



Small Business Assistance + Recovery Program

January 19, 2021





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



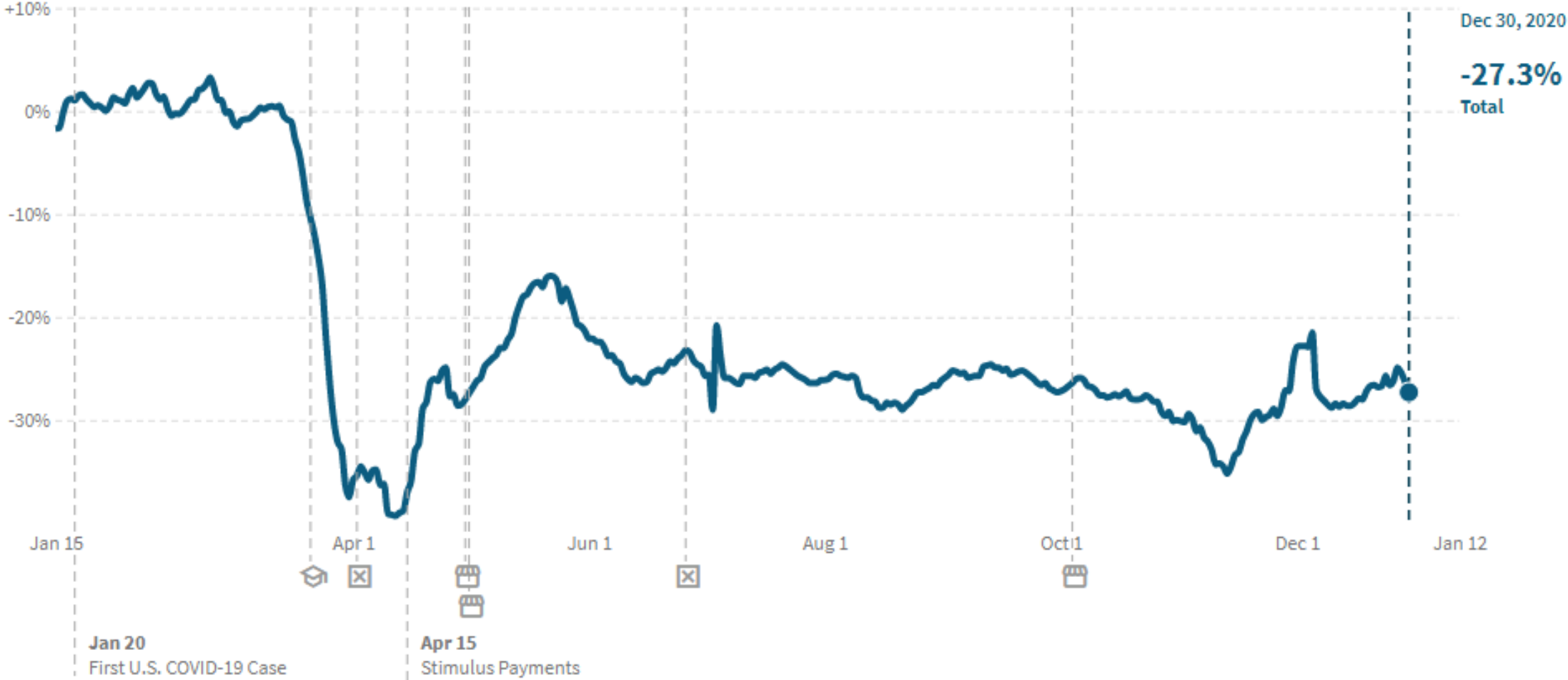
Overview

- Small business across the United States are closing at an alarming pace.
- Staff is enhancing a Small Business Assistance and Recovery Program to support local businesses through this tumultuous time and toward long-term success.



