



Snohomish County Council

Committee: Committee of the Whole

Analyst: Jim Martin

ECAF: 2023-0214

Proposal: Motion 23-099

Date: March 2, 2023

Consideration:

Approval of professional marketing services with Ventures, for Small Business Innovation Assistance through the American Rescue Plan Act (ARPA).

Background

Snohomish County secured Coronavirus Local Fiscal Recovery (CLFR) grant funds under the American Rescue Plan Act (ARPA). Target industries were identified as being disproportionately impacted by the COVID-19 pandemic. These target industries include micro-businesses and small businesses in sectors such as tourism, travel, and hospitality. In Snohomish County, based on data from November 2021, the list of impacted industries includes manufacturing, in particular aerospace products and parts manufacturing. RSP 22-019SB was issued for the purpose of selecting a professional marketing services consultant to design and implement a small business innovation assistance program to support the establishment of new businesses and the recovery of existing small businesses, which were negatively impacted during the pandemic. Three competing firms were reviewed by the review committee, and Ventures was selected to perform the work based on their proposal, previous comparable experience, and competitive fee schedule.

Current Proposal

This motion approves the 2023-2024 Small Business Innovation Assistance at a contracted amount of \$2,000,000. Term of the agreement is through September 30, 2024, with the potential of one additional 1-year term, at the discretion of the County. Scope of work includes: provide navigator and operational support to existing impacted small businesses, particularly to underserved populations and areas of the county, to support their recovery; establish and implement a startup group training program to spur innovation and opportunity in Snohomish County to support disproportionately impacted small businesses or start-ups; provide operational micro-grants to impacted small businesses and microbusinesses; establish a small business technical assistance program in Snohomish County that supports and serves small businesses and entrepreneurs for the long-term.

Duration: Through September 30, 2024

Fiscal Implications: \$2,000,000

2023 Budget:

Is this in the current year budget: Yes

Future Budget Impacts: N/A

Handling: Expedite

Approved-as-to-form: Yes

Risk Management: Yes

Executive Recommendation: Approval

Attachments: Refer to the submitted ECAF

Amendments: NONE.

Request: Move to Council for consideration.