

Memorandum



DATE May 23, 2025

CITY OF DALLAS

Honorable Mayor and Members of the Government Performance and Financial
TO Management Committee: Chad West (Chair), Paula Blackmon (Vice Chair), Cara
Mendelsohn, Jesse Moreno, Jamie Resendez

SUBJECT **Upcoming Agenda Item #25-1592A: Dallas Accelerator Program (DAP) Service
Contracts**

On May 28, 2025, City Council will consider an item authorizing two service contracts to continue the administration of the Dallas Accelerator Program (DAP) for the Office of Procurement services: **(1)** Greater Dallas Hispanic Chamber of Commerce (GDHCC) in the amount of \$603,683, and **(2)** Dallas Fort Worth Minority Supplier Development Council, Inc. (DFWMSDC) in the amount of \$356,828, for a total amount of \$960,511.

Background

In June 2023, City Council awarded three service contracts for the launch and implementation of the DAP program, designed to accelerate the growth and sustainability of existing small businesses in Dallas. The original program operators were:

- Business & Community Lenders (BCL) of Texas
- Dallas Black Chamber of Commerce (DBCC)
- Greater Dallas Hispanic Chamber of Commerce (GDHCC)

The DAP Program has delivered measurable results:

- 60 Dallas-based small businesses completed the program
- Participants represented over 20 industries, including construction, media, education, insurance, landscaping, and auto services
- 21% of graduates reported a minimum 10% increase in business capacity
- Alexis Rueda, owner of J. Ruedas Trucking, LLC and a DAP graduate, was named 2025 Small Businessperson of the Year for the DFW Metroplex

Program Enhancements

The new contracts will expand and enhance DAP offerings with the following features:

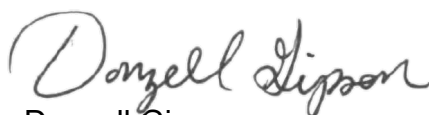
- Streamlined, user-friendly online application process
- Customized curriculum
- Integration with the City's Mentor Protégé Program
- **Additional program support services**, including:
 - One-on-one business coaching
 - Peer-to-peer networking sessions
 - Capital pitch preparation and sessions
 - Ongoing performance evaluation and tracking

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This next phase builds on prior success and advances the City's commitment to fostering a robust, diverse, and resilient small business ecosystem.

If you have any questions, please contact Juanita Ortiz, Director of the Office of Procurement Services, at juanita.ortiz@dallas.gov or 214-670-3874.

Service First, Now!



Donzell Gipson
Assistant City Manager

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billieae Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety
Dev Rastogi, Assistant City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Alina Ciocan, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors