




Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Chappie Jones

SUBJECT: Small Business Technical Assistance

DATE: 5/23/17

Approved  _____ Date 5/23/17

RECOMMENDATION

Fund the proposals from the Hispanic and Black Chambers of Commerce to provide technical assistance to small and ethnic businesses.

Proposal

Program/Project Title: **Small Business Technical Assistance**

Amount of City Funding Required: \$76,000

Fund Type (i.e. General Fund, C&C funds, etc.): General Funds

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

- Providing funding for the two chambers to implement their programs to enable them to identify, educate, train, and develop small businesses to successfully compete on city contracts. They will accomplish their objectives by increasing and enhancing small and disadvantage business participation in city contracts and vending opportunities. They will also improve the use and effectiveness of city programs that assist small and disadvantaged businesses.
- Success will be determined by the measurable outcome of a significant increase in the number of small firms who are competing and winning city contracts.
- Please refer to the Hispanic and Black Chamber proposals for further details.

Funding Source

Essential Services Reserve (\$2 million)

X Other (Program/Project/Fund):

Department or Organization: OED/Public Works

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

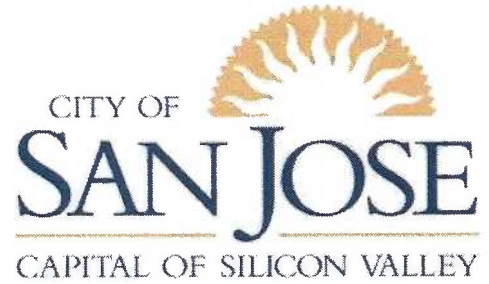
Name: Kim Walesh and Barry Ng

Phone number:

E-mail address:



&



Proposal for Services

Prepared for:
City of San Jose

By:
Carl Davis Jr
President
Silicon Valley Black Chamber of Commerce

To Charles “Chappie” Jones, San Jose City Councilmember,

We want to thank the City of San Jose for this opportunity to present this proposal to contract with the City for the services outlined below.

Years ago, as former president of the Silicon Valley Black Chamber of Commerce, we routinely worked with the City of San Jose to provide services to and feedback from small business owners, community leaders and necessary stakeholders.

Much of that relationship was structured to provide entrepreneurship training, technical assistance and small business services that better prepared local small minority businesses for success in this competitive valley.

Today these businesses still need the above services, including access to capital, access to contracts and access to relationships that lead to contracts. This proposal assumes that the City of San Jose wishes to increase the number of minority contracts among its minority businesses and we believe our chamber can help.

I look forward to working with you, Chappie, the Office of Economic Development, its staff and the other San Jose’s City Council Members in helping to create more opportunities for contracting with minority vendors.

Respectfully,

Carl Davis Jr
President
Silicon Valley Black Chamber of Commerce

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History:

For over twenty-five years the Silicon Valley Black Chamber of Commerce has been at the forefront of providing small business development and entrepreneurship training to African American individuals and businesses in the Silicon Valley of Northern California. Although, much of that training targeted African American and African descent individuals and businesses, all small businesses have been served through our many different programs, services and initiatives.

Vision

Our vision is to build a robust economically empowered “smart” community. The health of our cities, state and country depends on each community leveraging its capital, intellectual and financial, to forge innovative solutions to its particular situations and challenges. We believe through YOUR commitment and partnership with us, we can begin to lay the groundwork to overcome systemic injustices in business and education.

Leadership:

The Silicon Valley Black Chamber of Commerce Board is currently headed by Wilbur Jackson, former IBM Software Program Manager.

Also on the SVBCC board is:

Jim White – former IBM executive

Larry Moody – current East Palo Alto Mayor

Roger Hooks – small business owner

Included on the board is President and Executive Director, Carl Davis Jr, former entrepreneur and delegate to the President’s White House Conference on Small Business and also founding Executive Director of the Santa Clara County Black Chamber of Commerce. Carl plans to personally project manage the tasks outlined below to assure top priority in chamber business.