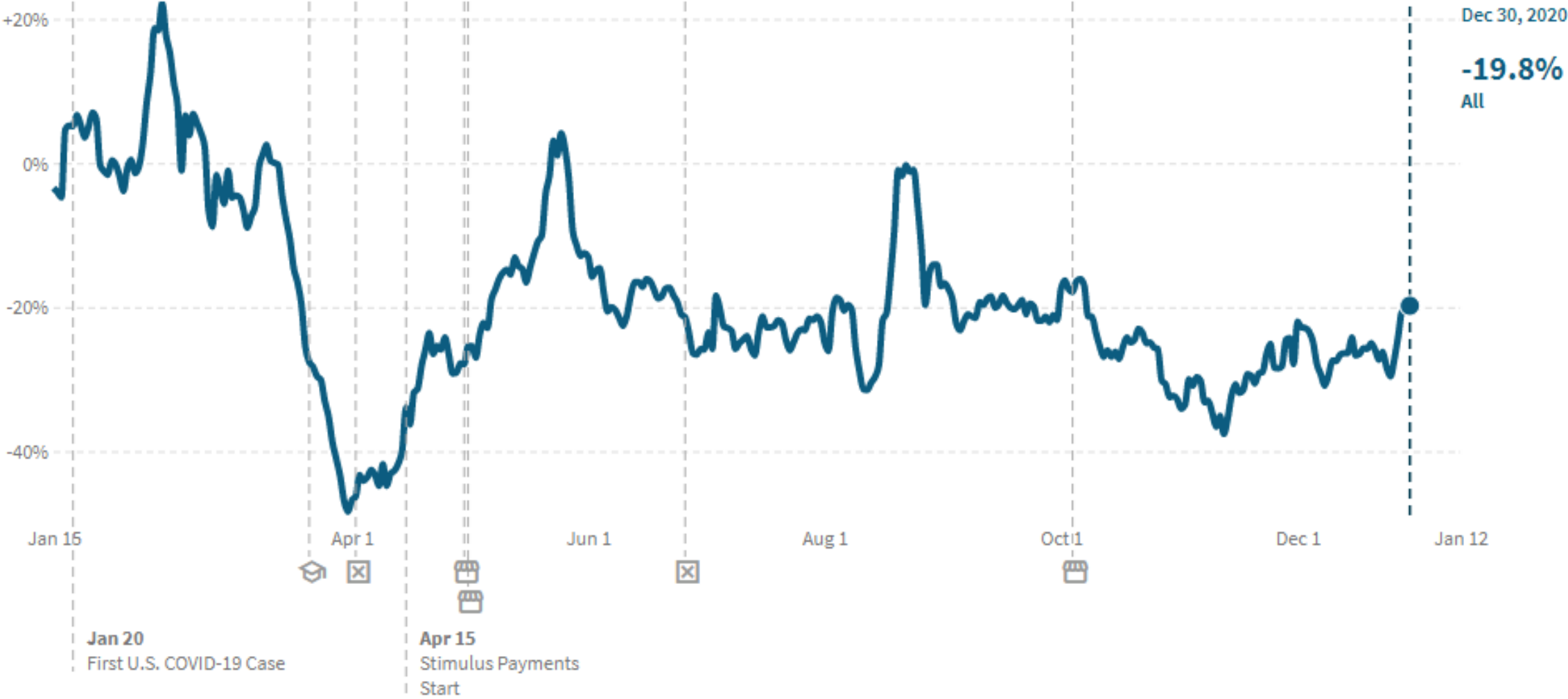
COVID-19 Impact on Small Businesses

Percent Change in Number of Small Businesses Open in El Paso



COVID-19 Impact on Small Businesses

Percent Change in Small Business Revenue for El Paso Businesses





Presentation Summary

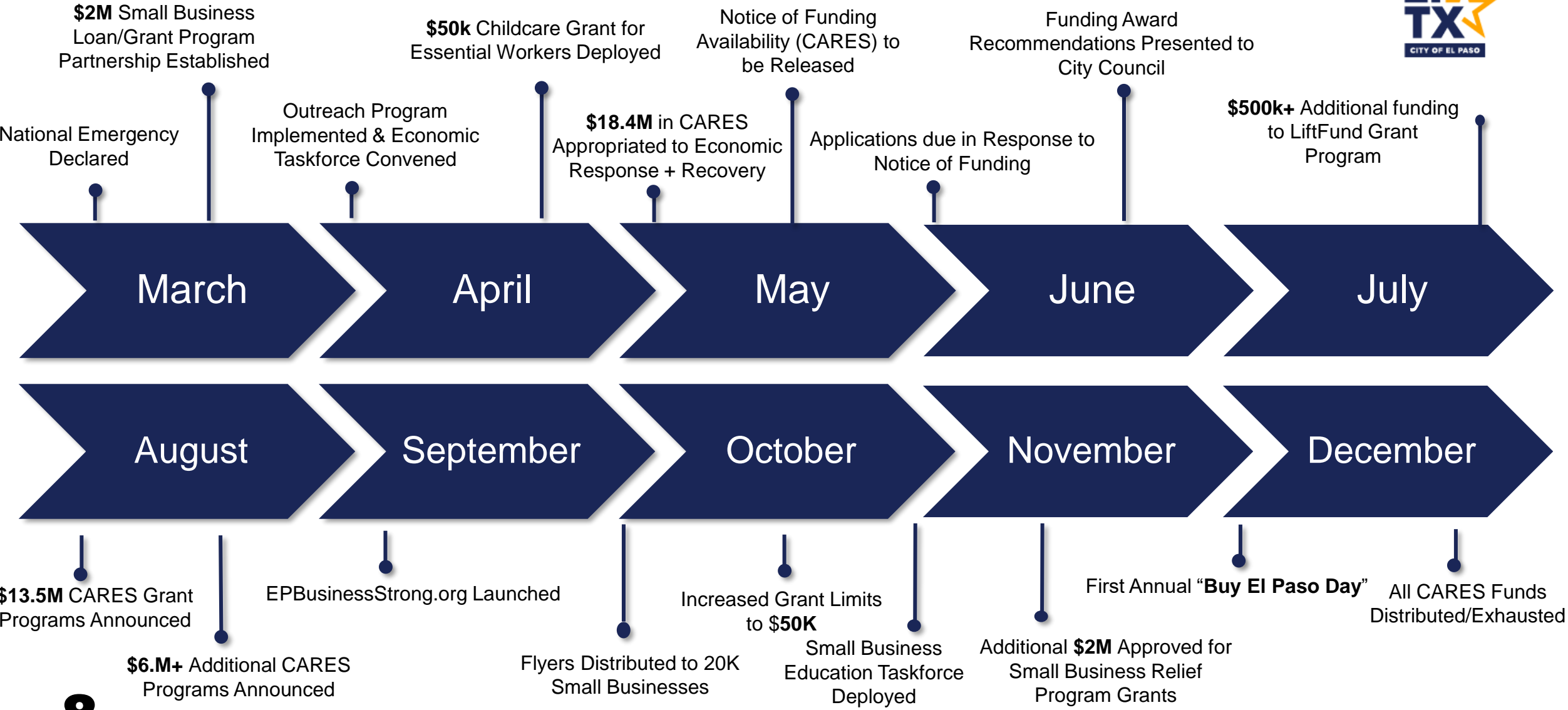
1. Current and Prior COVID-19 Economic Recovery Efforts
2. Business Testimonials on Program Successes
3. Initiatives to Connect with Small Businesses, Lenders, and Business Resource Partners
4. Small Business Training Programs
5. Formalizing and growing existing and new partnerships throughout the entire city
6. Small Business Marketing and Communications Support
7. Providing Exceptional Customer Service through business support initiatives



Economic Recovery Efforts



Small Business Assistance Timeline





Economic Response + Recovery Partners



Project VIDA



EL PASO
HISPANIC
CHAMBER OF COMMERCE

EPC

EL PASO CHAMBER



DOWNTOWN
MANAGEMENT DISTRICT

EL PASO



BBB

LiftFund



UTHealth

The University of Texas
Health Science Center at Houston
School of Public Health

People
Fund



BIO

EL PASO • JUÁREZ



**WORK
FORCE**

SOLUTIONS
BORDERPLEX

Additional grant and loan funding is available. [Click Here](#) for application information

[Local & State Health Orders](#) [Safety](#) [PPE](#) [Testing](#) [Financial Assistance](#) [Resources](#)

WE ARE EL PASO BUSINESS STRONG

What are you searching for?

