Recommendation for Action

File #: 19-3292, **Agenda Item #:** 11.   10/31/2019

Posting Language
Authorize negotiation and execution of a one-year contract with Business Investment Growth to provide training, technical assistance, and small business coaching services to creative businesses in an amount not to exceed $200,000.

Lead Department
Economic Development.

Fiscal Note
Funding in the amount of $200,000 is available in the Fiscal Year 2019-2020 Operating Budget of the Neighborhood Housing and Community Development Department.

For More Information:
Veronica Briseno, Director/Economic Development Dept. 512-974-7802.

Additional Backup Information:
The Economic Development Department supports the creation and growth of creative businesses and non-profits by providing services, resources, information, and funding. This contract will provide classroom training, as well as one-on-one business coaching and technical assistance, to creative business owners and non-profit organizations that serve the creative industries. Clients will include, but are not limited to, Creative Space Assistance Program (CSAP) applicants, cultural funding contractors, Art In Public Places (AIPP) artists, People's Gallery artists, and Austin Community College Fashion Incubator participants, which constitute a population of 750 to 800 individuals and non-profit organizations.

Business Investment Growth will deliver four quarterly training events targeted to creative audiences, and will provide business coaching and technical assistance to City-referred creative practitioners on business skills that can help them earn more money from their art. Training and technical assistance will also be provided to creative non-profits on board development and fundraising to help them become viable and self-sustaining organizations.

The annual performance goals for this contract include delivering quarterly training events, delivering 1,480 hours of coaching and technical assistance, and achieving a 90% aggregate client satisfaction rating.