



# American Rescue Plan Act: Small Business Recovery + Growth

Partnerships between the City of El Paso: **Pioneers 21** for the provision of small business services

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

# Discussion & Action

**The City of El Paso and Pioneers 21 will enter into a 2-year Agreement for \$650,000 to implement the following programs:**

- Implementation of Websites & E-Commerce for Small Businesses
- Digital Marketing Series
- Internships
- Mija, Yes You Can! Pioneers

# Economic Recovery: A Focus on El Paso's Small Businesses



**Improve  
Liquidity +  
Cash Flow**



**Stimulate  
Demand**



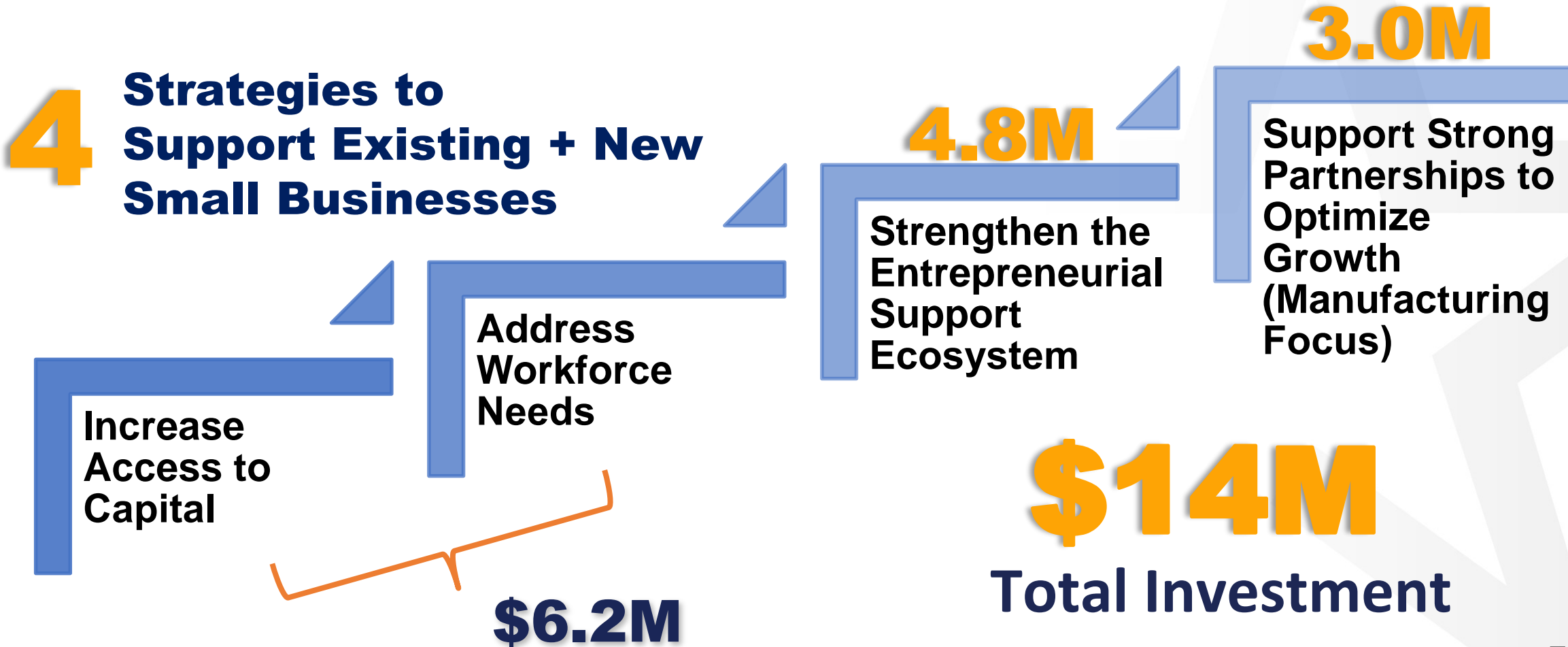
**(Re)Start +  
Grow  
Operations**

**3 Goals to Support Small Businesses**

**85%**

of El Paso County  
businesses have fewer  
than **20 employees**

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



# ARPA Allocations Summary

## Executed ARPA Allocations

### Access to Capital + Workforce Needs

LiftFund	\$3,105,000
Project Vida	\$200,000
JUST	\$125,000
Hunt Institute	\$299,989
FabLab	\$300,000
PeopleFund	\$500,000
Workforce Solutions Borderplex	\$850,000

### Strengthen the Entrepreneurial Support Ecosystem

Better Business Bureau	\$1,435,522
STTE	\$500,000

### Growing the Advanced Manufacturing Industry Cluster

Small Manufacturing Focus	\$3,000,000
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**Total Allocated Funds** **\$10,573,803**

# ARPA Allocations Summary

## Upcoming ARPA Allocations

<b>Total Remaining Funds</b>	<b>\$3,426,197</b>	
<b>Access to Capital + Workforce Needs</b>		
El Paso Chamber	\$500,000	
Camino Financial	\$500,000	
<b>Strengthen the Entrepreneurial Support Ecosystem</b>		
Pioneers 21	\$650,000	
BOSS + Admin Support	\$1,376,197	
DMD	\$400,000	

# ARPA Results Summary

Organization	Program Description	Program Overall Metrics	% Complete
LiftFund	\$10k Grants for Businesses that didn't Receive CARES Act Funds;	270	100%
	Loans Interest Buy-Down to 2%	25	44%
Project Vida	Technical Assistance for Microentrepreneurs	260	91%
Better Business Bureau	Buy El Paso Rewards QR Program for Businesses	500	24%
JUST	Technical Assistance for Female Entrepreneurs	150	55%
UTEP Hunt Institute	Data Compilation and Economic Impact Analysis for ARPA-funded Small Business Programs	215	99%
FabLab	New Collar Workforce Development for High-School Students – Digital Badging Micro-certifications for 3D Printing	25	0%
STTE	Start-Up Business Assistance	20	25%

# Pioneers 21: Digital Solutions for El Paso Entrepreneurs, Website Development, Internships & Mija Pioneers

## Sites & E-commerce

- Build **76 Websites** (landing pages) and **60 E-commerce** sites
- Provide education to maintain site

## Digital Solutions

- Train **100 entrepreneurs** on marketing workshops designed to expand their customer base

## P21 Internships

- One-year internship, **4 interns** per year
- UTEP E-LEAD Degree: Engineering & Business Knowledge, Leadership Theory and Innovation skills

## Mija Pioneers

- One-year career development program targeting middle & high school females, **100 students** will be mentored
- Focusing on entrepreneurship, leadership development & mental wellness



## Strengthen the Entrepreneurial Support Ecosystem Budget

<b>Total Program Cost</b>	\$650,000
<b>City's ARPA Allocation</b>	\$650,000



# Pioneers 21: Websites & E-Commerce

- Build **76 Websites** (landing pages) and **60 E-commerce** sites for El Paso businesses
- Provide education to business owners via bilingual (English/Spanish) workshops on the basics of how to maintain their site
- Sites will be serviced and hosted locally



**Strengthen the Entrepreneurial Support Ecosystem Budget**

<b>City's ARPA Allocation</b>	<b>\$305,760</b>
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# Pioneers 21: Digital Solutions for El Paso Businesses

Program will incorporate series of marketing workshops designed to help entrepreneurs develop and grow online presence.

- Six series, 4-6 workshops per series

## Workshop Topics:

- When Spirit and Marketing Mingle
  - Your Soul Has a Brand-How to Create Your Digital Signature
  - Spark the Connection to Your Soul Clients
  - Sorting Through the Mud
  - The World is Your Stage
  - Creating a dynamite website
  - Content is Queen
  - Social Media is the New Spotlight
  - The Light at the end of SEO
  - Email as a Love Letter to Your Client
  - Ads that Sizzle
  - Hanging in Your Client's Pocket through Mobile
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- Train **100 entrepreneurs**



**Strengthen the Entrepreneurial  
Support Ecosystem Budget**

<b>City's ARPA Allocation</b>	<b>\$26,000</b>
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# Pioneers 21: Internships

- Available for students enrolled in higher learning institutions
- Students will learn from talented professional mentors. Receive office, project, research, and entrepreneurial experience
- One-year internship, 4 interns per year, **8 interns** total



**Strengthen the Entrepreneurial Support Ecosystem Budget**

<b>City's ARPA Allocation</b>	<b>\$108,160</b>
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# Pioneers 21: Mija, Yes You Can!

## Pioneers

- One-year career development program targeting middle & high school students
- Workshops and seminars, business simulation exercises leadership training, mentorship program, leadership projects, industry exposure, soft skills training
- Open to all, regardless of ethnic, academic background, socioeconomic status, or prior exposure to business concepts
- Focusing on business entrepreneurship, leadership development & mental wellness
- **100 students** will be trained

MIJA, YES YOU CAN.

 PIONEERS21

**Strengthen the Entrepreneurial Support Ecosystem Budget**

City's ARPA Allocation

\$15,000

# Discussion & Action

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