

ARPA Small Business Response + Recovery

Economic & International Department

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



Request

Authorize the City Manager to execute a Subrecipient Agreement by and between the **CITY OF EL PASO** and



1. **Better Business Bureau** providing **\$1,435,522** to BBB to administer American Rescue Plan Act ("ARPA") funds to continue the EPBusinessStrong and *Buy El Paso* Program and to implement the El Paso Small Business Rewards Program.



2. **Project Vida** providing **\$200,000** to hire staff to conduct outreach and technical assistance. They will assist businesses submit applications for cash grant opportunities. Their Microenterprise Technical Assistance Program (MTAP) assists underrepresented businesses.



3. **LiftFund** providing **\$2,500,000** to LiftFund to administer American Rescue Plan Act (ARPA) funds to institute the City of El Paso Small Business Grant & Interest Buy-Down Program to entities affected by the COVID-19 pandemic.

CARES Emergency Relief

| Federal Funds | |
|--|---------------------|
| Small Business Financial Assistance | \$ 17,334,000 |
| Small Business Financial, Legal, Technical Assistance | \$400,000 |
| Business Resource Clearinghouse | \$156,000 |
| Business Safety Alteration Financial Assistance | \$1,990,000 |
| Safety Product Access + Supply Chain | \$400,000 |
| Contact Tracing + Work Safe Assistance + Training | \$100,000 |
| Downtown Sanitation Program | \$113,000 |
| Downtown Outdoor Dining | \$80,000 |
| E-Commerce Platform Development + Technical Assistance | \$450,000 |
| E-Commerce + Digital Platform Training | \$100,000 |
| “Buy Local” Marketing Initiative | \$577,000 |
| Childcare Assistance | \$50,000 |
| Total | \$21,750,000 |

| City Funds | |
|---------------------------------|---------------------|
| Small Business Recovery Program | \$ 3,000,000 |
| Total | \$ 3,000,000 |

\$24,750,000
Total Economic Support

1,566 Grants



CARES Act Funding Impact



Technical Assistance

- E-commerce platforms developed for **130** businesses
- **1,040** businesses trained through one-on-one counseling or webinars
- Cash Grants, retained **1,379** jobs



Health

- **1,276** business visits by Task Force distributing PPE
- **155** businesses aided with "work safer" protocols
- **17** businesses engaged to support PPE supply chain
- **500** COVID-19 Business safety kits distributed
- **1,276** Education Task Force visits



Safety

- **80** businesses received installation of temperature kiosks and/or barriers
- Disinfected **61,000** public assets within downtown
- **19** handwashing stations installed and maintained, and
- **4,700** patrons utilized downtown Outdoor Dining Area maintained by DMD



Marketing

- Established EPBusinessStrong resource clearinghouse & Buy El Paso Program
- Buy El Paso Program: Generated **93,600** page views from **58,600** users

Economic Response + Recovery:

American Rescue Plan Act (ARPA)

