

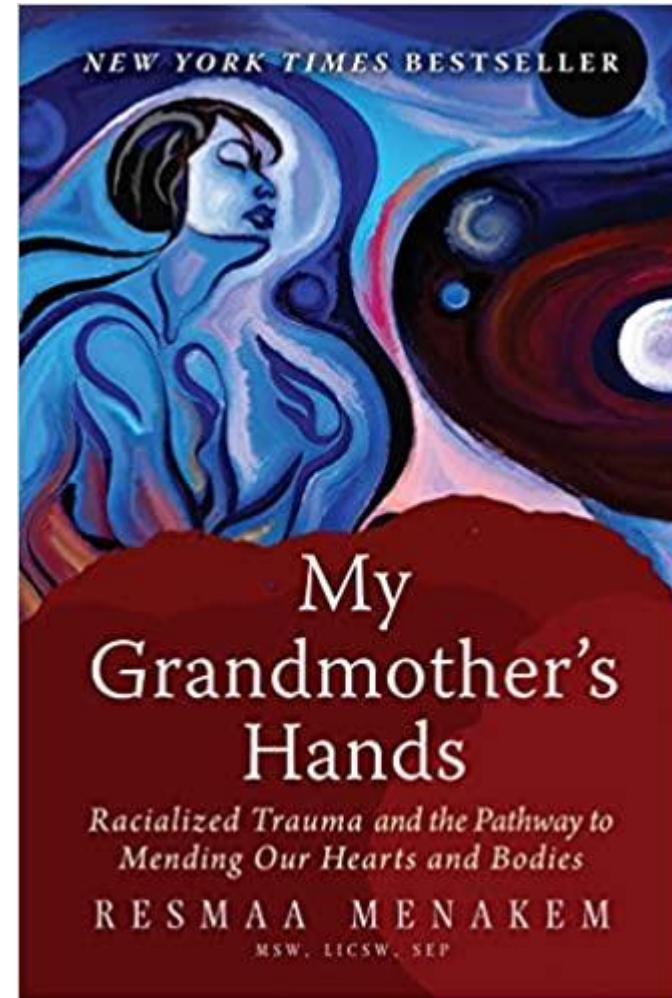
Fostering Inclusive Economies that Work For Everyone



Race and Healing: A Body Practice From Resmaa Menakem



From the *On Being* podcast episode
['Notice the Rage; Notice the Silence.'](#)



Please answer in the chat:

- What did you notice?
 - How do you feel?
- What do you need?

- Intros and Overview
- City Innovation Ecosystems Program
- Strategies for Resilient, Inclusive Growth
- Using ARPA to Support Small Businesses
- Further Resources





WHO WE ARE

The National League of Cities (NLC) is the voice of America's cities, towns and villages, representing more than 200 million people across the country.

OUR MISSION

To strengthen local leadership,
influence federal policy and drive
innovative solutions.



So Who am I?

Director of Economic Development
and Entrepreneurship for National
League of Cities

Formerly Director of Strategic
Partnership and Economic
Opportunity, City of Providence, RI



My parents, Bev and Mike Steinfeld, in 1971 shortly after getting married.



My paternal grandparents,
Ada and Teddy Steinfeld,
getting married in 1941 in
Texas while my grandpa
was in basic training.



City Innovation Ecosystems Program

Putting Theory Into Practice

Mission: Catalyze the uptake and implementation of policies, programs, and practices (P3s) that support inclusive, entrepreneurship-led economic growth in American cities.

Objective #1: Incentivize P3 adoption that increases economic opportunity for Black, Indigenous, Hispanic, and People of Color, and women and non-binary people.

Objective #2: Identify and reward city leaders who harness the power of their entrepreneurial ecosystem and community's creativity.

Objective #3: Provide catalytic funding to support P3 implementation.

NLC facilitates city action and peer learning through **three primary channels**:

1. Direct technical assistance via 1-on-1 quarterly coaching calls with NLC and/or Program Experts

2. Quarterly cohort calls for cities to share best practices and review progress towards output

3. Multi-media engagement + info sharing including a monthly webinar, newsletter and blog post, as well as research-embedded case studies on city actions.



Cohort Calls

- Classroom format
- **Goal:** Sharing Lessons Learned & Insights w/ PE
- Peer-to-Peer format
- Conversational
- 1 per Quarter

CITY INNOVATION ECOSYSTEMS

Webinar on Invention Education



Monthly Webinars

- Panel format
- Cross Topics
- Subject Matter Expert Presents
- Q/A
- **Goal:** Leverage PE's & Partner Organizations
- 1 Per Month

OPPORTUNITY

Public Procurement

Reduce barriers to obtaining city contracts for businesses owned by women and people of color.

