

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

**AGENDA DATE:** July 30, 2024

**CONTACT PERSON(S) NAME AND PHONE NUMBER:** Mirella Tamayo, 915-212-1617  
Karina Brasgalla, 915-212-0094

**DISTRICT(S) AFFECTED:** All

**STRATEGIC GOAL:** 1. Cultivate an Environment Conducive to Strong, Economic Development  
**SUBGOAL:** 1.1 Stabilize and expand El Paso's tax base

**SUBJECT:**

Discussion and action on a Resolution authorizing the City Manager to execute a First Amendment to that certain Subrecipient Agreement dated January 31, 2023 by and between the City of El Paso and the Better Business Bureau Foundation El Paso ("BBB"), a 501(c)(3) non-profit organization, to revise the funding amount and increase it by \$140,000, the Scope of Work listed as Attachment "A," and the Budget listed as Attachment "B."

**BACKGROUND / DISCUSSION:**

The American Rescue Plan Act of 2021 (ARPA) is a \$1.9 trillion stimulus bill passed by the US Congress and signed by President Joe Biden in March of 2021. The bill was a response to the COVID-19 Pandemic and sought to speed the United States' recovery by addressing both the health and economic impacts of the pandemic. The City of El Paso received \$154,365,135 from the ARPA bill and on May 14, 2022, City Council approved the allocation of \$14M to small business recovery and relief.

On January 31, 2023, the BBB finalized an agreement with the City of El Paso under ARPA securing \$1,435,522.24 in funding. This allocation was designated to launch several initiatives, such as maintaining the small business resource clearinghouse through EPBUSINESS STRONG, promoting local businesses via the BUY EL PASO website and social media, and hosting SizeUP; a business intelligence tool available on the EPBUSINESS STRONG website. Additionally, the Better Business Bureau implemented the El Paso Small Business Rewards Program using QR Code Technology, aimed at accelerating recovery, bolstering resilience, and fostering sustainability among local businesses.

This amendment will provide an additional \$140,000 to extend support for BUY EL PASO and transition the rewards program to Bludot Open Rewards, a turnkey rewards program designed to stimulate local economies by incentivizing consumers to shop locally, with no obligation or administrative burden on local businesses. Through the app, consumers earn and redeem rewards when they shop at eligible businesses within the community, ensuring all invested monies stay within the local economy.

*Partner organizations were provided Contribution and Disclosure Forms in accordance with Ordinance No. 019581.*

**PRIOR COUNCIL ACTION:**

Better Business Bureau American Rescue Plan Act (ARPA) Agreement was approved on January 31, 2023

**AMOUNT AND SOURCE OF FUNDING:**

American Rescue Plan Act (ARPA) Funding

**HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED?  YES  NO**

**PRIMARY DEPARTMENT:** Economic and International Development

**SECONDARY DEPARTMENT:**

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\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**



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

# DISCLOSURE OF CAMPAIGN CONTRIBUTIONS AND DONATIONS FORM

In compliance with [Title 2, Chapter 2.92, Section 2.92.080](#)

## Introduction:

Individuals or entities benefiting by a City Council Agenda item must disclose contributions or donations made to current members of Council under the City's Ethics Code. The information on this form is being captured for transparency purposes and will be noted on the relevant City Council Agenda. **Contributions and Donations do NOT disqualify an applicant from doing business with the City.**

## Definitions:

- "Contribution" A direct or indirect transfer of money, goods, services, or any other thing of value and includes an agreement made or other obligation incurred, whether legally enforceable or not, to make a transfer. The term includes a loan or extension of credit, other than those expressly excluded by the Texas Election Code, and a guarantee of a loan or extension of credit.
- "Contributor" A person making a contribution, including the contributor's spouse.
- "Donation" Cash and the value of any in-kind contributions or gifts to the council member for use by their office or in their district.
- "Donor" An individual and spouse, a business entity, or an individual who owns a business entity in whole or in part, or is operated by the individual, that is the subject of a council agenda item.
- "Benefiting" Shall include but not be limited to any contract, bid award, franchise, permit, zoning or rezoning, and other award that council will vote on.