Funds Allocation

\$14,000,000



Access to Capital +
Workforce Needs

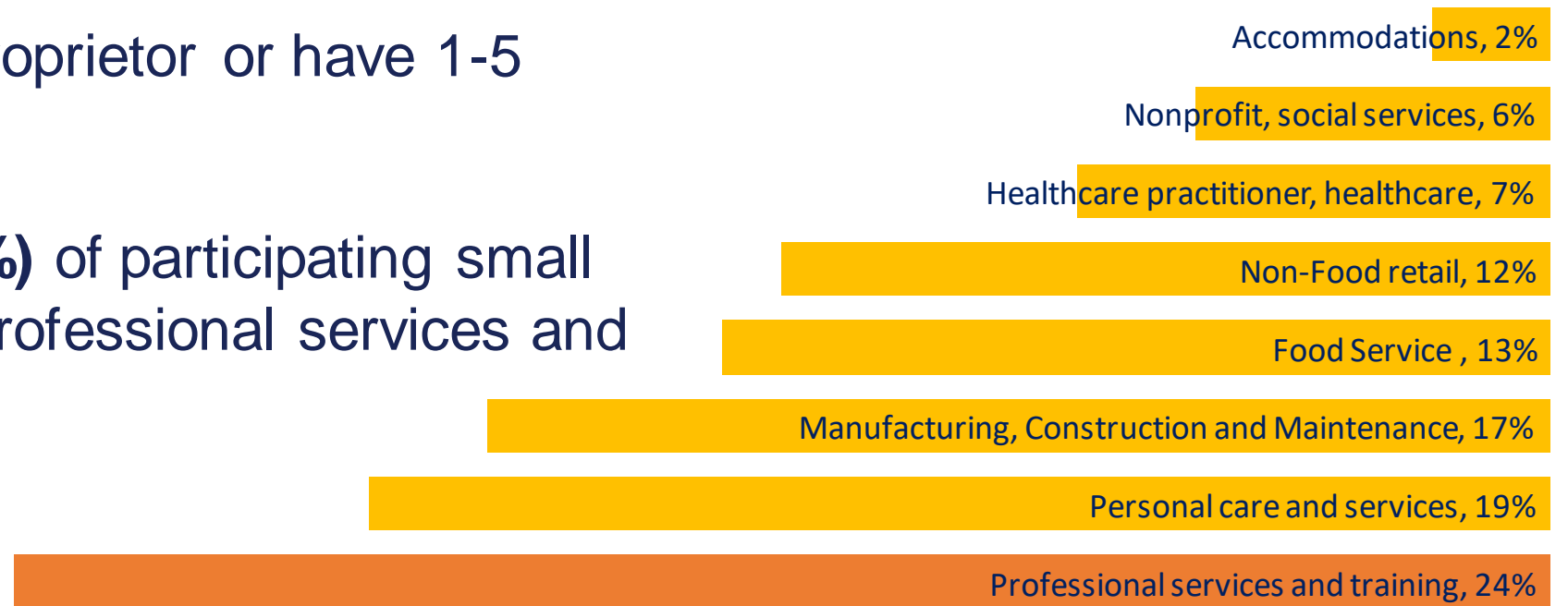
Strengthen the
Entrepreneurial Support
Ecosystem

Support Strong
Partnerships to Optimize
Economic Growth

Small Business Profile

- **121 Responses** from **13** roundtables/townhall meetings and online outreach from March to July 2022.
- **65%** are either sole-proprietor or have 1-5 employees
- Nearly a **quarter (24%)** of participating small businesses, provide professional services and training

Type of Business



Small Business Response

Which topics or tools are you most interested in developing or strengthening for your business?

