



# American Rescue Plan Act (ARPA) Sub-Recipient Agreement

**Better Business Bureau (BBB), Project Vida and LiftFund**

**Goal 1. Cultivate an Environment Conducive to Strong, Economic Development**

**Item 36, 37 38**

# Economic Recovery: ARPA

## 4 Strategies to Support Existing + New Small Businesses

**Increase  
Access to  
Capital**

**Address  
Workforce  
Needs**

**Strengthen the  
Entrepreneurial  
Support  
Ecosystem**

**Support Strong  
Partnerships to  
Optimize  
Growth**

**\$14M**  
**Total Investment**

# Requested Action

- **APPROVAL** on a Resolution authorizing the City Manager to sign a First Amendment to the Subrecipient Agreement by and between the City of El Paso, a municipal corporation organized and existing under the laws of the State of Texas, Better Business Bureau ("BBB") a 501(c)(3) Texas non-profit organization.
- **APPROVAL** on a Resolution authorizing the City Manager to sign a First Amendment to the Subrecipient Agreement by and between the City of El Paso, a municipal corporation organized and existing under the laws of the State of Texas, Project Vida a 501(c)(3) Texas non-profit organization.
- **APPROVAL** on a Resolution authorizing the City Manager to execute a Subrecipient Agreement by and between the City of El Paso and LiftFund INC. ("LiftFund"), a 501(c)(3) Texas non-profit organization.

# Requested Funding



- **Better Business Bureau (BBB)** 2 year extension providing **\$140,000** to administer ARPA Act funds for the **continuation of the Buy El Paso Program** and implementation of the **BluDot Rewards Program**



- **Project VIDA** 2-year extension providing **\$200,000** to administer ARPA Act funds for the **continuation of Microenterprise Technical Assistance Program** to small businesses as well as the enhancement of **Bookkeeping Support Service Program**



- **LiftFund** 2-year program providing **\$200,000** to administer ARPA Act funds to continue the **Interest Buy-Down Loan Program**



# Better Business Bureau:

Supports and promotes the success of its smaller businesses to continue to build a strong local economy

- **Buy El Paso Program** began in August 2020 as a pandemic response campaign to help local businesses. Program is focused on increasing support for local small businesses by encouraging the community to shop locally.
- **BluDot** is a turn-key rewards program that stimulates local economies by incentivizing consumers to shop local, with no obligation or administrative burden on local businesses.
- **SizeUp El Paso** business intelligence tool, provides market research data for small businesses.



Amended Budget	
Fund Increase	\$140,000
Total Admin Fee 10%	\$157,552
<b>Total Program Cost</b>	<b>\$1,575,522</b>

# BluDot

Bludot was built in 2019 from a partnership with City of Walnut Creek's Economic Development team and has been used by 170+ communities across 30 states.

- No actions required from the businesses
- App available in English and Spanish
- **\$200,000** infused to into the reward program
- Redeem rewards only in the local small business community
- Data insights to see the impact of the investment
- \$1 city investment = **\$20 economic impact** in local economy



# BluDot



Local consumer



Chose the locally-owned supermarket for groceries

\$99.5  
+\$4.98



Picked up dinner for the family

\$71.64  
+\$3.58



Bought a gift from the local mercantile

\$29.63  
+\$1.48



Saved the rewards to treat ourselves to a Sunday brunch!

\$40.73  
-\$5.04

Still got \$5 rewards left in the wallet.. maybe check out that new ice cream shop?

Investment from the city: \$10.04  
Economic Impact: \$241.5  
ROI: 24X

# Project VIDA:

Addressing the economic needs of the community by providing bilingual support to microentrepreneurs in business registration, financial literacy, tax preparation, business planning, and financial projections.

- **Target clients** are **low-income**, primarily spanish-speaking micro-business owners
- **Microenterprise Technical Assistance Program** offers **bilingual** (English-Spanish) support focusing on business registration, financial literacy, access to capital, tax preparation, business planning, and financial projections
- **Enhanced Bookkeeping Services** led by a Bookkeeping Technical Specialist will provide at **no cost** one-on-one accounting training utilizing the Domebook book and software



Amended Budget	
Fund Increase	\$200,000
Total Admin Fee 10%	\$40,000
<b>Total Program Cost</b>	<b>\$400,000</b>



# Agreement Metrics

## # of Disadvantaged Entrepreneurs Counseled

- ✓ Minimum of **1270** entrepreneurs

## Microenterprise Technical Assistance Program (MTAP) Clients

- ✓ **100** successfully registering businesses
- ✓ **100** microenterprise business owners applying for financing
- ✓ **200** microentrepreneurs receiving one-on-one bookkeeping support
- ✓ **250** assisted with VITA tax preparation
- ✓ **350** receiving one-on-one technical assistance
- ✓ **800** attending group networking workshops, fairs and other events

## Domebook Software

- ✓ **233** licenses provided for the Bookkeeping Program



# LiftFund:

Provide credit and services to small businesses lacking commercial loan access and fostering a community of shared success through entrepreneurship.

## El Paso Interest Buy-Down Program

- Reduce current interest rates to **2%** for eligible El Paso small businesses
- Available for loans up to **\$100,000**
- To provide over **\$750,000** in capital based on an average loan amount of **\$30,000** per borrower

Approximately **25** businesses will receive funds



LiftFund

DREAM IT. FUND IT.

Budget	
Fund Increase	\$200,000
Total Admin Fee 10%	\$20,000
Total Program Cost	\$200,000

# Contact:



**Call us:**  
915-577-0191



**Website:**  
[BBB.org/local-bbb/bbb-of-el-paso](http://BBB.org/local-bbb/bbb-of-el-paso)



**Email us:**  
[info@bbbelpaso.org](mailto:info@bbbelpaso.org)



**Location:**  
550 E. Paisano Drive  
El Paso, TX 79901



**Call us:**  
915-465-1191



**Website:**  
[PVida.net](http://PVida.net)



**Email us:**  
[p.medina@pvida.net](mailto:p.medina@pvida.net)



**Location:**  
3607 Rivera Ave.  
El Paso, Texas 79905



DREAM IT. FUND IT.



**Call us:**  
1-888-215-2373



**Website:**  
[LiftFund.com](http://LiftFund.com)



**Email us:**  
[info@liftfund.com](mailto:info@liftfund.com)



**Location:**  
1421 Lee Trevino Dr B1  
El Paso, TX 79935

## MISSION



Deliver exceptional services to support a high quality of life and place for our community.

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government.



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople