



Consulting Services Agreement Better Business Bureau

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Economic & International Development

Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development
1.1 Stabilize and expand El Paso's tax base



Consulting Services Agreement

- **Contractor:** Better Business Bureau® Paso del Norte
- **Term:** 12 months
- **Amount Requested:** \$170,330
- **Services:**
 - Small business resource clearinghouse through **epbusinessstrong.com**
 - Small business promotion through **Buy El Paso** website and social media accounts
 - New **SizeUp** Business Intelligence feature to be hosted on EPBusinessStrong.org



Buy El Paso



GOODTIMES, BUY IT, TREAT YO' SELF

Buy El Paso Adventures: Women-Owned and Operated

March 10, 2022



Buy El Paso Adventures: Booming Black-owned Businesses

February 24, 2022



Buy El Paso Adventures: The Best You!

April 7, 2022

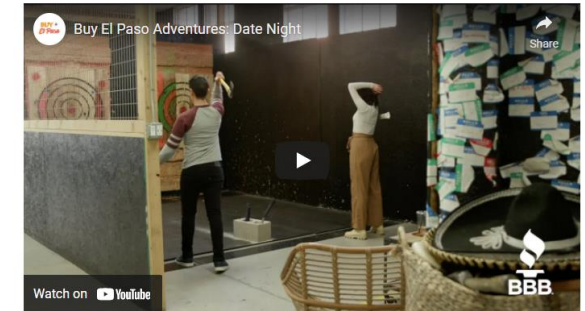


**TASTEBUDS, GOODTIMES, BUY IT,
TREAT YO' SELF, CULTURA**

Alameda Neighborhood

Buy El Paso Adventures: The Perfect Date

February 10, 2022

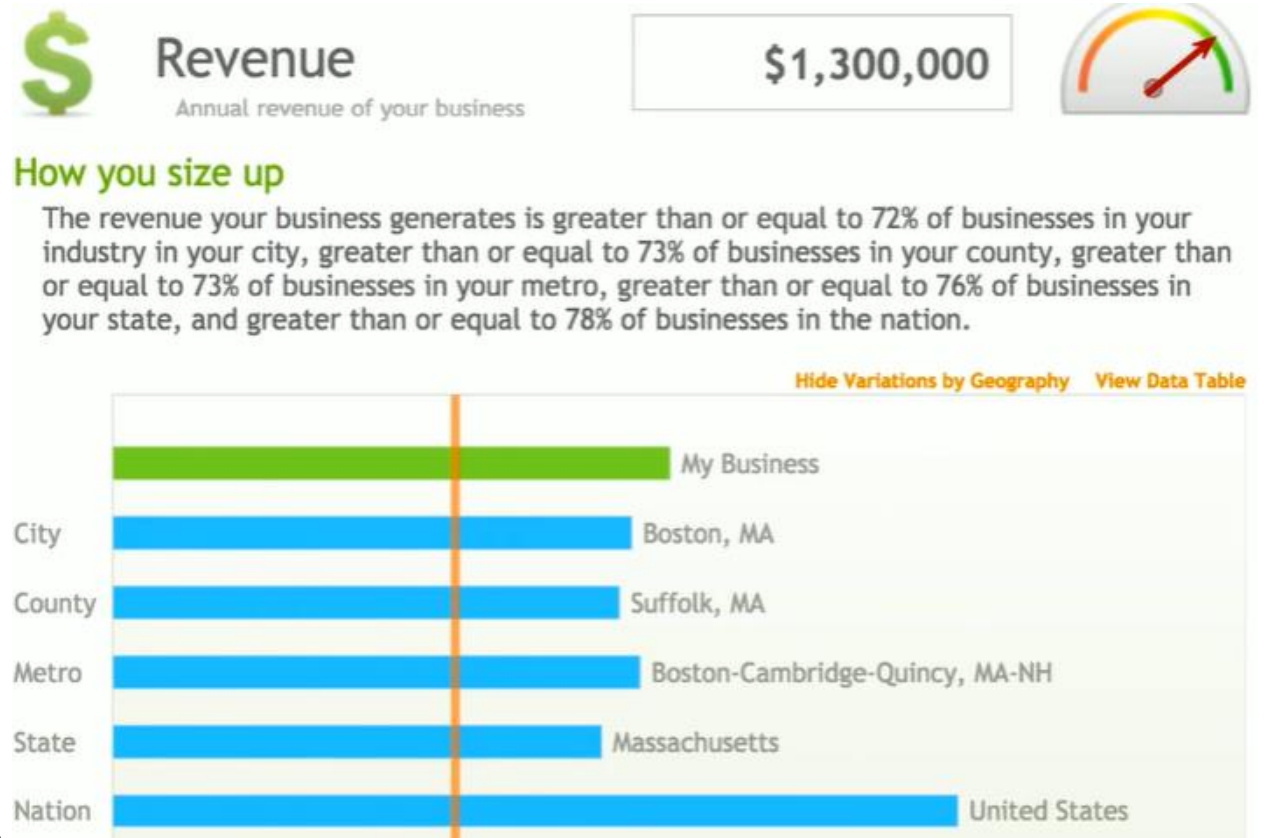


SizeUp for Small Business

Services Provided:

Business intelligence software provides industry data for small businesses:

- Average Revenue
- Worker Salaries
- Number of Employees
- Turnover
- Healthcare Cost & Worker's Compensation



Free Data Tool for Small Business:



My Business

Compare to your industry competitors.

Business/Geography		Average Salary
My Business		\$22,500
County	Bernalillo, NM	\$18,069
State	New Mexico	\$17,197
Nation	United States	\$18,283

Business/Geography		Average Business Revenue
My Business		\$800,000
City	Albuquerque, NM	\$1,059,724
