

PLAN 2010

People-Powered Goals For San Antonio's Future





Plan 210 is the Beto for Mayor campaign’s policy platform, prioritizing public safety, infrastructure, and economic development. Launched on October 5, 2024—exactly 210 days before the municipal election—it reflects the insights and aspirations gathered from residents citywide during four months of community engagement.

SMALL BUSINESS SUPPORT

San Antonio's small businesses are still navigating the economic fallout from the COVID-19 pandemic, and disruptions from infrastructure projects. These challenges have placed significant pressure on small businesses, particularly in sectors dependent on foot traffic and in-person customer interactions.



Small businesses in San Antonio, Texas, are facing significant financial challenges due to the lingering effects of COVID-19, rising inflation, and broader economic pressures. Many local businesses continue to struggle with reduced revenue, higher operational costs, and difficulties accessing affordable loans or financial assistance. These conditions have forced some to reduce staff, cut services, or close entirely, contributing to job losses and reduced community vitality.

San Antonio's small businesses are vital to the city's economy, providing jobs and fostering innovation while enhancing the character of neighborhoods. Local government support is critical to help these businesses recover and thrive. Initiatives such as grants, low-interest loans, rent relief programs, and targeted training opportunities can provide much-needed stability. Additionally, promoting "buy local" campaigns and streamlining access to resources can encourage growth. Supporting these businesses is not only an economic imperative but also essential to sustaining the social and cultural fabric of the city.

SUPPORTING THE CITY'S PHASE II SMALL BUSINESS PLAN

The City's Phase II Small Business Plan, which provides construction recovery grants, is crucial for ensuring that small businesses can continue to operate and thrive amidst ongoing infrastructure projects.

STRATEGIC OBJECTIVES

1. **Construction Recovery Grants:** Review the construction recovery program including the eligibility requirements and number of disbursements.

KEY ACTIONS

- SECURE ADDITIONAL FUNDING THROUGH STATE AND FEDERAL GRANTS TO EXPAND THE POOL OF AVAILABLE CONSTRUCTION RECOVERY FUNDS.
- IMPLEMENT A TARGETED OUTREACH CAMPAIGN TO ENSURE THAT BUSINESSES IN IMPACTED AREAS ARE AWARE OF AND CAN ACCESS THESE GRANTS.
- CONTINUOUSLY MONITOR THE EFFECTIVENESS OF THE GRANT PROGRAM, MAKING NECESSARY ADJUSTMENTS TO ENSURE EQUITABLE DISTRIBUTION AND MAXIMUM IMPACT.
- EXPLORE THE REMITTANCE OF SALES TAX REVENUE COLLECTED BY THE CITY FOR BUSINESSES IN CONSTRUCTION IMPACTED AREAS.
- INCLUDE THE HOSPITALITY AND TOURISM INDUSTRIES AS TARGETED INDUSTRIES.

2. **Provide Technical Assistance and Support Services:** In addition to financial support, small businesses will benefit from technical assistance, mentorship, and resources that can help them navigate the challenges of construction and other disruptions.

KEY ACTIONS

- ENSURE EXISTING ORGANIZATIONS SUCH AS LAUNCH SA HAVE ADEQUATE RESOURCES AND FUNDING.
- PARTNER WITH LOCAL BUSINESS ASSOCIATIONS AND CHAMBERS OF COMMERCE TO OFFER WORKSHOPS AND MENTORSHIP PROGRAMS.
- EVALUATE THE SUCCESS OF THESE SUPPORT SERVICES, WITH THE GOAL OF INCREASING SMALL BUSINESS RESILIENCE AND REDUCING THE NUMBER OF BUSINESS CLOSURES.

Expanding the Zero Percent Interest Loan Program

As of 2023, many small businesses in San Antonio face challenges in accessing traditional financing due to credit constraints, lack of collateral, and other barriers, especially in underserved communities. The Zero Percent Interest Loan program has been instrumental in providing much-needed financial relief, but there is a high demand for these funds.

STRATEGIC OBJECTIVES

1. **Increase Funding for the Zero Percent Interest Loan Program:** Increase the loan fund to support 2,000 small businesses with loans ranging from \$500 to \$100,000.

KEY ACTIONS

- SECURE ADDITIONAL FUNDING FROM CITY, STATE, AND FEDERAL SOURCES, AS WELL AS PRIVATE INVESTORS, TO EXPAND THE LOAN PROGRAM.
- LAUNCH AN OUTREACH CAMPAIGN TO ENSURE THAT SMALL BUSINESSES, ESPECIALLY THOSE IN UNDERSERVED COMMUNITIES, ARE AWARE OF AND CAN ACCESS THE LOAN PROGRAM.
- MONITOR LOAN DISBURSEMENT AND REPAYMENT RATES, MAKING ADJUSTMENTS TO ENSURE THE PROGRAM MEETS THE NEEDS OF SMALL BUSINESSES WHILE REMAINING FINANCIALLY SUSTAINABLE.

2. **Tailor Loan Products to Meet Diverse Needs:** Recognizing that small businesses have varying capital needs, the loan program will offer flexible terms and tailored products, including micro-loans, bridge loans, and growth capital.

