officer, Office of Innovation
- Jeremy Roberts, Chair, Small Business Advisory Commission
- Luis E. Martinez, Ph.D., Trinity University Center for Innovation and Entrepreneurship (pending confirmation)

The following table provides an overview of the timeline for this solicitation. To comply with the U.S. Department of the Treasury's federal guidelines, all ARPA SLFRF will be committed by December 2024 and spent by December 2026.

<b>Date</b>	<b>Event</b>
August 18, 2022	Issuance of RFP
August 30, 2022	Pre-submittal Conference
October 21, 2022	Deadline to Submit RFP
November-December 2022	Proposal Evaluation
January 2023	EWDC Briefing
February 2023	City Council Award of Contracts

#### **FISCAL IMPACT:**

This item is for briefing purposes only.

#### **ALTERNATIVES:**

This item is for briefing purposes only.

#### **RECOMMENDATION:**

This item is for briefing purposes only.