



AGENDA MEMORANDUM

Action Item for the City Council Meeting of September 19, 2023

DATE: August 23, 2023
TO: Peter Zaroni, City Manager
FROM: Randy Almaguer, CCREDC
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Del Mar College Internship Program

CAPTION:

One-reading ordinance authorizing an amendment to a Small Business Incentives Agreement between the Corpus Christi B Corporation and Del Mar College, which increases the funding by \$10,000.00 for a total amount not to exceed \$110,000.00 for the 2023 internship program; appropriating \$10,000 from the unreserved fund balance of the Type B fund; and amending the budget.

SUMMARY:

This ordinance allocates additional funds of \$10,000.00 for the Del Mar College (DMC) Internship Program. The program is having great success with the \$7.25 match with participating small businesses and anticipates an increase in participation for the fall semester, 2023.

BACKGROUND AND FINDINGS:

During the September 18, 2023, meeting, the Type B board passed an amendment with DMC internship program to increase the FY2023 budget by \$10,000.00 for a total amount not to exceed of \$110,000.00.

Del Mar College is requesting a funding increase of \$10,000.00 for FY23, this request is necessary to maximize program reach and effectiveness. The program for calendar year, 2023 has had 47 intern placements and anticipates an additional 30-40 interns for the fall semester. The program is working to target efforts to increase the diversity of industries and student majors participating in the program. The program is forecasted to be over the original internship funding request of \$100,000.00 by the end of December and has used \$53,308.26 to date.

Type B board approved the FY'24 DMC internship program budget amount of \$125,000.00 during the July 17, 2023 meeting.

Del Mar College has a program where students can work for a local company as an intern. The local company will pay minimum wage while the Type B grant will match the wage up to \$7.25 per hour plus FICA. This encourages companies to hire interns, it allows the student to get real work experience, and has a goal to create new jobs. The Type A Board (now Type B) has funded this program since 2007. By using their program, small business owners can pay

minimum wage and get a solid intern working in their major area of study. There are many things that interns can do for small businesses such as:

- social media posts for the business's marketing plan
- write copy for marketing, product descriptions for online listings
- capture and collect analytics for marketing and websites.
- put information into more digestible formats for business owners, using databases or other technology tools.
- data entry for bookkeeping or record keeping
- photograph, capture, and log products for online use. Load them to online stores.
- capture customer information and maintain customer relations management systems.
- customers follow up and communication.
- other "field specific" tasks.

ALTERNATIVES:

The City Council may choose not to increase the additional funding or choose a lesser amount.

FINANCIAL IMPACT:

This item will add \$10,000.00 from the Type B Sales Tax for a total amount not to exceed of \$110,000.00 for the 2023 internship program.

FUNDING DETAIL:

Fund: 1146 B Corporation Fund
Organization/Activity: 15020 Small Business Projects
Mission Element: 57
Project # (CIP Only):
Account: 530000 Professional Services

RECOMMENDATION:

Staff recommend approving the funding increase.

LIST OF SUPPORTING DOCUMENTS:

Letter Requesting Type B Funding Increase
Amended Agreement