SEARCH



How to reduce the risk for my employees and customers

It's impossible to create an environment which is 100% safe. However, there are steps you can take to reduce the risk.



Where can I locate PPE?

Dozens of El Paso businesses are providing personal protective equipment (PPE) to their employees to help slow the spread of COVID-19. Sourcing it can be difficult. The Medical Center of the Americas is curating an up-to-date list of vendors providing PPE.



What business owners need to know about COVID-19 testing

Employers can assist in preventing and slowing the spread of COVID-19 while re-opening and sustaining services during the ongoing COVID-19 response. A comprehensive business response plan to COVID-19 should be specific to your workplace, identify all work areas and tasks that may provide potential exposure to COVID-19, and include control measures to eliminate or reduce exposures to COVID-19. Your plan should routinely take into account the level of disease transmission within the community, and be revised as needed, including discussing any changes to your plan with your employees.



Best Practices & FAQs?

Business owners and operators continue to be faced with unanticipated questions and unfamiliar terminology. This section contains information on what these terms mean and provides answers to many frequently asked questions.



HOW CAN I KEEP MY EMPLOYEES SAFE?








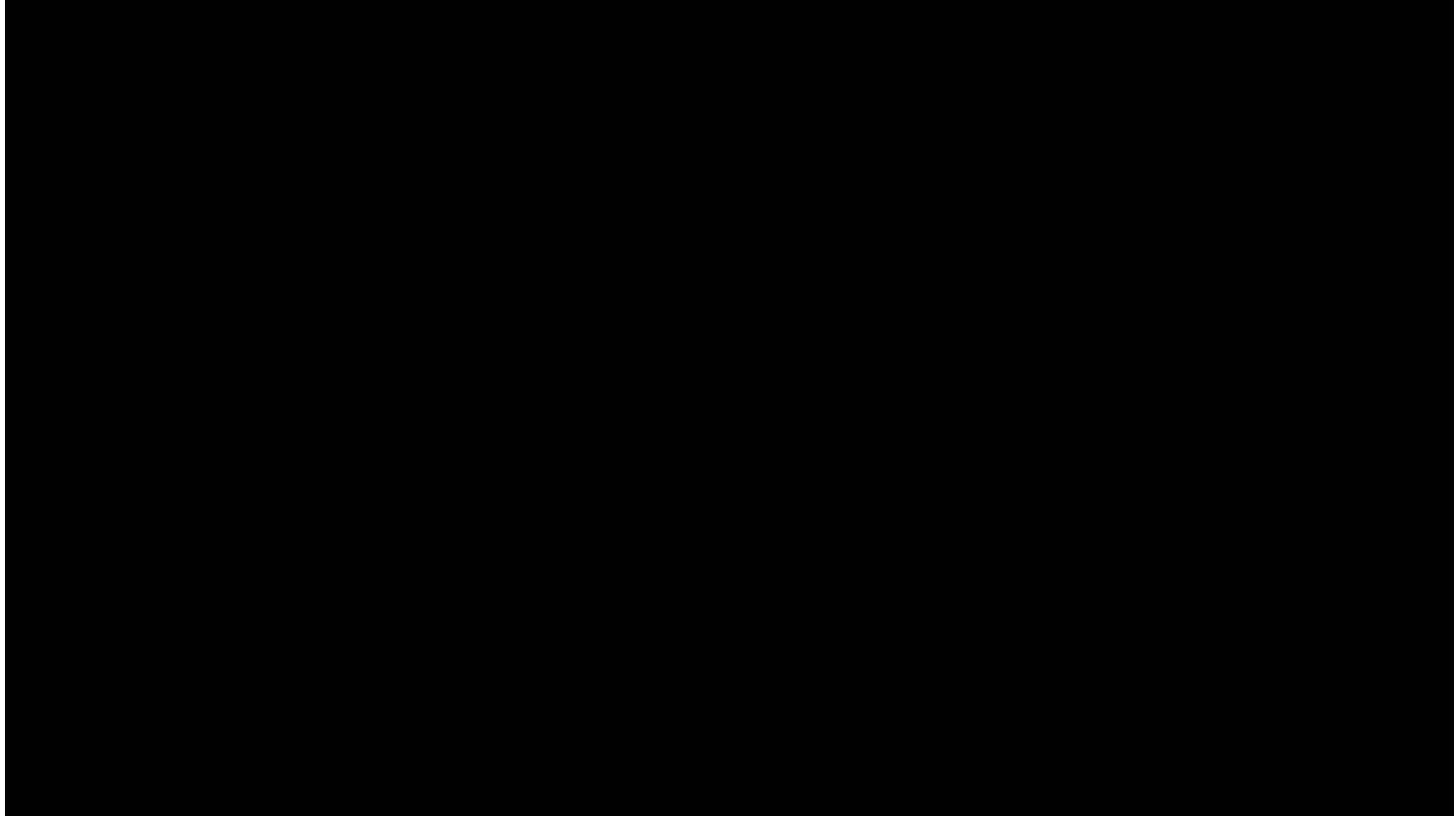
While it may be impossible to create an entirely safe environment during this pandemic, there are steps you can take now to reduce the risk for your employees. Consider taking the City of El Paso's [Pledge to Safety](#). This is a self-monitored program in which businesses promise to provide appropriate personal protective equipment (PPE) to employees, offer training and check employees for symptoms. The CDC also offers an extensive resource for businesses and work places which you can find by [clicking here](#).

HOW CAN I KEEP MY CUSTOMERS SAFE?



Many of the protocols which will keep your employees safe can also help keep your customers safe. While customers are the lifeblood of your business, minimizing in-person interactions could be an important tool to reduce the risk. The CDC offers guidance on redesigning workstations and re-imagining customer interactions. That guidance can be found by [clicking here](#).