**Instructions:** Please read and complete this form carefully. If you have made campaign contributions or donations to any current City Council member(s) totaling an aggregate of \$500 or more during their campaign(s) or term(s) of City office, you are required to disclose the information as specified below. If you have not made such contributions or donations past the limit specified in the ordinance, you are required to affirm your compliance with the municipal code. Please submit this completed form along with your application or proposal to the relevant city department. Failure to disclose campaign contributions or donations as required by the ordinance may result in a violation of the City's Ethics Code requirements, and sanctions under the Ethics Code 2.92.

## Contributor / Donor Information:

Full Name

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Business Name

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Agenda Item Type

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Relevant Department

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**Disclosure Affirmation:** Please check the appropriate box below to indicate whether you have made campaign contributions or donations totaling an aggregate of \$500 or more to any City Council member(s) during their campaign(s) or term(s) of City office specified in Section 2.92.080 of the El Paso Municipal Code.



I have **NOT** made campaign contributions or donations totaling an aggregate of \$500 or more to any City Council member(s) during their campaign(s) or term(s) of City office, as specified in Section 2.92.080 of the El Paso Municipal Code.

OR



I have made campaign contributions or donations totaling an aggregate of \$500 or more to the following City Council member(s) during their campaign(s) or term(s) of City office:

OFFICE	CURRENT COUNCIL MEMBER NAME	AMOUNT (\$)
Mayor		
District 1		
District 2		
District 3		
District 4		
District 5		
District 6		
District 7		
District 8		

**Declaration:** I hereby affirm that the information provided in this disclosure form is true and accurate to the best of my knowledge. I understand that this disclosure is required by Title 2, Chapter 2.92 of the El Paso Municipal Code and is subject to verification by the city authorities. Further, **I understand that upon submission of this form, I must disclose any subsequent contributions or donations prior to the relevant council meeting date.**

Signature: \_\_\_\_\_

*Elizabeth Trevino*

Date: \_\_\_\_\_

*7-11-2024*

**RESOLUTION**

**WHEREAS**, on January 31, 2023, the City of El Paso and the Better Business Bureau Foundation El Paso ("BBB"), a 501(c)(3) non-profit organization, entered into a Subrecipient Agreement to administer ARPA Act funds to implement the EPBusiness Strong and the Buy El Paso Program and implement the El Paso Small Business Rewards Program ("Agreement"); and

**WHEREAS**, the Agreement may be amended from time to time under the provisions of Section 7.13 of the Agreement; and

**WHEREAS**, the parties desire to amend to the Agreement to revise: the funding amount and increase it by \$140,000, the Scope of Work listed as Attachment "A," and the Budget listed as Attachment "B."

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:**

That the City Manager be authorized to execute a First Amendment to that certain Subrecipient Agreement dated January 31, 2023 by and between the City of El Paso and the Better Business Bureau Foundation El Paso ("BBB"), a 501(c)(3) non-profit organization, to revise the funding amount and increase it by \$140,000, the Scope of Work listed as Attachment "A," and the Budget listed as Attachment "B."

**APPROVED** this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

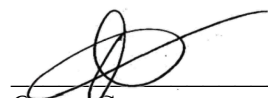
**CITY OF EL PASO:**

\_\_\_\_\_  
Oscar Leeser  
Mayor

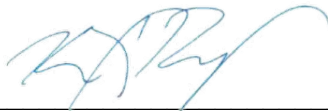
**ATTEST:**

\_\_\_\_\_  
Laura Prine  
City Clerk

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Oscar Gomez  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
\_\_\_\_\_  
Karina Brasgalla, Interim Director  
Economic & International Development

THE STATE OF TEXAS )  
 )  
COUNTY OF EL PASO )

**FIRST AMENDMENT  
TO A SUB-RECIPIENT AGREEMENT  
[ARPA-Economic Impacts]**

This First Amendment to that certain Subrecipient Agreement (“Amendment”) is made this \_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, by and between the **CITY OF EL PASO**, a home-rule municipal corporation organized and existing under the laws of the State of Texas (“CITY”), and **Better Business Bureau Foundation El Paso**, a 501(c)(3) a non-profit organization (“BBB,” “Sub-Recipient,” or “Contractor”).

**WHEREAS**, on January 31, 2023, the CITY and BBB entered into a Subrecipient Agreement to administer ARPA Act funds to implement the EPBusiness Strong and the Buy El Paso Program and implement of the El Paso Small Business Rewards Program (“Agreement”); and

**WHEREAS**, the Agreement may be amended from time to time under the provisions of Section 7.13 of the Agreement; and

**WHEREAS**, the parties desire to amend the Agreement to revise: the funding amount and increase it by \$140,000, the Scope of Work listed as Attachment “A,” and the Budget listed as Attachment “B.”