Support provided by **Harvard Kennedy School Government Performance Lab**

Private Procurement

Increase supplier diversity through equitable anchor procurement strategies.

Support provided by **Interise**

Working with Startups

Rethink how your city solicits tech solutions for civic problems.

Support provided by **CivStart**

FUNDING

Microlending

Create a lending platform for entrepreneurs without access to traditional finance.

Support provided by **Kiva US**

Equity Crowdfunding

Help local small businesses raise capital through equity crowdfunding.

Support provided by **Wefunder**

Profit-Sharing

Help Black-owned, highly innovative firms raise venture capital through Collab Capital's profit-sharing model.

Support provided by **Collab Capital**

Working with CDFIs

Connect entrepreneurs and small business owners with CDFI Financing.

Support provided by **CDFI Friendly America**

SUPPORT

Informal Entrepreneurship

Transition informal entrepreneurs into the formal economy so they can access resources.

Support provided by **Rising Tide Capital**

Hispanic Entrepreneurs

Lower barriers Hispanic entrepreneurs face to start, grow, and sustain their businesses.

Support provided by **Prospera**

KNOWLEDGE

Entrepreneurship Training

Equip aspiring entrepreneurs with the skills they need to start a business.

Support provided by **Kauffman FastTrac**

Mapping Resources

Catalog local resources available to entrepreneurs to streamline access.

Support provided by **Sourcelink**



Program Registration is CLOSED but if you're interested in joining, we might be able to get you in. Reach out ASAP!

Jenn Steinfeld

Director, Entrepreneurship and Economic Development

steinfeld@nlc.org

(202) 869-1889

Some Key Findings:

1. Equity must be built in, not tacked on.
2. Procurement is where cities move real money.
3. Access to capital is critical.
4. Access to capital is not enough.
5. Cities can't (and shouldn't!) do it alone.
6. Asset mapping both strengthen linkages and identify gaps.

During an unprecedented time, NLC delivered unprecedented results for our members.

\$65 billion of DIRECT aid to EVERY city, town or village across the country.

nlc.org/stateleague

NLC **DELIVERS**

1. Assess government operations AND community needs by engaging residents and stakeholders to develop a plan for recovery.
2. Use each ARPA revenue source strategically.
3. Prioritize fiscal stability and equitable recovery
4. Maintain records and document impact.
5. Your Congressional Delegation is part of your success.

Small Businesses Create New Jobs

- Small businesses make up nearly half of U.S. private-sector employment.
- Responsible for two-thirds of net new jobs.
- 400,000 small businesses have closed since the beginning of the pandemic.

Disparate Harm for Low-Wage Workers

- “The COVID–19 emergency may have lasting negative effects on economic outcomes, particularly in exacerbating disparities that existed prior to the pandemic.”
- Low- and mod-income jobs are substantial part of total pandemic job losses
- Low-wage jobs disproportionately require in-person frontline work.
- Concentrated poverty results in a cascade of additional burdens on families and reduces economic potential

COVID-19 Related Harm

- Eligible uses must be designed to address an economic harm resulting from or exacerbated by the public health emergency.
- Economic harm may either be immediate or delayed.
- “Expenditures to aid businesses that did **not** experience a negative economic impact from the public health emergency would not be an eligible use under this category.”

Proportional Assistance

- Responses must be related and reasonably proportional to the extent and type of harm experienced;
- Uses that bear no relation or are grossly disproportionate to the type or extent of harm experienced would not be eligible uses.

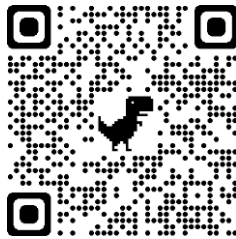
Flexible Criteria

- Recipients should consider local economic conditions and business data
- Criteria may include businesses with less capacity to weather financial hardship, such as the smallest businesses, those with less access to credit, or those serving disadvantaged communities.

- Loans or grants to mitigate financial hardship such as declines in revenues or impacts of periods of business closure, for example by supporting payroll and benefits costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs;
- Loans, grants, or in-kind assistance to implement COVID–19 prevention or mitigation tactics, such as physical plant changes to enable social distancing, enhanced cleaning efforts, barriers or partitions, or COVID–19 vaccination, testing, or contact tracing programs; and
- Technical assistance, counseling, or other services to assist with business planning needs.