Large Loan Program	Build Safe Grant Programs	Small Loan Programs
 <p>Administered By: Administered by Borderplex Community Capital (EP Community Foundation)</p> <p>Loan Amounts: \$35K to \$125K</p> <p>Program Type: Zero Interest & Forgivable Loan Program</p> <p>Program Application Information: Large Loan Program: Click Here</p>	 <p>Administered By: Administered by El Paso Chamber & El Paso Hispanic Chamber</p> <p>Grant Amounts: Up to \$10,000</p> <p>Program Type: Microgrants Supporting Operational Safety Improvements (PPE/Guards/Signage)</p> <p>Program Application Information: El Paso Chamber of Commerce Program: Click Here El Paso Hispanic Chamber of Commerce Program: Call 915.566.4066</p> <p>** PLEASE APPLY TO ONE PROGRAM ONLY**</p>	 <p>Administered By: LiftFund & PeopleFund</p> <p>Loan Amounts: Up to \$50K</p> <p>Program Type: Zero Interest & Forgivable Loan Program</p> <p>Program Application Information: Lift Fund Loan Program: Click Here People Fund Loan Program: Call 915.213.1537</p> <p>** PLEASE APPLY TO ONE PROGRAM ONLY**</p>
Commercial Assistance Grant Programs	Technology Solutions Grant Program	
 <p>Administered By: El Paso Chamber & El Paso Hispanic Chamber</p> <p>Grant Amounts: Up to \$10,000</p> <p>Program Type: Microgrants for Commercial Mortgage/Rental & Utility Assistance</p> <p>Program Application Information: El Paso Chamber of Commerce Program: Click Here El Paso Hispanic Chamber of Commerce Program: Call 915.566.4066</p> <p>** PLEASE APPLY TO ONE PROGRAM ONLY**</p>	 <p>Administered By: Workforce Solutions Borderplex</p> <p>Grant Amounts: Based on Needs</p> <p>Program Type: Technical & Equipment Acquisition Assistance for Local Businesses</p> <p>Program Application Information: To Schedule an Appointment: Click Here</p>	





EPC
EL PASO CHAMBER
BUSINESS
SOLUTION
CENTER

DOMINIQUE JONES
JONES INITIATIVE LIMITED COMPANY



Economic Response + Recovery

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

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

\$24,750,000

Total Economic Support



Small Business Grants



**Total Funding:
\$1.5 Million**



**Total Funding:
\$4 Million**



**Total Funding:
\$10.5 Million**



**Total Funding:
\$1.3 Million**



**Total Funding:
\$500,000**

Over 1,400 financial grants, a total of \$17.9 million, have been provided to local businesses.



My name is Rodolfo
Gonzalez,

Rodolfo Gonzalez

Co-Owner – Vista Hills Barbershop

Business Name *	Business Owners Name *
<input type="text"/>	<input type="text" value="Full Name"/>
Phone *	Email *
<input type="text"/>	<input type="text"/>
Address *	
<input type="text"/>	
Street Address	
<input type="text"/>	
Address Line 2	
<input type="text"/>	<input type="text"/>
City	State / Province / Region
<input type="text"/>	
ZIP / Postal Code	
Number of Employees	
<input type="text"/>	
Please enter a number greater than or equal to 0.	
Anticipated Dollar Amount Needed *	
<input type="text"/>	

Preparing for the Future

- Over 900 businesses have joined the waitlist.
- More than \$18 million in requested financial assistance.

Small Business Assistance

Small Business Education Task Force

- 15 temporary employees in the business community providing training on safe business practices and promoting available assistance programs/Pledge to Safety.
- Staff was trained by the Department of Public Health.
- 1,276 visits conducted.

Pledge to Safety

- 928 Business have taken the Pledge



Antolin Arguelles

Owner – EPK9 Stay + Play





Buy El Paso – Program Success

- Earned media received over 120,000 views.
- More than 58,000 users and 72,000 visits on the Buy El Paso website.

BUY ✨
El Paso

Buy El Paso – Social Media Metrics

- 1503 likes on Facebook
 - Approximately 740,000 views
 - Over 160,000 video views
- 3424 total Instagram followers
 - Approximately 7,800 engaged users
 - Around 250,000 views
 - Over 2,100 website clicks





Printella Grinnell
Owner – Plush Boutique

Buy El Paso Day: Saturday December 5, 2020

BUY LOCAL
BUY LOCAL
BUY LOCAL
BUY LOCAL
BUY LOCAL
BUY LOCAL
BUY LOCAL

BUY ✨
El Paso

Visit BuyEP.org to learn why we say
**When you Buy El Paso
...You ♥ El Paso**

✦ **ON BUY EL PASO DAY** ✦
you can show other shoppers just how committed you are to our community — for free!

Find a restaurant or retail business in the directory at BuyEP.org. (Don't worry, all of them have taken the City of El Paso's Pledge to Safety and many of them offer curbside pick-up or online ordering!)

✦ **MAKE A PURCHASE** ✦
in any amount from one of those businesses, on **Buy El Paso Day, Saturday, December 5, 2020.**

While supplies last, you'll get a limited edition Buy El Paso mercado bag for free!

Quantities are limited. One mercado bag per customer per business. Participating businesses must have signed the City of El Paso's Pledge to Safety on or before Weds, Nov. 25, 2020. BBB Paso del Norte reserves the right to cancel or modify this promotion at any time.

Brought to you by

FREE Mercado Bag!