**NOW THEREFORE**, in consideration of the mutual benefits and promises contain herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. The 1st sentence of Section **3.1 PAYMENT TO SUB-RECIPIENT** is to be revised to read as follows:  

The CITY shall pay to the Sub-Recipient an amount not to exceed **\$1,575,522.24** for all services and reimbursable preformed pursuant to this Agreement.
2. **Attachment “B”** in Section **3.1 PAYMENT TO SUB-RECIPIENT** is to include the revised Budget.
3. **Attachment “A”** in Section **3.2 SUB-RECIPIENT’S SERVICES** is to include the revised Scope of Work.
4. Except as amended herein, the Agreement between the **CITY** and **BBB** shall remain in full force and effect.

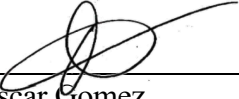
*(Signatures begin on the following page)*

**IN WITNESS WHEREOF**, the parties have hereunto set their hands this \_\_\_ day of \_\_\_\_\_, 20\_\_.


**THE CITY OF EL PASO:**

\_\_\_\_\_  
Cary Westin  
Interim City Manger

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Oscar Gomez  
Assistant City Attorney

**APPROVED AS TO CONTENT:**

  
\_\_\_\_\_  
Karina Bragalla, Interim Director  
Economic and International Development

*(Signatures Continue on Following Page)*

**SUB-RECIPIENT:**

Better Business Bureau., a Texas non-profit organization

By: Elizabeth Terrazas

Name: Elizabeth Terrazas

Title: President & CEO

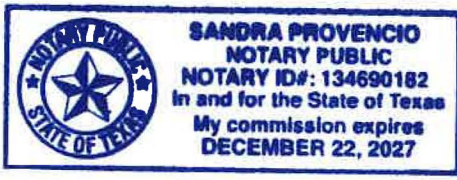
**ACKNOWLEDGEMENT**

THE STATE OF TEXAS §  
  §  
COUNTY OF EL PASO §

This instrument was acknowledged before me on this 12<sup>th</sup> day of JULY, 20 24  
by ELIZABETH TERRAZAS, President & CEO (title) of the Better Business  
Bureau, a Texas non-profit organization.

[Signature]  
Notary Public, State of Texas

My commission expires: 12 / 22 / 2027





**ATTACHMENT "A"**  
**(SCOPE OF WORK)**



May 30, 2024

## **SCOPE of WORK**

### **Buy El Paso and Buy El Paso/BluDot Rewards Program**

#### **INTRODUCTION**

The City of El Paso is working to support and promote the success of its smaller businesses to continue to build a strong local economy. Since 2020, it has worked with the Better Business Bureau El Paso (“BBB”) to encourage a community mindset to ‘buy local’ with its successful **Buy El Paso** program. The program has promoted hundreds of small businesses that otherwise may not have the ability to get the exposure they need to succeed. It also works to educate the community on the positive economic and cultural impact of supporting locally owned businesses and reinforces ‘buying local’ behavior through social media, contests, and promotions. These contests and promotions have served to support the local economy and the art community.

The City Economic Development Team (“the City”) and BBB have looked for additional ways to support local business and grow the economy. Its recent pilot program, Buy El Paso Rewards, looked to provide incentives to consumers to visit local businesses and empower small businesses with data derived from those consumer interactions. That pilot provided valuable insight to the habits and skills of El Paso businesses. In particular, small businesses need a program that does not add any additional work or process on their part. El Paso businesses are not unique in this respect. Over the last several years, small businesses have had to adapt to a changing marketplace, including adopting many new forms of technology, such as point of sale (POS) systems for their sales and record keeping. Understanding this, City staff and BBB researched opportunities that achieve the goal of fostering patronage of locally owned businesses with little to no burden on the businesses themselves and that can leverage the brand and goodwill of Buy El Paso Rewards.

#### **Bludot Open Rewards**

Bludot Open Rewards 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. Using a Rewards app, the program lets consumers earn rewards when they

shop at eligible businesses within the community, and they can use the rewards they've earned at any other eligible businesses within that same community, which ensures all invested monies stay within the local economy. The City decides the appropriate percentage of rewards for purchases, funding (the amount to fund the rewards reimbursements to consumers), eligible businesses, and additional program parameters.