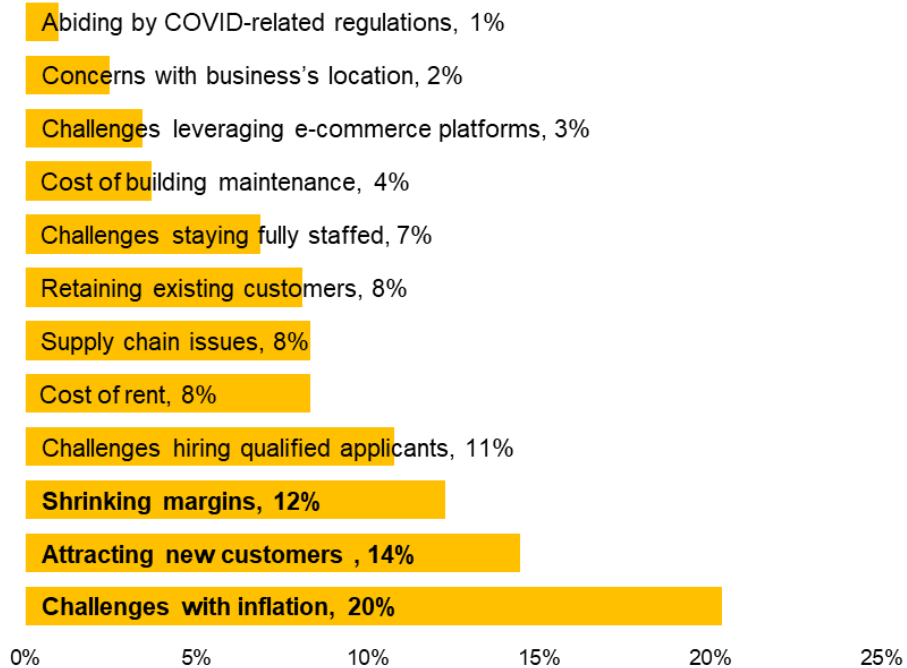


What types of support would you like to see offered that would help your business thrive?



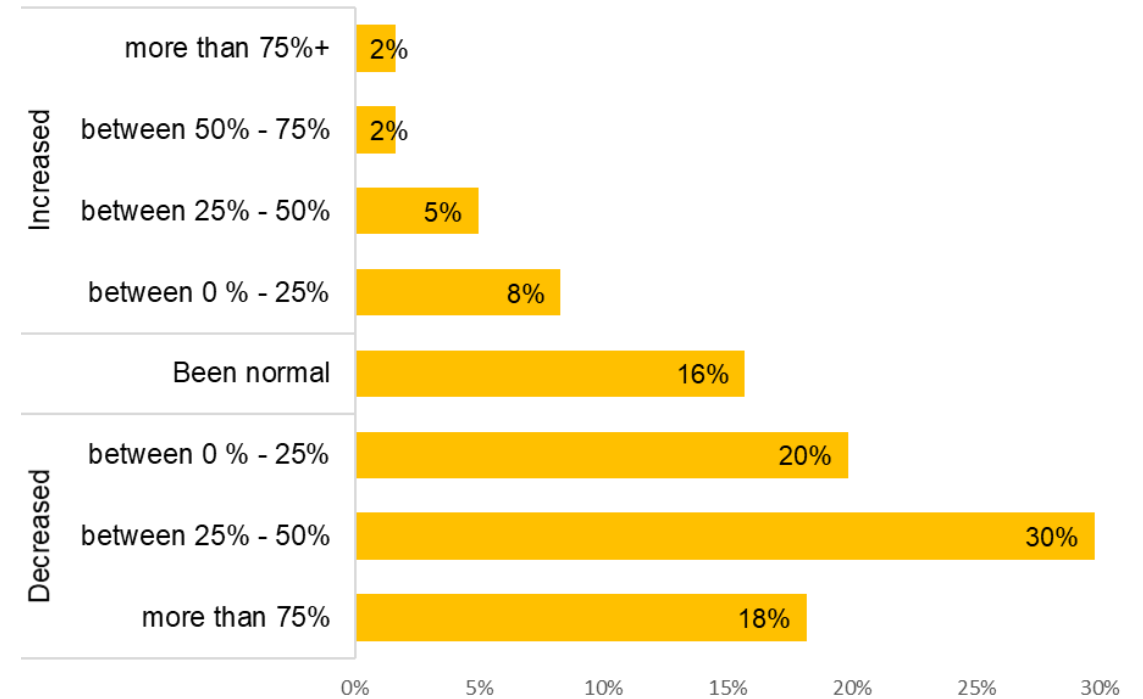
Small Business Response

Thinking of the next six months, how serious are the following concerns for your business?*



*Respondents selected the top three

How has your business revenue changed since COVID-19 became a widespread concern in early March 2020?





Access to Capital + Workforce Needs

1 Small Business Financial Assistance:

LiftFund: \$2,500,000

2 Financial Literacy + Technical Assistance + Community Outreach:

Project Vida: \$200,000

Strengthen Entrepreneurial Support Ecosystem

3 Marketing Campaign Partnerships:

Better Business Bureau: 1,435,522

What's in a Name?

The logo for LiftFund, with 'Lift' in blue and green and 'Fund' in grey.

DREAM IT. FUND IT.

The word LIFT has an inspirational meaning which is why it is often used, services are different.

The logo for Lyft, featuring the word 'lyft' in a stylized, rounded pink font.The logo for Sun Metro LIFT, featuring a green circle with 'sunmetro' in white and blue, and 'LIFT' in grey below it.

It means to raise, rise, elevate, pick up, boost, and uplift.



Small Business Grant & Interest Buy-Down Program

Cash grants

- Up to **\$10,000** to eligible small businesses for working capital
- Businesses making \$1M or less in annual gross revenue
- Eligible businesses that did not receive CARES Act funding will be prioritized for grant funding under this program
- Approximately **215** businesses will receive funds

Buy-down interest rate

- Interest buy-down to **5%**
- Loans up to \$100,000



| Budget | |
|------------------------|--------------------|
| Grants | \$2,150,000 |
| Interest Buy-down | \$100,000 |
| Administration Fee 10% | \$250,000 |
| | \$2,500,000 |





Microenterprise Technical Assistance Program

MTAP

Addresses outreach and technical assistance encouraging stabilization and growth of microenterprise businesses:

- Project Vida will utilize a “**promotora**” (community health worker) model to conduct outreach and build relationships with microentrepreneurs in El Paso.
- Prioritizing outreach to businesses that did not receive CARES Act funding to assist with grant applications in all City Council Districts
- Primary focus of recruitment for the program: self-employed and business owners with less than four employees
- Program will serve over **260 microentrepreneurs**



| Budget | |
|------------------------|------------------|
| Program Cost | \$180,000 |
| Administration Fee 10% | \$20,000 |
| | \$200,000 |



EPBusinessStrong, Buy El Paso & SizeUp

- **EPBusinessStrong** designed, created and launched during August 2020, a digital, centralized source of information to help connect small business owners with credible financial resource opportunities.
- **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.
- **SizeUp El Paso** business intelligence tool, provides market research data for small businesses.



| Budget | |
|-------------------------|--------------------|
| Program Cost | \$1,299,122 |
| Administration Fee 9.5% | \$136,400 |
| | \$1,435,522 |

Made in El Paso

- Video & blog series, supports small businesses by featuring local businesses that make unique items.
- **24 business** received marketing and publicity free of charge, through this initiative.

Success Stories

- Highlighted local businesses through video.
- Captured how businesses, and its owners survived and navigated the pandemic utilizing resources shared on the website.
- Series concluded *July 2022*.
- Website pivoted from pandemic response tool to premier business resource digital center.

BBB Tips

- Launched in *August 2022*
- Video series, answer common questions business owners may have.
- Topics: Why become BBB Accredited?, Why have a business website?, What is a Community Development Financial Institution (CDFI)?

Buy El Paso Day

- All-day event, first Saturday of December.

Buy El Paso Shirt Campaign

- Local artists were recruited to design t-shirts depicting what they perceived the "Buy El Paso" initiative means. Each month featured a unique design by a different artist.
- Over **500 t-shirts** were designed by **15 local artists**, distributed to **33 local businesses**

Buy El Paso Adventures

- Monthly video & written blog, explores local businesses & highlights products.
- **67 businesses** have been featured in the program.

Holiday Gift Guide

- Businesses were encouraged to submit a product they wanted featured.
- Gift guide included: business' information, picture & product description.
- **17,000 gift guides** distributed through El Paso Inc & El Paso Times
- **Over 500 businesses** were listed or featured.

Website Analytics

EP Business Strong

- 57,670 Users
- 75,206 Sessions
- 126,928 Page Views

Buy El Paso

- 63,433 Users
- 74,846 Sessions
- 103,535 Page Views

When you Buy El Paso
...You ♥ El Paso



El Paso Small Business Reward Program

- Program will serve as a catalyst to help revitalize local businesses by offering a marketing incentive tool to drive customer behavior.
- Technology Driven solution rewards incentive / Movement tracking technology (QR Code)
- Providing business owners behavioral and predictive analytics to support operational decisions.
- Provide real-time economic and consumer movement data, including consumer habits.
- Program will serve a minimum of **500 small businesses**.



Customer QR Code rewards program process



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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