Chuco Relic

3750 Gateway Blvd. East, #B
El Paso, TX 79936
915.226.3394

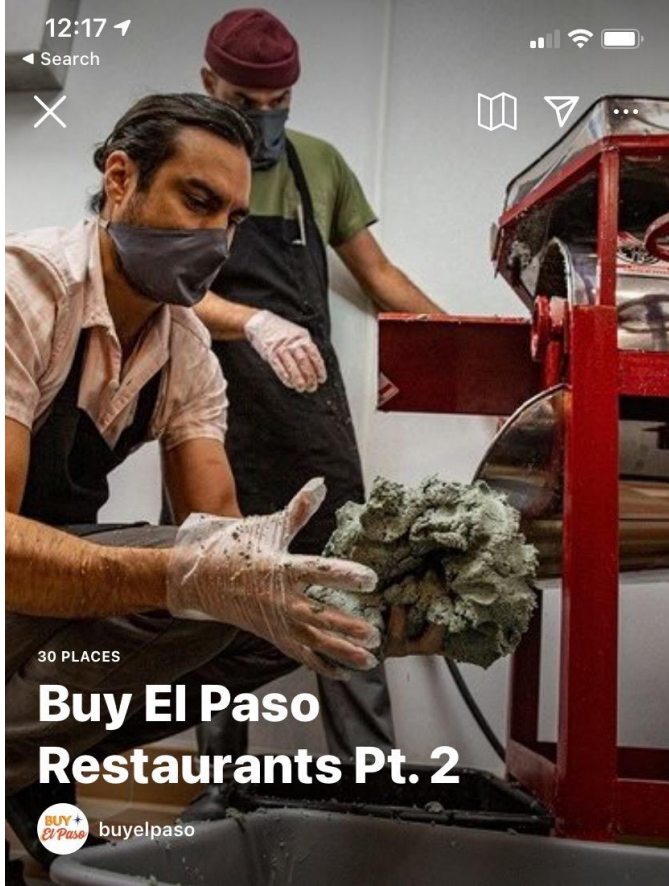
Just the Tip of Texas Sweater

Just the Tip of Texas sweater is the holiday gift for any El Pasoan! Text is in gold color and the right sleeve contains the circle game sign. Order now at www.chucorelic.com or call (915) 226-3394 for curbside pickup!

www.chucorelic.com

Business Directory

Business	Phone	Address	Website
Desert East Family Dentistry	(915) 208-3345	1861 Robert Wynn Ste A	www.desertheastfamilydentistry.com
Desert Imaging	(915) 577-0100	122 West Castellano Drive, El Paso, TX	www.dieip.com
Destination El Paso	(915) 534-0693	1 Civic Center Plaza	
Destiny Perez	(970) 759-9730	14363 Edgemere Boulevard, El Paso, TX	
Detour BAR	(915) 373-0601	10108 McCombs Street, El Paso, TX	
Dim Kitchen	(915) 760-3048	937 Agua Prieta Drive, El Paso, TX, USA	
District Coffee Co	(915) 533-3226	222 Texas Ave STE F El Paso TX 79901	
Do or Dye	(915) 274-3350	501 Texas Ave, Suite 12 El Paso, TX	
Doca Inc.Dba Special Edition	(915) 637-0980	3333 N Yarbrough Dr, Ste D El Paso, TX 79925	
DRIVE AUTO COLLISION	(915) 307-3034	3721 Buckner Street, El Paso, TX	driveautocollision.com
Dyslexia Institutes of America	(915) 613-3989	5380 North Mesa Street, Suite 108 El Paso, TX 79912	www.dyslexiaelpaso.com
Eastside Discount Nursery	(915) 591-3333	8423 North Loop Drive, El Paso, TX	
Eastside Tax & Bookkeeping	(915) 598-4175	3121 Forney Lane Suite B, El Paso, TX	
EGA Paving and Construction, Inc	(915) 881-1782	428 Frederick Rd , El Paso, TX 79905	
El Calico Bar	(915) 356-0199	146 Chelsea Street, El Paso, TX	
El Cupido	(915) 204-5342	708 South El Paso Street, El Paso, TX 79901	
El Paseo Auto Parts	(915) 779-6608	5701 Yandell Dr, El Paso, TX 79925	
El Paso Ballroom Dance Academy	(915) 585-0090	7220 North Mesa Street, El Paso, TX	www.danceelpaso.com
El Paso Brewing Co	(915) 262-0687	810-B Texas Ave , El Paso, TX 79901	www.elpasobrewing.com
El Paso Central Appraisal District	(915) 780-2080	5801 Trowbridge Drive, El Paso, TX	www.epcad.org
EL PASO DERMATOLOGY	(915) 544-3254	1700 Murchison Drive, El Paso, TX	
El Paso Disposal	(915) 407-7022	5959 El Paso Drive, El Paso, TX	www.elpasodisposal.com
El Paso Downtown Management District	(915) 400-2293	201 E Main, Suite 107	
El Paso Feet	(915) 239-0003	1533 North Lee Trevino Drive, Ste. C1, El Paso, TX	elpasofeet.com
El Paso Inc.	(915) 534-4422	209 Noble St, El Paso, TX 79901	
El Paso Legal Video	(915) 474-1299	1540 Paul Hamey Drive, El Paso, TX	www.eplegalvideo.com
El Paso Little Smiles Daycare LLC	(915) 629-7023	723 North Carolina Drive, El Paso, TX	
El Paso Safety Consultants	(915) 373-1302	1400 Lost Padre Mine	www.elpasosafety.com
El Paso SII Sign Language Interpreters,LLC	(915) 356-8891	El Paso, TX	www.slielpaso.com
El Paso Varicose Veins Laser Clinic	(915) 577-0121	1300 Murchison Drive, Ste 110 El Paso, TX	www.varicoseveinslaserclinic.com
El Paso's Bakery	(915) 300-0414	3300 Fort Blvd, El Paso, TX	www.elpasosbakery.com
El Pasoans Fighting Hunger Food Bank	(915) 298-0353	9541 Plaza Circle, El Paso, TX 79927	elpasoansfightinghunger.org
El Valle Pest Control LLC	(915) 407-4967	12197 Chato Villa Drive, El Paso, TX	
Elegant Nails	(915) 581-9798	7040 North Mesa Street ste D El Paso Texas 79912	
Elegant Penguin Inc	(915) 592-8897	2200 North Yarbrough Drive, El Paso, TX	www.elegantpenguinelpaso.com
ELEM Restaurant	(915) 532-2090	313 North Kansas Street, El Paso, TX	
Ella Blu, Inc	(915) 881-9999	5410 North Mesa Street, El Paso, TX	ellabluboutique.com
Eloise	(915) 581-2441	255 Shadow Mountain Ste A	www.EloiseElPaso.com
ELYSIAN BY MARCS LLC dba ADONIS SALON & SPA	(915) 845-7010	126 Shadow Mountain, Suite 1 El Paso, TX 79912	
Emaji Public Relations & Marketing	(915) 282-1184	209 East San Antonio El Paso, TX 79901	www.emaji.com
EnergyWorks	(915) 532-2300	818 Texas Avenue, El Paso, TX	www.EnergyWorksUSA.com
Envie Fitness El Paso	(915) 497-6188	2204 Joe Battle C104-105	www.enviefitnesselpaso.com
Enviromaster	(915) 929-0129	6400 Airport Road, El Paso, TX	www.enviro-master.com
EP Mountain Star Therapy Group, LLC	(915) 472-5475	11385 James Watt Drive, El Paso, TX	
EPIC Bar and Nightclub Grill	(915) 525-0984	510 North Stanton Street, El Paso, TX	
EPK9, LLC	(915) 539-1780	6800 Gateway Boulevard East, El Paso, TX	www.epk9.com
EPPT INC DBA Pilates International	(915) 588-1439	1071 Country Club Road, El Paso, TX	www.ranceandsoniacoaching.com
EpShuttle	(915) 407-9863	9800 Dyer Street, El Paso, TX	www.epshuttle.com
Eric Smith	(915) 996-1559	7181 Westwind Dr , Suite B, El Paso, TX	www.elpasocloser.com
Erives auto	(915) 922-0180	6540 Mohair Drive, El Paso, TX	
Escamilla's Fine Art Gallery	(915) 851-0742	1445 Main Street, San Elizario, TX	
Escandidos L	(915) 246-9381	7510 Matamoros Drive, El Paso, TX	
ESL INTERNATIONAL, LLC	(915) 300-0239	6410 Airport Road, El Paso, TX	
Estilistas Juanita's Unisex	(915) 790-7642	3108 Alameda Avenue, El Paso, TX	
Estrellita Lopez	(915) 920 7651	425 French Place, El Paso, TX	