NLC's COVID-19 Hub

- Blogs
- Local Action Tracker
- Fact sheets
- Frequently Asked Questions
- Webinar recordings



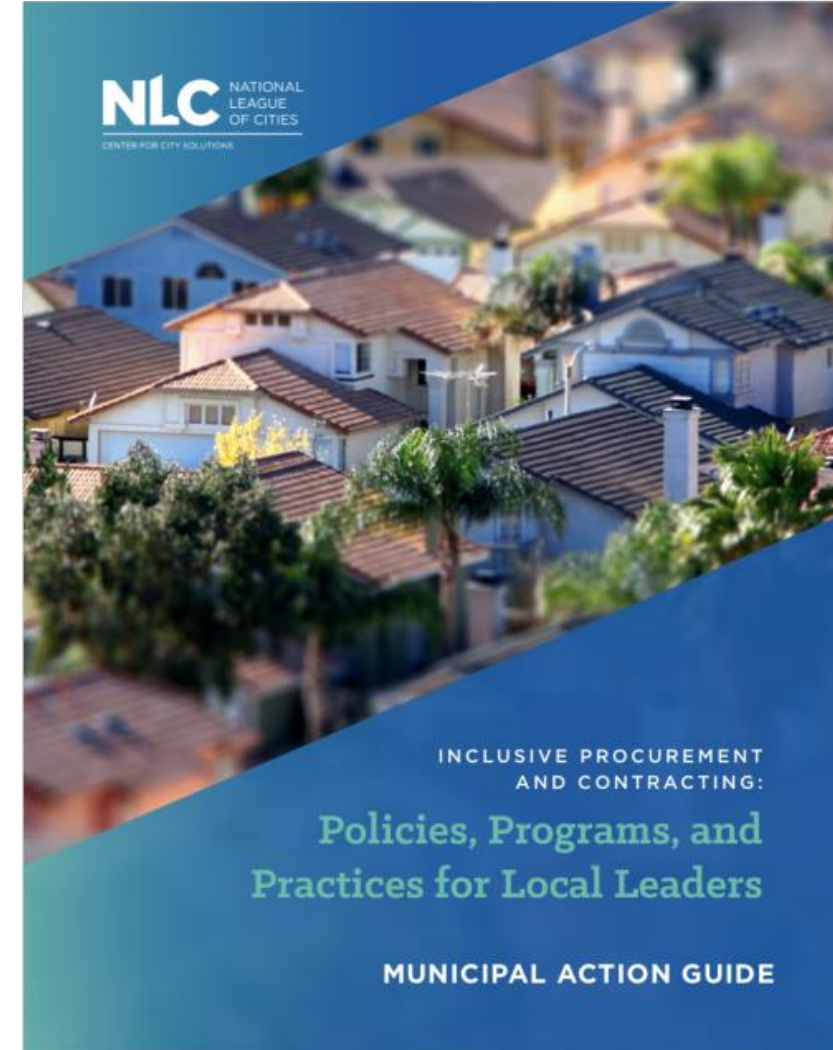
NLC's Question Form

- Support our content
- Inform our talks with Treasury
- <https://bit.ly/3eVyvWt>

The screenshot shows the NLC COVID-19 Pandemic Response & Relief hub page. The header features the title "COVID-19 Pandemic Response & Relief" in white and green text on a dark blue background. Below the header, there is a navigation bar with a home icon, the text "COVID-19 PANDEMIC RESPONSE & RELIEF", and a dropdown arrow. The main content area is divided into two columns. The left column has the heading "Your hub for the latest on infection, vaccination, response and relief" and a paragraph: "We are bringing you the tools, resources and events necessary to fight back against COVID-19. Check back here for the latest in pandemic response protocols, funding options and more for your city, town or village." The right column has the heading "OUR COMMUNITIES WILL RECEIVE \$65.1 BILLION" and a paragraph: "in necessary aid through the American Rescue Plan Act (ARPA) of 2021. Learn everything you need to know about funding through ARPA." At the bottom of the right column is a purple button labeled "AMERICAN RESCUE PLAN ACT".

NLC DELIVERS

- [Inclusive Procurement and Contracting Municipal Action Guide](#)
- Webinar: [Using ARPA Funding to Increase Equitability in Procurement](#)
- Q&A: [How ARPA is Impacting Small Business](#)
- Fact Sheet: [Leveraging ARPA Fiscal Recovery Funds to Support Small Businesses](#)



Join us in **Salt Lake** or **Online** this Fall!



EXECUTIVE EDUCATION & PRE-CONFERENCE ACTIVITIES NOVEMBER 15-17

REGISTER EARLY AND
SAVE 27%



CITIES STRONG TOGETHER

@LEAGUEOFCITIES

