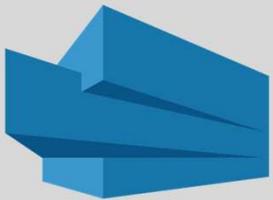


Community Navigator Program Update



**Economic
Development**

CITY OF AUSTIN

April 18, 2022

Community Navigator Program Overview

Program Intent:

- The Economic Development Department's Community Navigator Program supports local businesses, non-profit organizations, and creative professionals impacted by the COVID-19 pandemic.
- Clients can register for no-cost assistance from Community Navigators, including one-on-one coaching, virtual classes, and help applying for government and philanthropic support.
- This program was approved by Austin City Council, and it is funded through Austin's allocation of the federal American Rescue Plan Act (ARPA).

Client Eligibility:

- To be eligible, local entities must be located in the Austin-Round Rock Metropolitan Statistical Area (MSA). The Austin-Round Rock MSA includes Bastrop, Caldwell, Hays, Travis, and Williamson counties.

Community Navigator Program Overview

How it Works!

- EDD and partners will inform community about the program
- Interested clients will register for services using Portal
- EDD will refer clients to partners based on clients' interests, or clients can select their preferred partner
- Partners will render services and leave "service notes" in Portal
- Partners will invoice EDD for services; EDD will pay invoices based on service notes

Program began on March 23rd

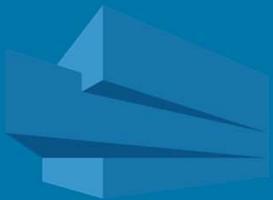
Community Navigator Program Overview

Art Spark Texas will provide registration assistance for any help in setting up an account.

Community Navigators

- Austin Revitalization Authority
- Business & Community Lenders (BCL) of Texas
- Economic Growth Business Incubator (EGBI)
- Health Alliance for Austin Musicians
- Mission Capital
- On the Money Finance LLC
- The Volt Studios
- Visual Matters Consulting

Marketing and Outreach Timeline



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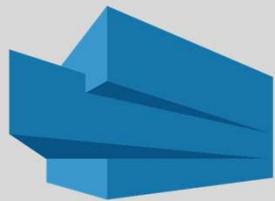
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Launch Day Efforts

- Program officially launched on March 23rd at 10 a.m.
 - Press Release
 - Newsletter
 - Social Media Promotional Videos
 - Social Media Organic and Paid Posts
 - Stakeholder Outreach via Email
 - Website
 - Program Information
 - FAQs
 - Portal Application Access (How-To Video)

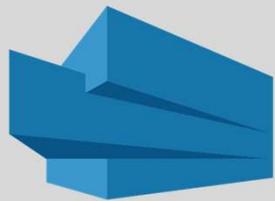
Ongoing Efforts

- Newsletter
- Social Media Promotional Videos
- Social Media Organic and Paid Posts
- Paid Media Buys



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Questions



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Community Navigator Program

We look forward to working with you!