Support local restaurants! Below is a list of El Paso retail businesses who are taking care of you! Tag your business' location to be featured in a Buy El Paso Instagram Guide!

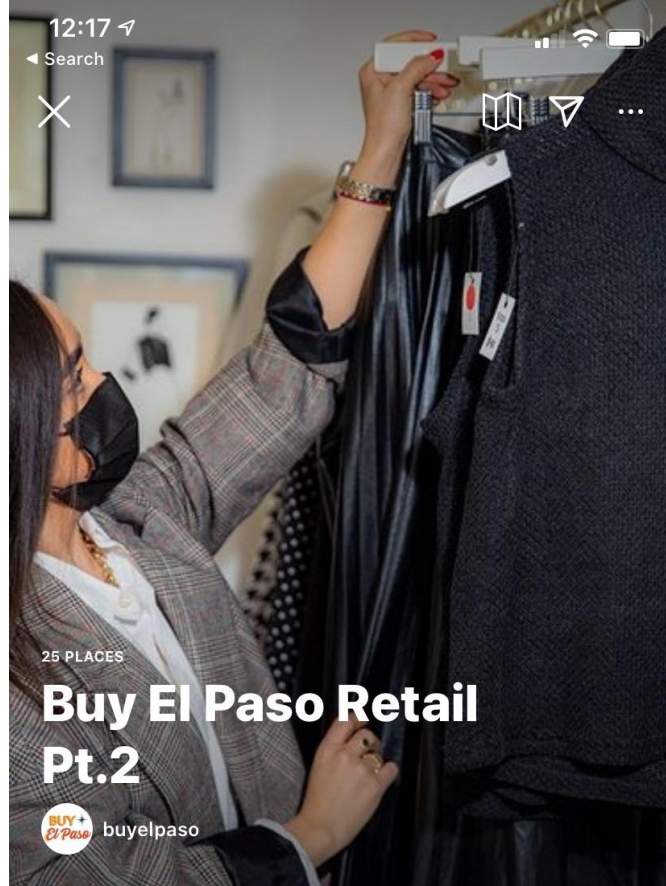
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NO. 1

Nourish Kitchen



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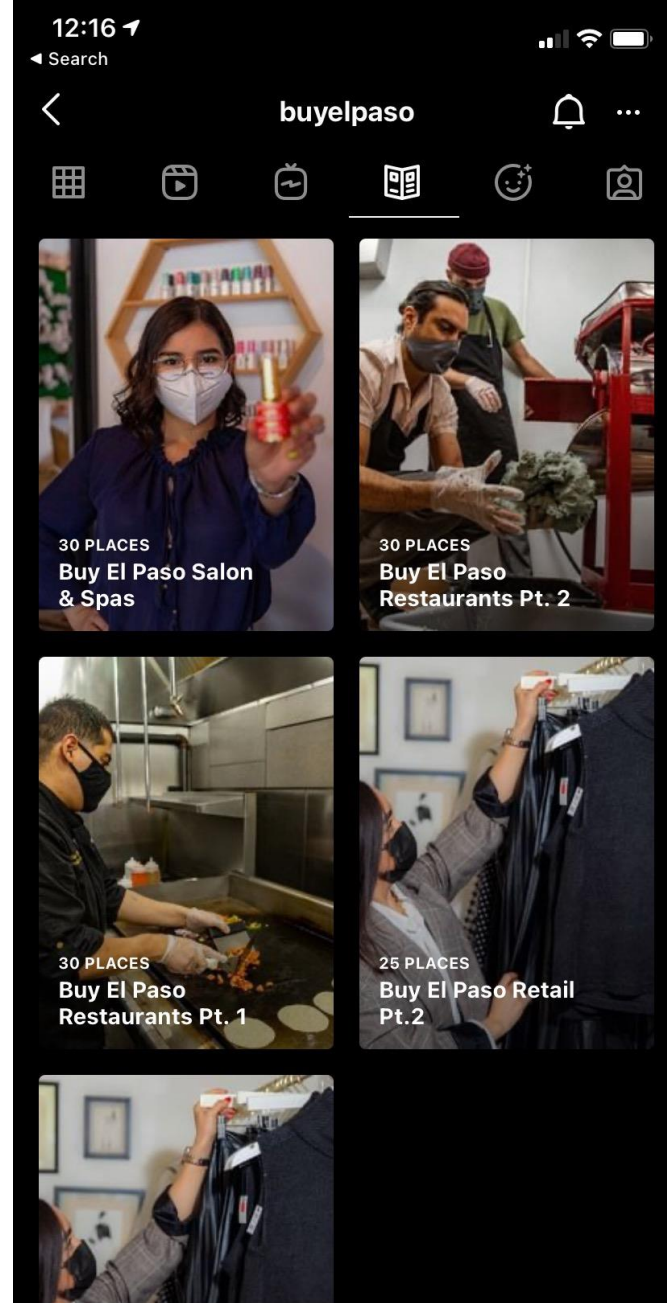