KEY ACTIONS

- DEVELOP A RANGE OF LOAN PRODUCTS TAILORED TO THE NEEDS OF DIFFERENT TYPES OF SMALL BUSINESSES, INCLUDING STARTUPS, MINORITY-OWNED BUSINESSES, AND THOSE IN HIGH-GROWTH SECTORS.
- PARTNER WITH LOCAL FINANCIAL INSTITUTIONS AND COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIS) TO DELIVER THESE LOAN PRODUCTS TO A BROADER AUDIENCE.
- EVALUATE THE EFFECTIVENESS OF THESE LOAN PRODUCTS, WITH A GOAL OF INCREASING ACCESS TO CAPITAL FOR 2,000 SMALL BUSINESSES BY 2030.
- RECRUIT AND SUPPORT VENTURE CAPITAL AND INVESTMENT.

Creating a Communication Plan to Mitigate Construction Impacts

Effective communication is essential to mitigate the negative impacts of construction on small businesses. Disruptions caused by construction can lead to significant revenue losses, especially for businesses that rely on foot traffic and local clientele.

STRATEGIC OBJECTIVES

1. **Develop a Comprehensive Communication Strategy:** By 2025, we will create a citywide communication plan that ensures small businesses are informed about upcoming construction projects and have access to resources that can help mitigate their impact.

KEY ACTIONS

- ESTABLISH A DEDICATED COMMUNICATION TEAM WITHIN THE CITY GOVERNMENT TO COORDINATE WITH CONSTRUCTION PROJECT MANAGERS AND BUSINESS OWNERS.
- IMPLEMENT A REAL-TIME COMMUNICATION SYSTEM THAT PROVIDES UPDATES ON CONSTRUCTION SCHEDULES, TRAFFIC CHANGES, AND OTHER RELEVANT INFORMATION, EASILY ACCESSIBLE THROUGH A MOBILE APP AND WEBSITE.
- ORGANIZE COMMUNITY MEETINGS AND WORKSHOPS TO GATHER FEEDBACK FROM BUSINESS OWNERS AND ADJUST COMMUNICATION STRATEGIES ACCORDINGLY.

2. **Implement Business-Friendly Construction Practices:** Encourage construction contractors to adopt practices that minimize disruption to local businesses, such as scheduling work during off-peak hours, providing clear signage for customer access, and maintaining open lines of communication.

KEY ACTIONS

- DEVELOP GUIDELINES FOR BUSINESS-FRIENDLY CONSTRUCTION PRACTICES AND INTEGRATE THEM INTO CITY CONTRACTS WITH CONSTRUCTION FIRMS.
- PROVIDE INCENTIVES FOR CONTRACTORS WHO ADHERE TO THESE GUIDELINES, SUCH AS BONUSES FOR COMPLETING WORK AHEAD OF SCHEDULE OR WITH MINIMAL BUSINESS DISRUPTION.
- MONITOR AND ASSESS THE EFFECTIVENESS OF THESE PRACTICES, MAKING ADJUSTMENTS AS NECESSARY TO ENSURE THAT THEY MEET THE NEEDS OF SMALL BUSINESSES.

Enhancing Procurement Opportunities for Small Businesses

Small businesses often face challenges in accessing city procurement opportunities due to the complexity of the bidding process and competition from larger firms. Enhancing these opportunities can help small businesses grow and contribute more significantly to the local economy.

STRATEGIC OBJECTIVES

- 1. Strengthen the Supply SA Procurement Program:** The Supply SA program will be expanded to increase small business access to city procurement opportunities. By 2027, we aim to have 14 city agencies participating in the program, with a goal of 50% of all city contracts awarded to small businesses by 2030.

KEY ACTIONS

- CONDUCT A REVIEW OF THE CURRENT SUPPLY SA PROGRAM TO IDENTIFY BARRIERS TO SMALL BUSINESS PARTICIPATION WITH THE OVERALL GOAL OF REDUCING THE ADMINISTRATIVE BURDEN.
- IMPLEMENT A SERIES OF REFORMS, INCLUDING SIMPLIFIED BIDDING PROCESSES, INCREASED OUTREACH TO SMALL BUSINESSES, AND ENHANCED SUPPORT SERVICES SUCH AS BID PREPARATION ASSISTANCE.
- MONITOR PARTICIPATION RATES AND ADJUST PROGRAM ELEMENTS AS NEEDED TO ACHIEVE THE GOAL OF AWARDING 50% OF CITY CONTRACTS TO SMALL BUSINESSES.

- 2. Capacity Building for Small Businesses:** Provide training and support to help small businesses navigate the procurement process, including workshops, one-on-one mentorship, and access to online resources.

KEY ACTIONS

- LAUNCH A SERIES OF WORKSHOPS IN PARTNERSHIP WITH LOCAL BUSINESS ASSOCIATIONS AND CHAMBERS OF COMMERCE, FOCUSING ON THE PROCUREMENT PROCESS, PROPOSAL WRITING, AND CONTRACT MANAGEMENT.
- DEVELOP AN ONLINE PORTAL WITH RESOURCES AND TOOLS FOR SMALL BUSINESSES INTERESTED IN BIDDING ON CITY CONTRACTS.
- ESTABLISH A MENTORSHIP PROGRAM THAT PAIRS SMALL BUSINESS OWNERS WITH EXPERIENCED CONTRACTORS WHO CAN GUIDE THEM THROUGH THE PROCUREMENT PROCESS.