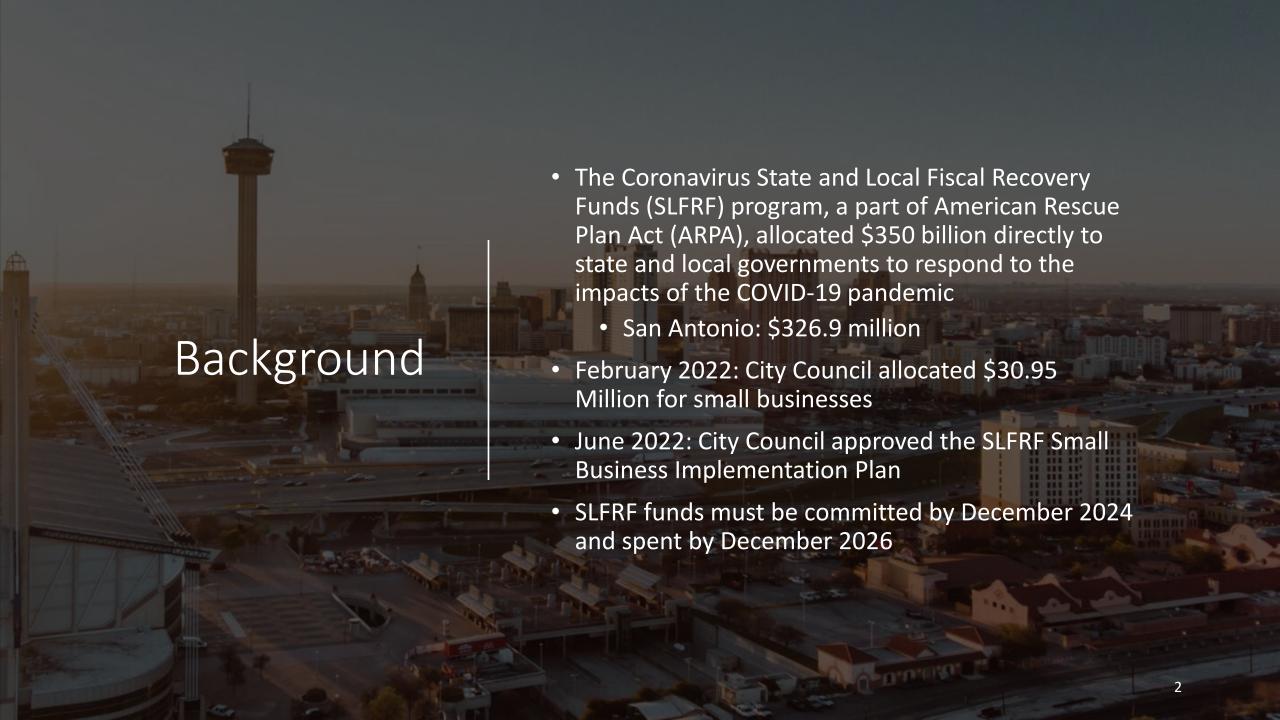


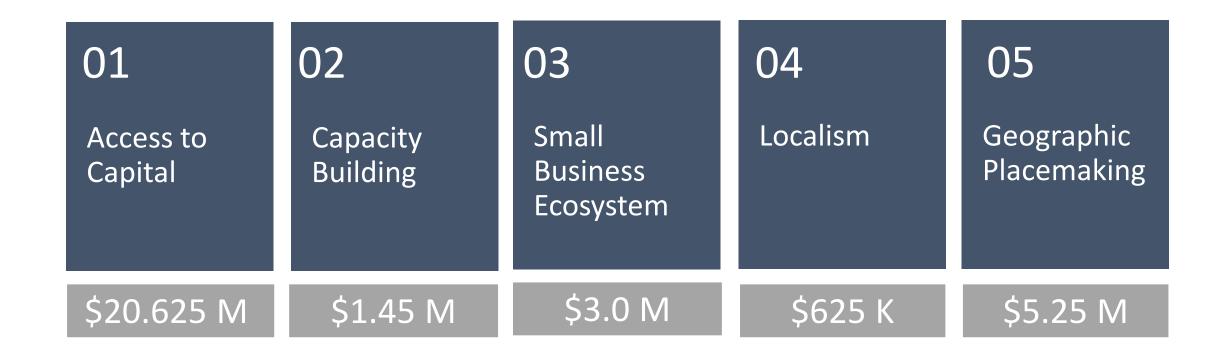
ARPA State & Local Fiscal Recovery Funds Small Business Pre-Solicitation Briefing

Economic and Workforce Development Committee

August 12, 2022



### Small Business Implementation Plan



# 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





# 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 Latinoowned 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

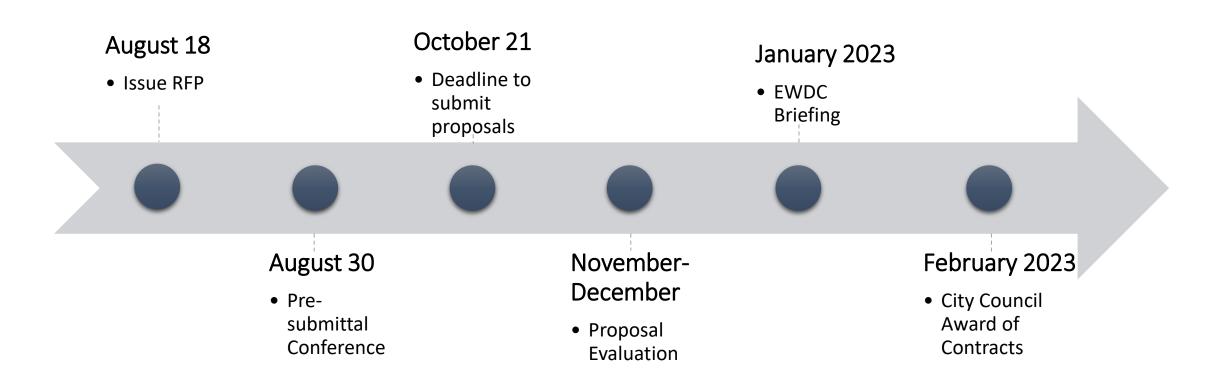
Ecosystem Coordination

#### **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



## Timeline





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