

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED  
ORDINANCE OR RESOLUTION ADOPTED BY CITY COUNCIL.**

**AN ORDINANCE**

**AUTHORIZING AN AGREEMENT TO USE FUNDS IN THE AMOUNT OF  
\$100,000.00 WITH LIFTFUND FOR A REBRANDING INITIATIVE FOR CAFÉ  
COMMERCE.**

\* \* \* \* \*

**WHEREAS**, in November 2013, City Council approved a professional services agreement with ACCION Texas, now LiftFund, for the operation and management of Café Commerce, which includes both a virtual and physical location where entrepreneurs and small businesses gather, collaborate, and learn more about entrepreneurship and small business resources; and

**WHEREAS**, in 2015, LiftFund and Café Commerce began exploring a rebrand initiative as Café Commerce confuses residents because the current branding does not convey and emphasize the benefits of the resource center to entrepreneurs and small businesses; and

**WHEREAS**, LiftFund and Café Commerce hired MarketVision who developed over 300 branding concepts that were vetted by multiple focus groups consisting of Café Commerce clients, non-Café Commerce clients, and other start-up resource providers such as Geekdom, the University of Texas at San Antonio, and Trinity University; and

**WHEREAS**, the final branding concepts were presented to the Café Commerce Advisory Board, that is made up of five successful entrepreneurs, and a final branding concept was approved and is expected to be unveiled on October 12, 2016; and

**WHEREAS**, the City proposes to provide LiftFund and Café Commerce with \$100,000.00 to undergo an extensive and comprehensive rebrand initiative, which will include the creation and installation of signage, redevelopment of the Café Commerce website and social media presence, and creation and marketing of the new brand through various marketing material; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** The terms and conditions of an Agreement to Use Funds with LiftFund and Café Commerce are authorized and approved. A copy of the Agreement, previously executed by LiftFund, is attached to this Ordinance as **Exhibit I**. The City Manager, or her designee, is authorized to execute the Agreement.

**SECTION 2.** Funding in the amount of \$100,000.00 for this Ordinance is available in Fund 29059000, Cost Center 1604010001 and General Ledger 5201040, as part of the Fiscal Year 2016 Budget.

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Item No.

**SECTION 3.** Payment not to exceed the budgeted amount is authorized to LiftFund and should be encumbered with a purchase order.

**SECTION 4:** The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance, may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

**SECTION 5.** This Ordinance shall take effect immediately upon the receipt of eight affirmative votes; otherwise it shall be effective ten days after its passage.

PASSED AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

M A Y O R  
Ivy R. Taylor

**ATTEST:**

**APPROVED AS TO FORM:**

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Leticia M. Vacek  
City Clerk

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City Attorney