County	Bernalillo, NM	\$1,045,904
Metro	Albuquerque, NM	\$1,037,766
State	New Mexico	\$1,008,442
Nation	United States	\$1,156,824
National Median		\$983,000

Competition

Find customers, suppliers, and competitors.

Advertising

Optimize your target advertising and marketing.

Demographics

Get information about who lives and works in your area.

Businesses that might compete with you:

1 M Cafe
Albuquerque, NM

2 La Vida Mocha
Albuquerque, NM

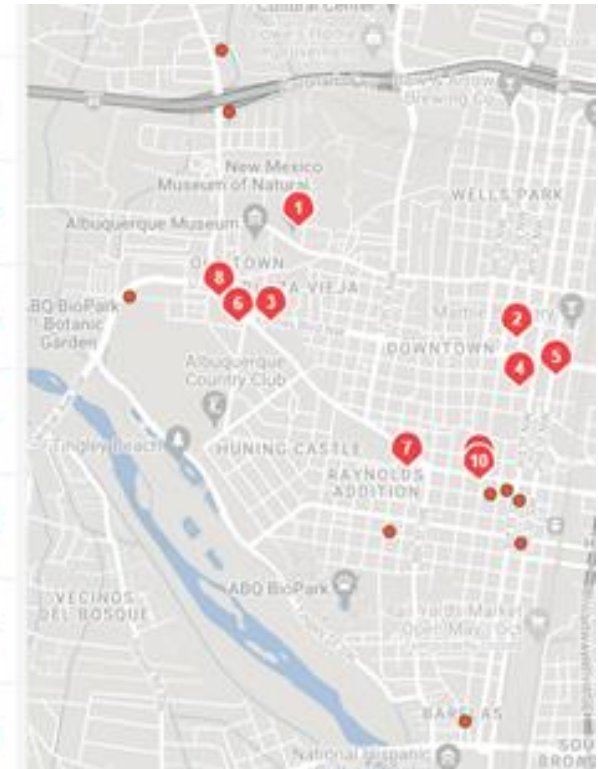
3 Durans Coffee House
Albuquerque, NM

4 Fourth & Roma Cafe
Albuquerque, NM

5 K J's Cafe
Albuquerque, NM

6 Cheese & Coffee Cafe Downtown
Albuquerque, NM

7 Java Joes
Albuquerque, NM



National Small Business Week: May 2 - 6

SizeUp pre-launch promotions

Bilingual brochure mapping out our small business ecosystem. Digital copy will be posted on epbusinessstrong.org

Welcome Letter to 5,000 newly registered businesses

Sponsorship in the Hispanic Chamber's Governor's Summit

Mayor's Proclamation of Small Business Week

Public information office will send out videos to highlight non-profit resources available



Request

Discussion and action on a resolution that the City Manager be authorized to sign a Consulting Services Agreement by and between the CITY OF EL PASO and the BETTER BUSINESS BUREAU OF EL PASO ("BBB"), for the BBB to provide marketing services for the "EPBUSINESSSTRONG AND BUY EL PASO PROGRAMS" in an amount not to exceed \$170,330.



Mission

Deliver exceptional services to support a high quality of life and place for our community



Values

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople



Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government

