



## **AGENDA MEMORANDUM**

Action Item for the City Council Meeting of September 8, 2020

**DATE:** July 21, 2020  
**TO:** Peter Zaroni, City Manager  
**FROM:** Mike Culbertson  
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### **Type A Grant for the Del Mar College Internship**

#### **CAPTION:**

Motion approving a Small Business Incentives Agreement between the Corpus Christi Business and Job Development Corporation and Del Mar College (Del Mar) to provide grant up to \$100,000 for their internship program to assist small businesses.

#### **PURPOSE:**

This agenda item provides a grant from the Type A fund to the Del Mar College Internship program to assist small businesses. The Type A Grant for Del Mar College's Internship Program runs from January 1, 2021 through December 31, 2021

#### **BACKGROUND AND FINDINGS:**

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 A grant will match the wage up to \$5.00 per hour plus FICA. This encourages companies to hire interns, allows the student to get real work experience, and has a goal to create new jobs. The Type A Board has funded this program since 2007. With the pandemic, more students will be going to colleges and universities. Small businesses will be working hard to establish their clients again. They will not have money for extra help. 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.
- customer follow up and communication.

The agreement can be renewed for one additional term.

List of companies using interns:

Safety Support Services	Salon Chromatic	Anthony's Salon
Salon Salon	Brookdale Assisted	QSR Online
Scrub Hub	Checks and Balances	Color Bar Salon
R&J Contractors	Ooh La La Candy Buffets	Fillingood Bakery
Francisco's Salon	GIS SBDC CED	GN Insurance
Planet Sol Salon	Hair Peace Salon	Mr. Fancy Pants Carwash
Orthopedic Physical Therapy	Gemini Ambulance Service	Q Productions
Senior Memorial Plans	Sports Clips	

Year	Interns Placed	# of Employers	F/T Jobs Created	P/T Jobs Created	Funds
2014-2015	87	30	15	15	\$ 109,575
2015-2016	88	30	7	8	48,634
2016-2017	75	22	0	0	89,989
2018	92	31	6	7	117,585
2019	85	23	11	5	93,649
2020 YTD	30	21	TBD	TBD	32,137
<b>2008-2019</b>	<b>457</b>	<b>157</b>	<b>39</b>	<b>35</b>	<b>\$ 491,569</b>

### **ALTERNATIVES:**

The Council may choose to not fund this grant or to fund it at a lower amount.

### **FISCAL IMPACT:**

This item will use \$100,000 of the \$903,500 budgeted for the Type A small business assistance program funds

### **Funding Detail:**

Fund: 1140  
 Organization/Activity: 15020  
 Mission Element:  
 Project # (CIP Only):  
 Account: 530000

### **RECOMMENDATION:**

Staff recommends approval of an agreement for Del Mar College Internship program for \$100,000 from January 1, 2021 through December 31, 2021.

### **LIST OF SUPPORTING DOCUMENTS:**

Agreement – DMC Internship