

**Economic  
Development**

CITY OF AUSTIN

# Community Navigator Program Update

July 1, 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 23<sup>rd</sup>**

# Community Navigator Program Overview

**Austin Revitalization Authority 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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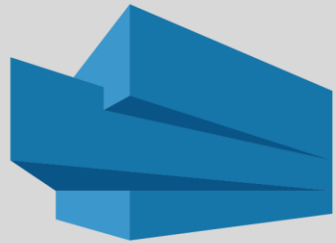
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# Launch Day Efforts

- Program officially launched on March 23<sup>rd</sup> 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



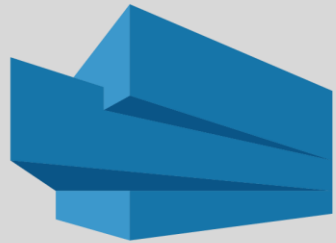
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-189 Applications Received

-\$156,182 expensed as of  
12/31/2022





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# Community Navigator Program

We look forward to working with you!