



OPEN

ARPA State & Local Fiscal Recovery Funds

Small Business Pre-Solicitation Briefing

Presented by Ana Bradshaw,
Economic Development, Assistant
Director

Economic and Workforce
Development Committee

August 12, 2022



Background

- The Coronavirus State and Local Fiscal Recovery Funds (SLFRF) program, a part of American Rescue Plan Act (ARPA), allocated \$350 billion directly to state and local governments to respond to the impacts of the COVID-19 pandemic
 - San Antonio: \$326.9 million
- February 2022: City Council allocated \$30.95 Million for small businesses
- June 2022: City Council approved the SLFRF Small Business Implementation Plan
- SLFRF funds must be committed by December 2024 and spent by December 2026

Small Business Implementation Plan

01	02	03	04	05
Access to Capital	Capacity Building	Small Business Ecosystem	Localism	Geographic Placemaking
\$20.625 M	\$1.45 M	\$3.0 M	\$625 K	\$5.25 M

Implementation Plan

Phase 1: July-December 2022

- COVID Impact Grants Program in Partnership with LiftFund - \$17 Million

Phase 2: August 2022 – December 2025

- Part 1 - \$7.8 Million
 - Web Presence Program
 - Back Office Support Program
 - Growth Fund
 - Implementation of Pillars
 - Buy Local Implementation & Operations
- Part 2 - \$5.5 Million
 - Operation Facelift 2.0
 - Outdoor Spaces Program
 - Corridor Program Pilot
 - LaunchSA Improvements

Solicitation Components

Web Presence
Program –
\$400K

Back Office
Support Program –
\$750K

Growth Fund –
\$3M

Ecosystem Report
Implementation –
\$3M

Buy Local
Implementation &
Operations –
\$625K



Web Presence Program

- Following the pandemic, the traditional marketplace was forced to pivot to online E-Commerce platforms
- Many small business owners were burdened by the constraints and administrative costs of trying to build an online presence
- Program offers consultive services to small businesses to setup and update business approaches utilizing the appropriate online tools

Back Office Support Program

- Small business owners can face immense administrative costs as they “wear all the hats” it requires to run a successful business
- This program would offer small business owners professional advising in service such as:
 - Bookkeeping and Accounting
 - Personnel Management
 - Financial Reporting
 - Supply Chain Strategizing

A background image showing several hands gathered around a large yellow ribbon, with one hand using red-handled scissors to cut it. The scene is set outdoors with green foliage and pink flowers visible in the lower left. The image is semi-transparent, allowing text to be overlaid.

Growth Fund

- Providing access to capital to grow up-and-coming small businesses
- Meeting small business demands for business growth through accessible gap financing options
- Creating relationship channels for small businesses to approach existing banking institutions and business development organizations for long-term financial success

Buy Local Implementation & Operations

- Generate demand for local, independent business' goods and services
- Working with place-based BDOs to administer Buy Local assessment report recommendations
- Build direct to consumer relationships between small businesses and their immediate communities
- Create lasting familiarity and brand presence that resonates with residents and visitors to San Antonio to build a cohesive small business landscape



Implementation of Pillars Identified in the Small Business Ecosystem Report

- Increased opportunity and access to capital for underserved groups with a focus on Black- and Latino-owned businesses
- Identify and address structural barriers to create opportunities for business owners
- Creating long-term job and wealth creation in San Antonio

Identified Pillars

Access to
Flexible
Capital

Sustainability
& Resiliency

Access and
Networks

Ecosystem
Coordination

Evaluation Criteria

Category	Points
Experience, Background, & Qualifications	30
Proposed Program Plan	30
Budget and Budget Narrative	25
SBEDA – SBE	5
SBEDA – MWBE	5
Veteran-Owned Small Business (VOSB)	5
Total	100

A modern conference room with a large wooden table, black chairs, and a large window overlooking greenery. The room is bright and airy, with a high ceiling and large pendant lights. The window is made of many small panes, and the view outside shows lush green trees. The room is empty, with the table and chairs arranged for a meeting.

Evaluation Committee

- Alex Lopez, Assistant City Manager
- Brenda Hicks-Sorensen, EDD Director
- Ana Bradshaw, EDD Assistant Director
- Brian Dillard, Chief Innovation Officer
- Jeremy Roberts, Chair, Small Business Advisory Commission
- Luis E. Martinez, Ph.D., Trinity University Center for Innovation and Entrepreneurship

Timeline





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