

August 29, 2023



American Rescue Plan Act: Small Business Recovery + Growth

Partnerships between the City of El Paso: Workforce Solutions Borderplex

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

Item 22

Discussion & Action

The City of El Paso and Workforce Solutions Borderplex will enter into a 3-year Agreement for \$850,000 to address businesses workforce needs through the following programs:

1. Train infrastructure workers
2. Hold innovative workshops for small business leaders
3. Conduct surveys targeting Gen Z population

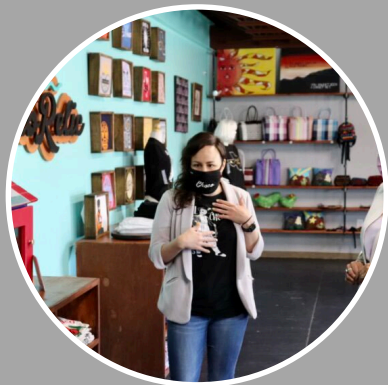
Economic Recovery: A Focus on El Paso's Small Businesses



**Improve
Liquidity +
Cash Flow**



**Stimulate
Demand**



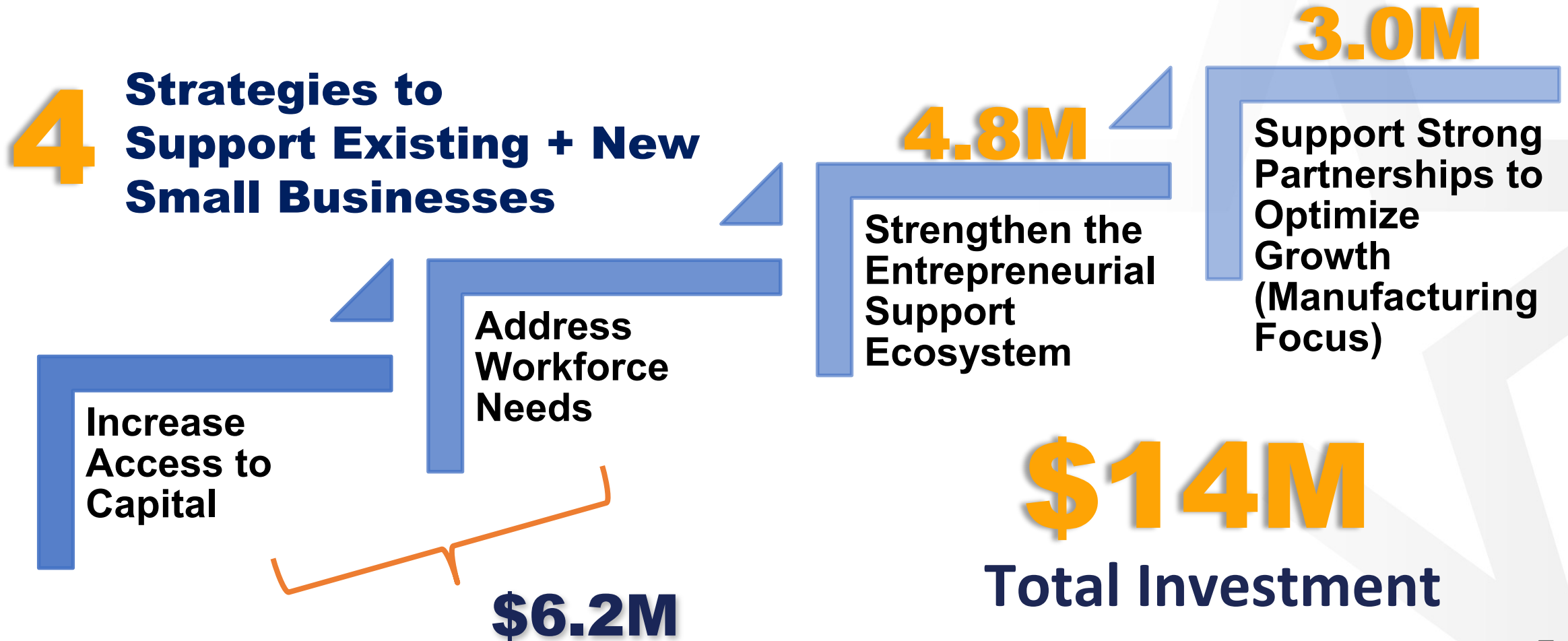
**(Re)Start +
Grow
Operations**

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

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	\$9,723,803
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ARPA Allocations Summary

Upcoming ARPA Allocations

Total Remaining Funds	\$4,276,197	
Access to Capital + Workforce Needs		
Workforce Solutions Borderplex	\$850,000	
El Paso Chamber	\$500,000	
Camino Financial	\$500,000	
Strengthen the Entrepreneurial Support Ecosystem		
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%

Workforce Solutions Borderplex: Bridging Opportunity for Business Growth with a Ready Workforce

Approximately **48 employees** will receive training and/or certification in infrastructure skillsets

- Training grants up to **\$10,000** from WSB
- Participating businesses will provide a match between 10% and 50% of program cost
- Solar Techs, Welders, Water Techs, Fiber Broadband Techs, Power Line Techs, Heavy Equipment Operators, Instrumentation Techs
- Expected Outcome – Increased productivity, wages and economic mobility



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

City's ARPA Allocation	\$489,500
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Workforce Solutions Borderplex: Bridging Opportunity for Business Growth with a Ready Workforce

- **300 small businesses** will receive mentoring, coaching and consulting services
 - **30 Phase 1 workshops** will explore and shape unique leadership styles and cultural values in the small business community
 - **15 Phase 2 workshops** will apply the knowledge of creating an improved diverse and culturally enriched business environment
 - Expected outcome – Increase resilience and talent retention in small businesses



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

City's ARPA Allocation	\$188,000
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Workforce Solutions Borderplex: Bridging Opportunity for Business Growth with a Ready Workforce

Survey **700 Gen Z's**, our future workforce

- Born between 1997 to 2012
- Crucial to recruitment, retention and engagement
- Aims to address challenges and opportunities, cultural influences, work-life balance and expectations
- Outreach through podcasts, workshops, in person, talk boxes and video testimonials
- Expected outcomes - Adapt to the changing workforce demographics and create a more engaging and inclusive workplace environment



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

City's ARPA Allocation

\$87,500

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,
Accountability, **P**eople