Support local retail businesses! Below is a list of El Paso retail businesses who are taking care of you! Tag your business' location to be featured in a Buy El Paso Instagram Guide!

Last updated 5 weeks ago

NO. 1

Madre Nostra Kombucha





Small Business Assistance + Recovery Programs



Phase I

Implement January 2021 – September 2021



Accelerate EP + Moving Forward

- City Accelerator update and memorandum of understanding presented to City Council on September 29th.
- Cohort 5 focused on strategies for building a seamless support system for local businesses to more easily grow and hire more people, with a particular focus on entrepreneurs of color.
- Cohort 6 focused on Inclusion of Minority, Women, & Veteran Businesses in contracting process with the intent to identify and develop the infrastructure needed to establish a certification program.
 - Utilize information obtained from business survey as the voice of the customer
 - Business survey information was shared by partners
 - UTEP's Research, Evaluation, and Assessment Services division presented findings to City Council
- City to leverage existing memorandums of understanding to expand on proposed work.

City Accelerator 6: Inclusive Procurement Roadmap **29**





Business Advisory Committee

- Comprised of frontline business resource partners.
- Advisory Committee will partner with local businesses to receive actionable recommendations and information.
- Advise the City of El Paso on business recovery efforts, programs effectiveness and business needs.

Diversity Action Plan Subcommittee (DAP)

- The Diversity Action Plan Subcommittee will consist of members of the Business Advisory Committee and local small business owners.
- The Subcommittee will provide recommendations, strategies and tactics aimed at increasing the availability and utilization of minority and women-owned businesses.
- Staff from Economic Development and Purchasing & Strategic Sourcing will work with DAP to create a long-term Diversity Action Plan.
- ED + PSS to work collaboratively with cross functional team to develop a calendar and content for business development work.



Lender Advisory Focus Group

- Engage Lenders to stay informed on the lending climate.
- Receive their input on how to assist small business – identify potential partnerships.
- Share city programs with Lenders so they can promote them to their clients.
- Have the DMD present to them about city sponsored grants.



How the Dream Makers Fund Works

It all starts with YOU!



1. Donate to the Fund



2. Your \$ gets invested into diverse businesses



3. Those businesses repay their loans so more businesses are served.

More assets are built, more jobs are created, more families are supported and more communities thrive.

Dream Makers Fund

- City will contribute \$600,000 to the Dream Makers Fund, a permanent community investment for small businesses.
- Engage lenders to contribute.
- LiftFund’s Goal – Raise \$4 million locally.
- Will submit a federal request for a 4 to 1 match.

El Paso	Federal Government	Total
\$4 Million	\$16 Million	\$20 Million



Business Roundtables – Overview

- Continue to cultivate relationship with the business community.
- At least one roundtable with businesses a month.
 - November – 1 business roundtable
 - December – 2 business roundtables
 - January – 2 pending roundtables
- Continue to invite City Council Representatives to participate.
- Focuses on policy recommendations and solutions.
- Every business in the region is eligible to participate.

Business Roundtables – Feedback

- Publish an article to reemphasize business safety and increase consumer confidence.
- Create a tax incentive policy for small businesses.
- Assist with commercial rent – largest monthly cost of most small businesses.
- Clearly state expectations for the business community – impossible to meet them when the goal posts are moving. Continue to provide financial assistance and trainings.
- Enforcement should specifically target businesses not following the rules instead of targeting every business.
- Continue funding grant opportunities and trainings.

“When fear grows, sales go down”

Direct Business Retention Calls

- Continue reaching out to businesses to offer assistance and support.
- Will have three focuses:
 - (1) Small Businesses
 - (2) Incentive Recipients
 - (3) Top Employers
- Staff will collect and analyze data from calls to implement future support initiatives.



Target Industry Meetings

- Formalize monthly target industry meetings to address issues, problems and successes.
- Will support recruitment and retention efforts.
- Helps grow El Paso's 6 target industries.

Target Industries

Advance Manufacturing

Advanced Logistics

Business Services

Aerospace and Defense

Life Sciences + Healthcare

Tourism

Small Business Management Institute



- Enroll staff and external partners in the Small Businesses Development Center's Small Business Management Institute.
 - Program designed to educate business owners on how to open and operate a small business.
- Create a scholarship for new and existing business owners to participate in the program.
- 3 session held throughout the year.

Introduction to Strategic Planning

Building a Strategic Plan

Introduction to Marketing

Developing a Marketing Action Plan

Human Resources

Business and Contract Law

Administration and Accounting

Understanding Financial Statements

Analyzing Financial Statements

Forecasting and Break-Even Analysis

Financing the Business

Business Resources

Downtown Management District

Formalized and expand the Business Retention and Expansion program with the Downtown Management District.

- Establish a point of contact for downtown businesses.
- Conduct annual business interviews.
- Create business-to-business connections.
- Conduct need assessments for downtown businesses.
- Target and attract new businesses to Downtown.
- Create an ecosystem for Downtown.



Partnering with the State + Legislative Delegation

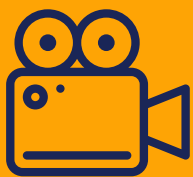
- Coordinate regular meetings with the Governor's Office of Economic Development and Tourism.
 - Identify best practices from across the state that can be modified and implemented in El Paso.
- Staff participates in small business trainings hosted by the State of Texas.
- Continue building strong relationships with all state agencies.





