

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

AGENDA DATE: December 5, 2023

CONTACT PERSON(S) NAME AND PHONE NUMBER: Mirella Craigo, (915) 212-1617
Elizabeth Triggs, (915) 212-0094

DISTRICT(S) AFFECTED: All

STRATEGIC GOAL: Goal 1 - Create an Environment Conducive to Strong, Sustainable Economic Development.

SUBJECT:

Presentation and discussion on the Buy El Paso Rewards Program, providing an overview and update on the program, including the program's purpose, highlighting its benefits, and guiding the community on how to actively participate in the program to support our vibrant local small business community.

BACKGROUND / DISCUSSION:

As the holiday season approaches, the Economic & International Development Department is pleased to share an update on the Buy El Paso Rewards Program, a vital initiative by the El Paso City Council to bolster our local small businesses. Recognizing the significance of this festive time for our small business community, the active participation of El Paso residents in this rewards program holds the potential to significantly boost the success of our local entrepreneurs.

Launched on October 11, 2023, the Buy El Paso Rewards Program has already demonstrated success, securing the engagement of 70 local small businesses. This Council-approved initiative, funded by the American Rescue Plan and administered by the Better Business Bureau, aims to fortify our local business ecosystem.

As we step into the holiday season, our primary focus is to amplify the program's impact. Through this update and sustained marketing efforts, our objective is to foster increased participation from both businesses and the community. The overarching goal is to attract new customers for our local small businesses, providing crucial support not just during the festive season but also for their sustained success in the future.

PRIOR COUNCIL ACTION:

On January 31, 2023, the El Paso City Council approved a sub-recipient agreement with the Better Business Bureau for the administration of three programs, including the Buy El Paso Rewards Program. The agreement is funded by the American Rescue Plan – Coronavirus State and Local Fiscal Recovery Fund in the amount of \$1,435,522.24 and in effect through the end of calendar year 2026.

AMOUNT AND SOURCE OF FUNDING:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:



(If Department Head Summary Form is initiated by Purchasing, client department should sign also)