After research, demonstrations, and receiving testimonials from communities that have implemented Bludot Rewards,<sup>1</sup> the City and BBB are in agreement that the Bludot Rewards program complements Buy El Paso and can leverage the Buy El Paso Rewards goodwill and name recognition to be successful and stimulate the El Paso economy. Working together, the programs would continue the successful support and marketing provided to local small businesses, including 2024 and 2025 Buy El Paso Days, and infuse at least \$200,000 into the local small business economy via rewards.<sup>2</sup>

## **BENEFITS**

- Offers a customizable, turnkey consumer rewards program that imposes no administrative burden on or required action from participating businesses.
- Automated business enrollment and directory buildout.
- Customer app available in English and Spanish.
- Incentivizes consumers to patronize locally owned small businesses, further reinforcing the “think local first” mentality.
- App functionality and administration/review of eligible rewards included with Bludot subscription, including fraud detection.
- All invested Rewards money stays within the El Paso economy (rewards can only be ‘redeemed’ at eligible El Paso businesses).
- Continues the popular and successful Buy El Paso program through July 2026.
- Creates opportunities to leverage other Buy El Paso programs, such as Buy El Paso Day.
- Ability to leverage Buy El Paso business and consumer contacts, mailing lists, etc.
- Positions City of El Paso in favorable light with businesses, local consumers, broader business community.

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<sup>1</sup> Since launching in 2022, Bludot Open Rewards is live in 170 communities and 30 states across the country such as Indio, CA, and Arlington, VA, with over 85% of users indicating that it has positively influenced their decision to shop local.

<sup>2</sup> According to Bludot, “Every \$1 your city invests (100% stays in community) = \$20+ economic impact.”

- Increases sales tax receipts from small businesses.
- Provides additional tool for City economic development team to demonstrate its support of local business, thereby positively impacting future relocation and expansion prospects.

## **CHALLENGES**

Research and testimonials from municipalities using the Bludot Rewards program are unanimously positive, with the only recognized challenge being early awareness and adoption. Fortunately, BBB's past experience provides guidance and best practices.

## **BUDGET**

The current budget for Buy El Paso and Buy El Paso Rewards was planned to support local small businesses through January 2025. The proposed budget to continue Buy El Paso and Buy El Paso Rewards (incorporating the Bludot Rewards technology) would utilize existing budgeted funds and an additional amount of \$140,000 to continue the programs for 24 months (August 2024 through July 2026).

### **Budget Assumptions**

- Incorporates existing City of El Paso funding to support the Buy El Paso and Buy El Paso Rewards programs (funded under contract through January 2025) and extends the term of the programs, as amended, to July 2026.
- At least \$200,000 of budget is directly invested for reimbursable consumer rewards that must be redeemed for purchases at eligible El Paso businesses.
- Designed to cover all costs of the program, including enrolling up to 5,000 local businesses, and making the Rewards app available to consumers.
- Includes 2025-2026 SizeUp business research tool subscription renewal.

## Buy El Paso and Buy El Paso Rewards (Bluedot Technology) Program Extension Through July 2026

<b>\$</b>	<b>448,446.80</b>	Projected Agreement balance (see below)
<b>\$</b>	<b>140,000.00</b>	Addition to agreement
<b>\$</b>	<b>588,446.80</b>	TOTAL
<b>\$</b>	<b>(540,545.00)</b>	8/1/24-7/31/26 program cost (see below)
<b>\$</b>	<b>(47,901.80)</b>	Admin. (see allowable below)
<b>\$</b>	<b>-</b>	Balance on 7/31/26

### Projected Agreement Balance on 8.1.24

Rewards	\$	282,038.60
Curacubby	\$	39,770.00
BBB Contracted Services	\$	30,509.08
BPR Buy El Paso on 8/1/24	\$	65,650.00
BBB on 8/1/24	\$	30,479.12
<b>Total balance on 8/1/24</b>	<b>\$</b>	<b>448,446.80</b>

### Program Costs 8/1/24-7/31/26 / 24 Months

		Blu Dot		2 year
subscript.	\$		40,640.00	
marketing	\$		50,000.00	
City Rewards Fund	\$		200,000.00	
<b>Blu Dot Rewards Total</b>	<b>\$</b>		<b>290,640.00</b>	
Buy EP	\$		170,400.00	
2024 and 2025 Buy EP Days	\$		67,510.00	
<b>Buy EP Total</b>	<b>\$</b>		<b>237,910.00</b>	
Size Up 2025-2026	\$		11,995.00	
<b>8/1/24 to 7/31/26 Program Total</b>	<b>\$</b>		<b>540,545.00</b>	

### Program Admin Calculation

Original Agreement	\$	1,435,522.24
Amended Amount	\$	140,000.00
Total Program	\$	1,575,522.24
10% Program Admin	\$	157,552.22
Estimated Admin to have been paid on 8/1/24	\$	(109,520.88)
<b>Maximum Admin Fee w/ Amendment</b>	<b>\$</b>	<b>48,031.34</b>
<b>Anticipated Allowable Admin Fee w/ Amendment</b>	<b>\$</b>	<b>47,901.80</b>

## **TIMELINE**

*Note: Due to nature of program, timeline contains several repetitive components.*

Upon approval and allocation of resources from City of El Paso and assuming an August 1, 2024, start:

### **Q1 Aug., Sept., Oct. 2024**

- Design business outreach and communication plans, to include methods and tools needed to effectively reach target business audiences and consumers at various stages of the roll-out.
- Determine parameters for
  - business eligibility
  - consumer reward percentages, limits, expiration, and incentives
  - rewards investment and timeline.
- Rewards landing page/directory designed.
- Blutot marketing materials identified and adapted to El Paso market.
- Plan Buy El Paso Day 2024.
- Promote use of SizeUp software tool with business community.

### **Q2 Nov., Dec., Jan. 2024-5**

- Launch Buy El Paso Rewards/Bludot program with press event.
- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Promote and execute Buy El Paso Day 2024.
- Plan Buy El Paso Valentines Day (or whatever spring holiday is chosen to celebrate with Buy El Paso promotions).
- Evaluate program success/shortfalls and address.
- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Promote use of SizeUp software tool with business community.

### **Q3 Feb. March, April 2025**

- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Execute Buy El Paso Valentines Day (or whatever spring holiday is chosen to celebrate with Buy El Paso promotions)
- Evaluate program success/shortfalls and address.

- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Promote use of SizeUp software tool with business community.

#### **Q4 May, June, July 2025**

- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Buy El Paso summer features.
- Evaluate program success/shortfalls and address.
- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Promote use of SizeUp software tool with business community.

#### **Q5 Aug., Sept., and Oct. 2025**

- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Plan Buy El Paso Day 2025.
- Evaluate program success/shortfalls and address.
- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Promote use of SizeUp software tool with business community.

#### **Q6 Nov., Dec., and Jan. 2025-6**

- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Promote and execute 2025 Buy El Paso Day.
- Evaluate program success/shortfalls and address.
- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Promote use of SizeUp software tool with business community.

#### **Q7 Feb., March, April 2026**

- Continue to add eligible businesses.
- Promote Buy El Paso Rewards/Bludot program via social media and other available outlets.
- Execute Buy El Paso Valentines Day (or whatever spring holiday is chosen to celebrate with Buy El Paso promotions).
- Evaluate program success/shortfalls and address.
- Evaluate rewards investment timeline.
- Explore opportunities for private investments of Rewards incentives, e.g. developers and mall owners funding/promoting Rewards for redemption with their clients.
- Announce remaining terms/plans for conclusion/evolution of Buy El Paso Rewards.
- Promote use of SizeUp software tool with business community.

#### **Q8 May, June, July 2026**

- Finalize and communicate remaining terms/plans for conclusion/evolution of Buy El Paso Rewards.
- Ensure all funds are expended according to contract and provide accounting.

#### **EVALUATION**

Monthly status reports on meeting timeline and rewards redemption to be provided to the City of El Paso. Program marketing materials will be included in monthly invoices/reports.

#### **WHO**

##### **Better Business Bureau El Paso**

BBB El Paso has helped build better businesses since 1954 and is a trusted resource for any business or consumer. With over 90% of BBB Accredited Businesses having less than 25 employees, BBB understands the unique needs, challenges, and opportunities of small businesses. In addition to over 1600 members, BBB El Paso has

- database with over 22,000 local businesses;
- robust social media and public relations program; and
- over 25,000 visitors each month to [bbb.org/elpaso](http://bbb.org/elpaso).