Small Business Promotion + Cross Marketing

- Identify ways to promote local small business in the community.
- Utilize existing partnerships and programs – Visit El Paso, Buy El Paso, etc.
- Partner with El Paso Chihuahuas and Locomotives.



Television promotion

Partner with local media organizations to highlight various businesses.



Social Media Engagement

Develop small business promotion initiative for city representatives and City of El Paso.



Converse with Businesses

Continued dialogue with the business community allows for new and innovative programs to be created.

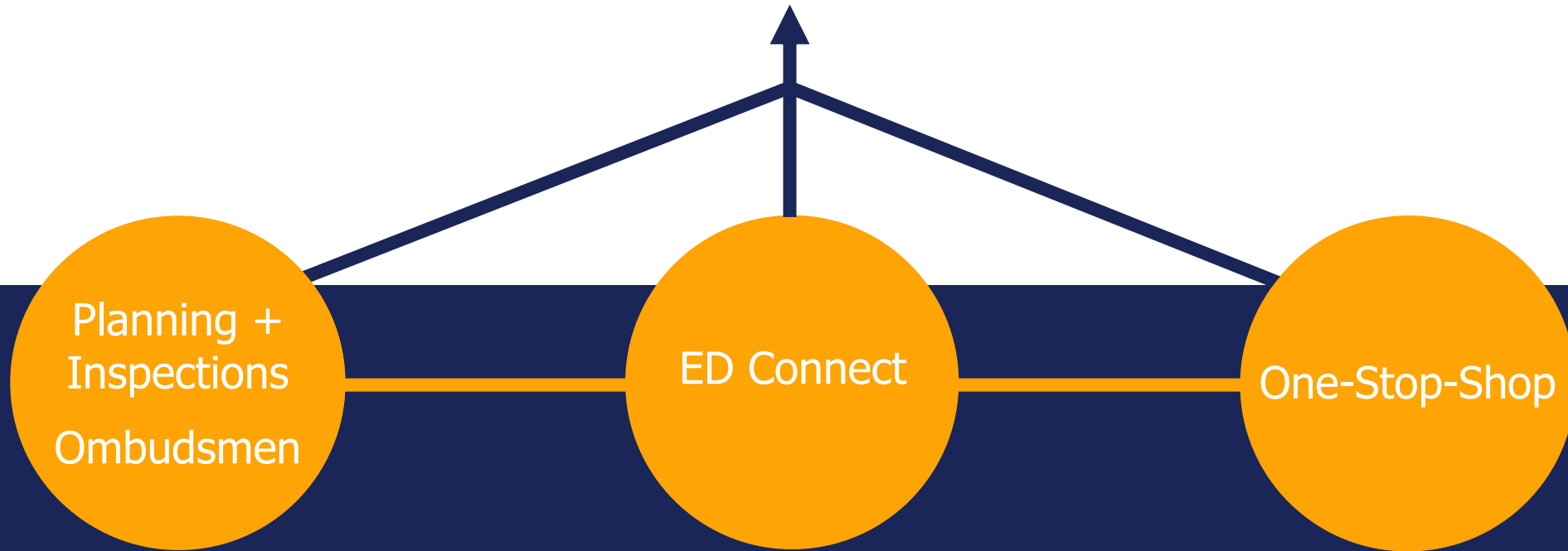


Economic Development Ambassador Education Task Force – Fellowship Program

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- Hire one fellow for every district to provide timely advice and assistance to businesses.
- Fellows will be supported by Economic and International Development Staff.
- Main goal is to share city programs and identify local business needs.
- Create partnerships with local higher education institutions and Fort Bliss.

Quality Customer Service



Each initiative works in tandem to provide businesses the support they need to grow and succeed in El Paso, while adding another layer of excellence.



Phase II

Planning and Research – Implementation To Be Determined

Virtual Monthly Town Halls

- Host monthly Town Halls where businesses (Micro, Small, Medium and Large) can ask staff and small business resource partners questions pertinent to them.
- Will be live for a set time and businesses can call in as their schedule permits.
- Program designed to reach businesses that need business assistance from the City of El Paso or small business resource partners.
- City subject matter experts will attend to educate local businesses on pertinent issues.



Support Veteran-Owned Businesses

- Identify and research existing Veteran Business Assistance programs at the local, state and federal levels.
- Collaborate with the Veteran Advisory Committee and Veteran & Military Affairs Department.
- Draft and present the Business Support and Recovery program tailored to Veteran-owned businesses.

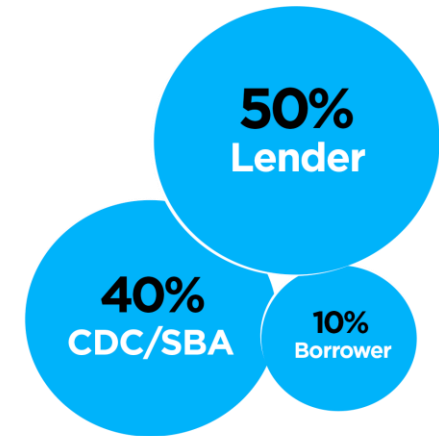


Business Ownership Assistance Program

Develop a program to engage lender organizations to assist businesses to go from renting their property to owning it.

Real Estate Example – Purchase of a Building			
Purchase Price:	Bank Finances: 50%	CBC with SBA 504 Guarantees: 40%	Borrower’s Capital Injection: 10%
\$500,000	\$250,000	\$200,000	\$50,000

SBA 504 LOAN



Repurpose City Buildings

- Identify available city buildings that can be repurposed to support local small businesses.
- “Coworking space” - Pilot program.
 - Rent is the most expensive monthly expense
 - Allocate unused city equipment and technologies
- Partner with El Paso Public Library to reengage onsite small business assistance programs.
- Utilize best practices across the nation to ensure program success.





Presentation Summary

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Thank you.

