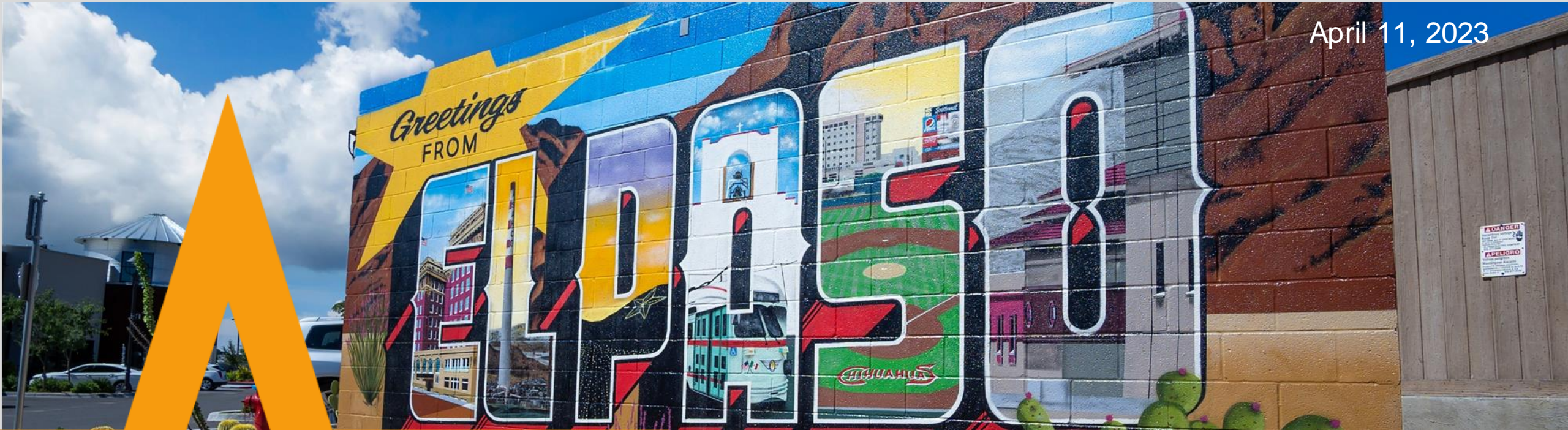


April 11, 2023



Items 52,53,54,55 & 56

# Small Business Recovery + Growth

Partnerships between the City and JUST, STTE, BitWise Impact, Fab Lab and UTEP Hunt Institute for the provision of small business services

Goal 1. Create an environment conducive to strong, sustainable economic development



# Council Requested Action:

## Continue + Grow Small Business Assistance

Authorize the City Manager to execute Subrecipient Agreements between the City and:



- **Fab Lab** providing **\$300,000** to administer American Rescue Plan Act (ARPA) funds to **provide STEM skills** (Master 3D Printing Badge under the New-Collar Network) **through mentorship and hands-on training** for at-risk students while subsidizing their living costs with a generous stipend.



- **Bitwise Impact** providing **\$1,600,000** to administer American Rescue Plan Act (ARPA) funds, to support marginalized residents by **developing tech skills** to **fill the needs of local tech employers**, and **support 100 local small businesses** through website creation.



STTE Foundation  
SUCCESS THROUGH TECHNOLOGY EDUCATION

- **Success through Technology Education (STTE)** providing **\$500,000** to administer American Rescue Plan Act (ARPA) funds to **provide assistance to start-ups** so they can advance ideas and **become stand-alone companies** that generate revenue.

# Council Requested Action: Continue + Grow Small Business Assistance

Authorize the City Manager to execute Subrecipient Agreements between the City and:

The logo for 'just' is written in a lowercase, rounded, green sans-serif font.

- **JUST** providing **\$125,000** to administer American Rescue Plan Act (ARPA) funds to hire staff to **conduct outreach** and **technical Assistance targeting female micro-entrepreneurs**.

The logo for UTEP is stylized in blue and orange, with the letters 'U', 'T', and 'E' stacked vertically and 'P' to the right, all in a bold, italicized font.

- **Hunt Institute for Global Competitiveness at UTEP** providing **\$299,989** to administer American Rescue Plan Act (ARPA) funds to survey businesses and develop a **report on the economic impact** of the dollars allocated. The data will drive future small business programming and strengthen upcoming discretionary grant proposals.

# Council Approved Local American Rescue Plan Allocation for Small Business Support

## 4 Strategies to Support Existing + New Small Businesses



**\$14M**  
Total Investment

# Addressing Business Concerns

32%

Shrinking profit margins and inflation



Up to \$10k Grants

Interest Buy Down (fixed 2% on loans up to \$100k)

24%

Attract new customers



Small Business Rewards Program

Marketing & promotion  
[epbusinessstrong.org](http://epbusinessstrong.org)  
& [buyep.org](http://buyep.org)

18%

Need a digital presence



Launch E-Commerce & Social Media Platforms

Create websites & website optimization

# FAB LAB: Strengthening Local Innovation Ecosystems through New-Collar Workforce

Provide mentorship and hands-on skills training to pave the way for digital fabrication while subsidizing living costs.

- Two-year pilot program, **\$2,500** stipend per semester + **\$2,870** to provide equipment, licensing, software and training per student
- Upon graduation will receive Master 3D Printing Certification
- Program will serve **25 high school seniors** from Ysleta Independent School District (YISD)



Increase Access to Capital + Workforce Development Budget	
Total Program Cost	\$525,624
Other Contributions	\$225,624
City's ARPA Allocation	<b>\$300,000</b>

# BitWise Impact: Leading Digital Transformation for the Future

Closing the gap between the marginalized community and technical education.

- **6-week** Pre-apprenticeship program – coding, website development, JavaScript and React Web
- **1 year** Apprentice program – hired as employees to gain at a minimum of \$15 per hour
- Creation of **100 websites** for local small businesses
- Guaranteed job placement for **12 apprenticeship graduates** into local tech companies.



## Increase Access to Capital + Workforce Development Budget

Program Cost	\$8,947,410
Other Contributions	\$7,443,410
City ARPA Allocation	\$1,600,000



# Success Through Technology Education (STTE): Advance Startups into stand-alone companies that generate revenue

Working to create an innovative environment that nurtures entrepreneurs and creative problem solvers.

Four-year program, three phase journey:

- **Phase 1: Outreach & Engagement**
- **Phase 2: Product-market fit**
- **Phase 3: Funding**
- Collaborate in entrepreneurial ecosystem, receive mentorship, support for business plan development, financial concepts training, investor pitch deck preparation, legal services, have access to co-working space.
- Participate in startup sprints, pitch events.
- Program will serve **20 local startups**



**Increase Access to Capital +  
Workforce Development Budget**

**Program Cost**

**\$500,000**



# JUST: Trust Based Lending + Technical Assistance for Female Entrepreneurs



Build financial resilience of participants and strengthen small businesses for female entrepreneurs based on a **unique trust-based lending model**

Multi-layered approach **Technical Assistance** :

- Train and support client leaders (Peer Coaching)
- Periodic visits, remote and in-person
- Digital platform (Fundamentals and finance management)

Female entrepreneurs complete 5-week program

- In-person and virtual sessions
- Build skills in financial management and leadership
- Program will serve **150 female entrepreneurs**

Increase Access to Capital + Workforce Development Budget	
Program Cost	\$350,000
Other Contributions	\$225,000
City ARPA Allocation	\$125,000

# UTEP Hunt Institute: Data Compilation and Economic Impact Analysis

- **Compile data** on local and state business hub projects to create metrics needed to measure the performance of the business one-stop shop.
- **Design** bilingual (English/Spanish) entry and exit **surveys** for counseling sessions conducted by the business one-stop shop, measure the performance of businesses that seek assistance as well as the one stop-shop's impact on the region.
- **Create** fact sheets, dashboards, recovery assessment reports, and maps.
- **Develop** business intelligence reports, market assessments and data visualizations.
- **Conduct economic impact analysis** to assess impact of business one-stop-shop in regional economy.



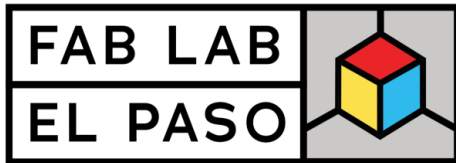
## Strengthen Entrepreneurial Support Ecosystem Budget

Program Cost	\$299,989
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## 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, Respect, Excellence, Accountability, People