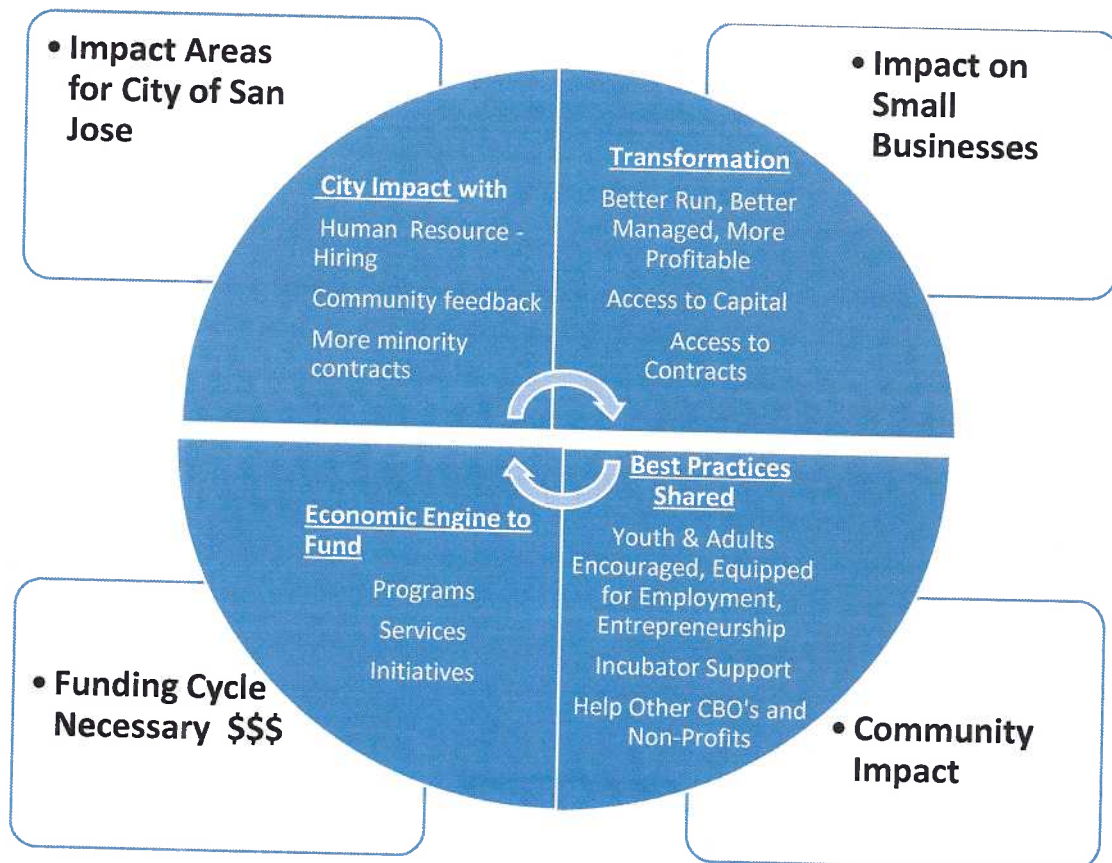
Carl’s expertise as a certified SBDC (Small Business Development Center) advisor and his over 30yrs of being an entrepreneur along with his experience with managing and providing small business services to the City of Jose has him rightly positioned to lead this effort.

The Following diagram depicts how we engage with our partners, small businesses and the community.

Silicon Valley Black Chamber of Commerce

Delivering exemplary service for over 25 years

Creating Measurable and Accountable Impact



Funding is the gas that's necessary to start and run the economic engine that will drive our programs, services and initiatives that benefit all the stakeholders above. This funding for services is hopefully the beginning of establishing a mutually beneficial relationship between our agency and the City of San Jose.

Proposal: Small Business Technical Assistance, Procurement

The Silicon Valley Black Chamber of Commerce submits this proposal for small and disadvantaged business procurement assistance. Recognizing that the City of San Jose discontinued operations and support of the Small Business Development Commission (SBDC) a service vacuum exists between the City of San Jose and its small business community. This proposal is an alternative to the purpose previously served by the SBDC.

