



## Recommendation for Action

---

**File #:** 20-3224, **Agenda Item #:** 4.

10/15/2020

---

### **Posting Language**

Approve an amendment to the contract with Business Investment Growth for training, technical assistance and small business coaching services to creative businesses to extend the term of the contract through December 31, 2021, at no additional cost to the City.

### **Lead Department**

Economic Development.

### **Fiscal Note**

This action has no fiscal impact.

### **Prior Council Action:**

Council authorized negotiation and execution of the contract on October 31, 2019.  
(Resolution 20191031-011).

### **For More Information:**

Sylnovia Holt-Rabb, Acting Director, Economic Development Dept., 512-974-3131.

### **Additional Backup Information:**

On October 31, 2019, Council authorized negotiation and execution of a 12-month contract with Business Investment Growth (BIG Austin) to provide training, technical assistance and small business coaching services to individual artists, nonprofit and for-profit creative businesses that are participants or aspiring participants in the following City programs for creatives:

- Creative Space Assistance Program (CSAP) applicants/awardees
- Cultural Funding contractors
- Commissioned Art In Public Places (AIPP) artists
- Exhibiting People's Gallery artists
- Austin Community College Fashion Incubator participants
- Selected Creative Ambassadors

Creative practitioners receive coaching and training on developing business skills that can help them achieve financial sustainability, sales/revenue growth, and success. Non-profit coaching and training includes board development, strategic and financial planning, and seeking diversified revenue streams to help them become viable and self-sustaining organizations.

The contract, which expires November 8, 2020, included four quarterly training events envisioned as in-person, half-day seminars, but these events have been postponed indefinitely due to COVID-19. They will instead be substituted with ten two-hour monthly webinars on topics to be agreed to by BIG Austin and City staff. The target attendance for each webinar is 25, and the target attendee satisfaction rating is 90%.

This action will extend the contract term through December 31, 2021, to allow the webinars described above

and additional coaching to be completed. No additional funding is required.

**Strategic Outcome(s):**

Economic Opportunity and Affordability.