

Economic Transition Team and Business and Employment Working Group Recommendations

Economic and Workforce
Development Committee

June 2, 2020

BACKGROUND

- **Business and Employment Working Group (BEWG)**
 - One of five working groups appointed by Mayor and County Judge to serve as strike teams focused on areas in need of immediate attention.
- **Membership**
 - Co-Chairs – Council Member Ana Sandoval and Commissioner Sergio “Chico” Rodriguez
 - Council Member Shirley Gonzales
 - Mayor J.R. Trevino from the City of Castle Hills
 - Jenna Saucedo Herrera
 - Jorge Herrera
 - Michelle Tremillo
 - Lisa Wong
- Met weekly basis during April and May
- Recommendations included in final report completed in late May

BACKGROUND

- Economic Transition Team (ETT)
 - Appointed by Mayor and Judge Wolff to provide recommendations and resources specifically for local businesses to reopen and operate safely
- Membership
 - Co-chairs – Kevin Voelkel and Julissa Carielo
 - Liaison – Council Member Rebecca Viagran and Commissioner Sergio “Chico” Rodriguez
 - Diverse group of business and community leaders, entrepreneurs, consultants, and planners who have a wide range of experience in the private, public, and non-profit sectors
- ‘Playbook’ for reopening businesses
- Short- and long-term recommendations to support small business, prioritized equity

BEWG RECOMMENDATIONS SMALL BUSINESS

▪ **FOCUS ON OUTREACH AND COMMUNICATIONS**

- Continue outreach efforts to the small business community, with a focus on businesses owned by women and people of color.
- Update the [City's COVID-19 website](#) frequently.
- Promote resources available on partner websites.
- Mitigate the lack of digital access experienced by many residents and businesses.
- Promote messaging that communicates employer and employee rights.
- Connect businesses with [UTSA's SBDC COVID Business Recovery Accelerator](#) (COBRA).
- Utilize and support community-based small business resource hubs to distribute information and resources.
- Connect businesses with additional resources
- Educate small businesses on potential future federal, state, county and city economic resources.

BEWG RECOMMENDATIONS SMALL BUSINESS

▪ **INCREASE LOCAL PURCHASING**

- Increasing public sector purchasing of goods and services from local small businesses, with specific emphasis on minority and women owned businesses.
- Increasing awareness of purchasing opportunities among public sector entities.
- Large corporations in San Antonio should receive the same encouragement to buy locally.
- Campaign decal to demonstrate support to their patrons.
- Identifying potential entrepreneurship opportunities.
- Encourage joint ventures with a locally owned business.

BEWG RECOMMENDATIONS SMALL BUSINESS

- **EQUIP BUSINESSES WITH NECESSARY RESOURCES:**
 - Assist with procurement of safety supplies, like Personal Protective Equipment (PPE) for small businesses.
 - Develop and execute plans for supply distribution of PPE within the community to promote health and safety.
 - Provide updated information and facilitate technical assistance for small businesses needing support to implement public health recommendations and operate safely.
 - Assist with the implementation of a “safe return to work” plan for small businesses.

BEWG RECOMMENDATIONS SMALL BUSINESS

- **PROVIDE ALTERNATIVE LOANS & FINANCIAL ASSISTANCE:**
 - Expand on small business loan programs and consider revising associated policies.
 - Provide additional financial assistance with a focus on small businesses that have not successfully accessed federal assistance.
 - Innovative solutions to address small business financial challenges and expand on current programs.

BEWG RECOMMENDATIONS

SMALL BUSINESS

- **IMPLEMENT SUPPORT STRATEGIES FOR MICRO BUSINESSES:**
 - Promoting entrepreneurship.
 - Systems approach vs. individual interventions.
 - Deploy combination of strategies.
 - Business-to-business support.
 - Digital access training.
 - Community-based case management support to micro business owners.
 - One-on-one assistance to micro businesses.
 - Updating business plans to incorporate supportive employee practices and policies.

BEWG RECOMMENDATIONS

WORKFORCE

- **FOCUS ON COMMUNITY OUTREACH:**
 - Equitable distribution of information, easily accessible to most vulnerable residents.
 - Digitally and door-to-door outreach.
- **EXPAND EDUCATIONAL OPPORTUNITIES & SKILLS TRAINING:**
 - Unemployed residents need a variety of training opportunities.
 - Evaluate worker shortages and provide opportunities for skills training.
 - Focus on demand occupations.
 - **“Get Shift Done”** United Way Campaign.
 - Avoid siloed initiatives.

BEWG RECOMMENDATIONS

WORKFORCE

■ **ADDRESS WORKFORCE TRANSITION CHALLENGES:**

- Workforce Solutions Alamo (WSA) and others are critical to transition and retrain residents.
 - WSA refocus on jobs and career opportunities.
- Scale existing programs and training providers.
- Safety protocols in place and long-term earning benefits.
- Employer-driven partnerships within target industries.

BEWG RECOMMENDATION

WORKFORCE

- **SEEK ADDITIONAL FUNDING FOR PROGRAMS & SERVICES:**
 - Leveraging state and federal resources.
 - Federal funding should be maximized in smart and effective ways.
 - Substantial investments into workforce training efforts.
 - Short-term funding can support service gaps in the existing ecosystem but cannot address long-term community training needs.
- **INCORPORATE WRAPAROUND SUPPORT:**
 - Wraparound support services are critical for many residents to successfully re-enter the workforce and/or complete workforce training.

ETT — SHORT-TERM RECOMMENDATIONS

Provide targeted financial relief, loans, and guidance on how to implement ongoing best practices for business.

Provide tailored and as-needed, in-person assistance in registering for PPP and other loans.

Develop assistance for assuring proper insurance coverages to operate in a COVID-19 environment.

Assistance with legal advice to navigate issues such as arrearages and deferment, etc.

Provide free guidance and training in best practices to prevent the spread of COVID-19.

Provide access to cleaning supplies, and safety products.

ETT — SHORT-TERM RECOMMENDATIONS

Small and minority businesses have the largest potential to scale quickly if included in contract opportunities with local corporate and public sector organizations.

Identify business access to capital in different scales with financial literacy planning and loan readiness assistance.

Identify small business assistance centers immediate needs to help support our local businesses.

Free and low-cost telehealth and COVID-19 testing.

Develop new and grow existing “[Buy Local](#)” initiatives designed to promote and boost small business.

ETT — LONG-TERM RECOMMENDATIONS

Develop and implement free or low-cost business continuity and risk-management educational training

Promote equitable access to capital beyond the pandemic.

Foster business-to-bank relationships.

Identify and track equity indicators.

Develop local capacity-building programs with community partners.

Advocate for equitable access to healthcare beyond the pandemic.

ETT — LONG-TERM RECOMMENDATIONS

Develop long-term “Buy-Local” campaigns.

Connect local businesses to new opportunities.

Build small business ecosystem to track the needs of small business assistance centers and incubators serving low income areas.

Develop a sustained, centralized body or **“task force”**

Combine

Combine recommendations into universal tracking system.



Research

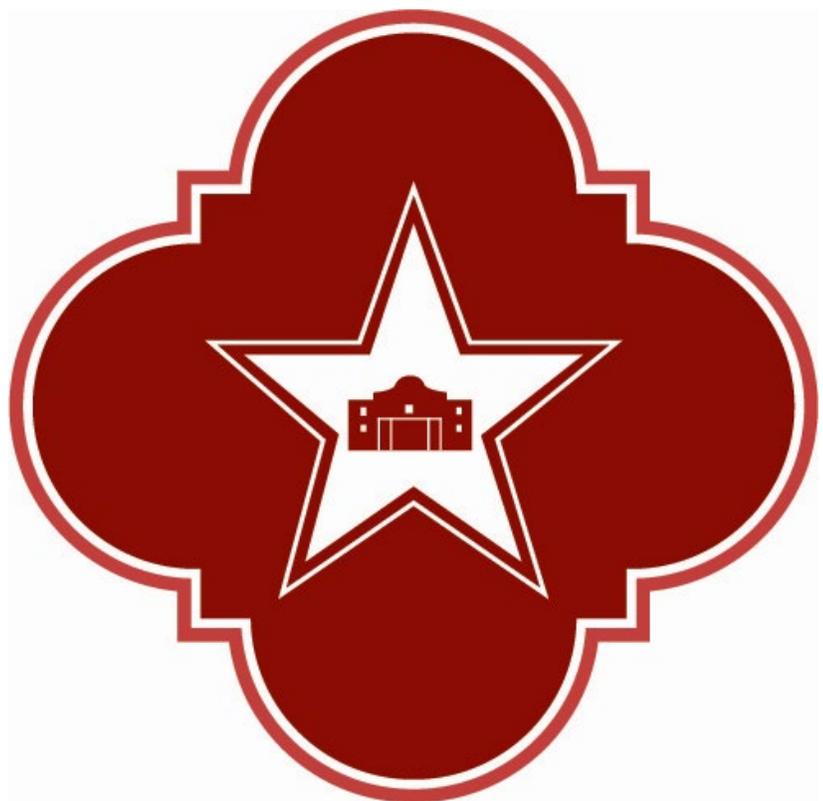
Further research and stakeholder engagement into recommendations not currently implemented or included in Community Recovery and Resiliency Plan.



Update

Update EWDC in August.

NEXT STEPS



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