In 2020, working with the City of El Paso, BBB developed and implemented a "Buy Local/Buy El Paso" marketing initiative that has ignited more spending in the El Paso economy and supports smaller businesses, microenterprises, and independent contractors.

##### **Bludot**



Bludot is a technology company offering cloud-based software solutions for local governments' economic development teams. Born out of a 16-week partnership inside of a customer's city hall, Bludot is purpose-built to meet the needs of any community's economic development efforts. Bludot's software suite includes three core products: Bludot CRM, Bludot Open Business Directory and Open Rewards.

[Open Rewards](#) is a community-wide rewards program that stimulates local economy by incentivizing consumers to shop local. The program lets consumers earn a percentage of rewards when they shop at the eligible businesses within the community, and they can use the rewards they've earned at any other eligible businesses within that same community. The community program administrators may decide the appropriate percentage of rewards, funding, eligible businesses and additional program parameters. Since launching in 2022, Open Rewards is live in communities across the country such as Indio, CA and Arlington, VA with over 85% of users indicating that it has positively influenced their decision to shop local.

## **ADDITIONAL RESOURCES**

[SizeUp](#) business intelligence software for local businesses and entrepreneurs to research the start, growth, and expansion of local businesses will be available at no cost and promoted to local businesses and community.

**ATTACHMENT "B"**  
**(BUDGET)**

Agency Name:

Better Business Bureau (BBB)

Be specific. Include funding source, and contact person and phone number for purposes of verification.

Funding Source	Contact Person and Phone or Email		Budget Year 2022-2024
<b>Other Federal Funds (please itemize)</b>			
<b>Other State &amp; Local Government Funds (please itemize)</b>			
<b>Private Funds (please itemize)</b>			
<b>Total Project Income</b>		\$ -	\$ -

Agency Name:

Better Business Bureau (BBB)

<b>Line Item Expense Category</b>			<b>Total</b>	<b>Budget</b>
Salaries			\$	-
Fringe benefits			\$	-
Contract services			\$	528,550.00
Rent				
Communications				
Utilities & occupancy expenses			\$	-
Equipment rental & maintenance			\$	-
Equipment purchases			\$	-
Mileage reimbursements			\$	-
Postage & shipping			\$	-
Printing & publications			\$	-
Supplies			\$	-
Local conferences & meetings			\$	-
Insurance			\$	-
Travel - long distance			\$	-
Other Expenses				
Administrative Fee			\$	47,901.80
Size-Up			\$	11,995.00
<b>Total Project Expenses</b>			\$	-
	\$	-	\$	-
			\$	588,446.80

Agency Name:

Better Business Bureau (BBB)

You must include all staff that will work on the project. The total on this page must correspond to the total on Expense Summary.

Position Title	Total Project Budget			
	FTE	Months Employed	Avg Monthly F/T Salary	Total Cost
<b>Positions</b>				
<b>Total Funded Salaries</b>	0.00			\$ -

Agency Name:

Better Business Bureau (BBB)

You must include expenses for all staff that will work on the project.

The total on this page must correspond to the total on Expense Summary.

Payroll-based Costs	Total Project Budget		
	Benefit Rate	Salary Base	Total Cost
Fringe Benefits	9.2500%		\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
Employee-based Costs	Covered Staff	Cost per Employee	Total Cost
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
Other Benefits (please itemize)	Basis for Estimate		Total Cost
	Months	Amount	
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Benefits</b>			\$ -

**Agency Name:**

**Better Business Bureau (BBB)**

You must include all PARTNERS OR CONTRACTORS that will work on the project. Provide clear description of services to be provided and the rate at which the consultant will be paid. Any consultant that will be performing services for this project and receiving \$5,000 or more funds as part of this budget that will be performing services for this project and receiving \$5,000 or more funds as part of this budget is considered to be a "partner". A "Partner Supplement" must be provided for each partner sharing funds and responsibility for this project. The City's prior written approval will be required for any changes exceeding 10% within the consultants' line item. The total on this page should correspond to the total on Expense Summary.

Partners / Contractors	Services Provided & Costing Methods	Total Project Budget		
		Units	Rate	Total Cost
<b>BluDot</b>				
Subscript.		2.00	\$ 20,320.00	\$ 40,640.00
Marketing		2.00	\$ 25,000.00	\$ 50,000.00
City Rewards Fund		2.00	\$ 100,000.00	\$ 200,000.00
<b>Barracuda</b>				
Buy El Paso		2.00	\$ 85,200.00	\$ 170,400.00
2024 and 2025 Buy EP Days		2.00	\$ 33,755.00	\$ 67,510.00
<b>Total Contractual</b>				<b>\$ 528,550.00</b>

**Agency Name:**

**Better Business Bureau (BBB)**

Agencies purchasing equipment with ARPA funds must demonstrate that they are NOT on a flood plain or provide a copy of valid flood insurance covering the life of the grant.

	Total Project Budget		
	Months	Monthly Rate	Total Cost
<b>Occupancy Costs</b>			
Rent/lease costs			
Communications			
Utilities			
Electric service			
Natural gas service			
Water & sewer service			
Other occupancy costs			
<b>Equipment Rental &amp; Maintenance</b>	<b>Basis for Estimate</b>		<b>Total Cost</b>
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Equipment Purchases</b>	<b>Basis for Estimate</b>		<b>Total Cost</b>
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Total Occupancy &amp; Equipment</b>			\$ -



**Agency Name:**

**Better Business Bureau (BBB)**

Use this page to provide information on any line item not included in the previous Supporting Schedules. You must include all applicable expenses for the project. The totals on this page should correspond to the totals on Expense Summary. The total of Supporting Schedules 1-5 must match Project Budget. List only and all line items on Project Budget that are not covered on any previous Supporting Schedules. Give details for any expense that Economic Development is asked for \$500+ in funds.

Item Description	Total Project Budget				
	Basis for Estimate		Total Cost		
	Unit	Amount	Total Cost		
Mileage reimbursements			\$		-
Postage & shipping			\$		-
Printing & publications			\$		-
Supplies			\$		-
Local conferences			\$		-
Insurance					
General liability					
Professional liability					
D & O liability					
Auto liability					
Property & casualty					
Fidelity bonding					
Other insurance					
Travel (long distance)					
air fares					
ground transport					
meals & lodging					
Other Expenses (please itemize)					
Administrative Fee	<b>%</b>	<b>Amended Program Total</b>	<b>Max Admin Fee</b>	<b>Admin Fee Paid</b>	<b>Remaining Admin Fee</b>
	10%	\$ 1,575,522.24	\$ 157,552.22	\$ 109,520.88	\$ 47,901.80
Size-Up	<b>Unit</b>	<b>Amount</b>			
	1	\$ 11,995.00			\$ 11,995.00
<b>Total Supplemental Items</b>					<b>\$ 59,896.80</b>

## Public Services Application: Site Breakdown for Multi-Site Projects

#	Name of Site (Activity)* <small>(ex. Beall School, Armijo Rec Center)</small>	Address <small>Street Number, Street Name, Zip Code</small>	ARPA Funds Total	Outside Funds	Total Site Cost	Units of Service
1						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
2						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
3						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
4						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
5						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
6						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
7						
	Line item 1 (ex. Salaries)					
	Line Item 2					
	Line Item 3					
	Line Item 4					
	<b>Total</b>		\$0	\$0	\$0	\$0

\*If more than one activity will be at the same address, list the activity in parentheses. For Example, "Community Center (Counseling)" and "Community Center (Food Drive)."

\*\*\* Add lines for more line items and sites as needed

**ECONOMIC DEVELOPMENT RESPONSE + RECOVERY  
PUBLIC SERVICES FUNDING  
UNIT OF SERVICE DATA**

AGENCY LEGAL NAME: El Paso of Chamber of Commerce Foundation  
(AS APPEARS ON CURRENT ARTICLES OF INCORPORATION)

PROJECT TITLE: Project Name: Business Retention and Expansion

Please provide your definition of the Unit of Service to be provided by the project. (*Units of Service must be defined in measurable time-based terms; such as one hour, one 3 hour session, one 24 hour day*).

How did you arrive at the number of units for the project? Please describe the rationale or formula used to determine the total number of units of service.

Complete information for current year, even if Economic Development is not currently funding the project.

Current Year FYE22	City Portion	Total Project
Number of units of service delivered		
Cost to deliver these units (project cost)		
Cost per unit of service (divide project cost by units)		
Number of unduplicated clients to be served		
Percent of overall clients reported		

Budget Year FYE23	City Portion	Total Project
Number of units of service delivered		
Cost to deliver these units (project cost)		
Cost per unit of service (divide project cost by units)		
Number of unduplicated clients to be served		
Percent of overall clients to be reported		