Background

The San Jose SBDC was discontinued as of July 1, 2013. Its' role included: "... studies, reviews, and makes recommendations to the City Council regarding the City's efforts on behalf of disadvantaged small businesses to encourage greater participation in city contracts and to increase greater overall economic vitality for business."

The previous San Jose SBDC had two primary missions:

- Role as Procurement Facilitator
- Role as Convener

Coordinated Effort: The Silicon Valley Black Chamber of Commerce and the Silicon Valley Hispanic Chamber of Commerce plan to work together to coordinate their efforts at each Level specified below to satisfy the roles previously stated for the Small Business Development Council's mission.

Specifically, this proposal outlines the following services to be offered by the Black Chamber as Procurement Facilitator:

Level I

- Increase and enhance small and disadvantage business participation in city contracts and vending opportunities.
- Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.

In order to accomplish the above, we will:

- **Procurement:** facilitate and educate the small business community in understanding and navigating the disbursement and award process with small and disadvantaged businesses. The objective is to prepare small disadvantaged businesses with the ability to bid and compete for contracts with the City of San Jose and its agencies along with other public and/or private enterprises.
 - Identify & expedite introductions, develop relationships and facilitate meetings with City of San Jose procurement entities such as Public Works, SJIA, etc.
 - Assist small disadvantaged businesses in certification and documentation
 - Assist small disadvantaged business in financial, insurance and or bonding related documentation
 - Work with City of San Jose to establish/re-establish bidding preference for San Jose based businesses

Proposal: Small Business Technical Assistance, Procurement (continued)...

Level II

- Provide 1-on-1 consultative support

Level III

- Provide procurement consultation and assistance to San Jose's ethnic small business communities, chambers and associations including but not limited to:
 - Filipino Chamber
 - Indian Chamber
 - Chinese Chamber
 - San Jose community district business and merchant associations
 - The various business district associations recognized and or supported by the City of San Jose

Level IV

- Produce an annual report summarizing activities as small business procurement facilitator for the City of San Jose.

The above services will happen through the coordination of up to 6 workshops and webinars, 2 City-Wide Town Hall meetings along with nearly 100 hrs. of 1-on-1 consulting services. Workshops and webinars will range from doing business with the City of San Jose, strategic partnerships for scale and how to best bid for City contracts. Consulting meetings are to best prepare business owners for finding, bidding and securing City contracts. Other hrs. are to navigate and develop relationships with multiple city agencies that offer procurement contracts.

Cost

The Silicon Valley Black Chamber of Commerce proposes to charge the City of San Jose \$36,000 for one year for the services specified above.

We look forward to your response.

Contact Us:

Silicon Valley Black Chamber of Commerce
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Proposal for Services

Prepared for:
Office of Economic Development, City of San Jose

By:
Dennis King
Executive Director
Hispanic Chamber of Commerce Silicon Valley

To the Office of Economic Development, City of San Jose:

Thank you for the opportunity to present this proposal to contract with the City of San Jose for the services outlined within.

Six years ago, our Hispanic Chamber of Commerce became the first chamber of commerce in California to host and manage a Small Business Development Center (SBDC) as part of the largest federal program under the Small Business Administration to assist residents start and grow small businesses. Four years ago we were awarded a second SBDC to provide business assistance to small businesses throughout Santa Clara County. Since then, both SBDCs are ranked among the highest performing SBDCs in Northern California.

Year after year, we have been able to exceed the program's expectations in new business starts, job creation, job retention and access to capital. For the past few years, we have been providing one-on-one assistance to about one thousand local, small businesses annually.

Based on this and other work we do in the community, we are well suited to take up the banner formerly carried by the City's Small Business Development Commission.

Today, as much as ever, San Jose's small businesses still need assistance, appreciation and access to information and resources. They need a voice and a focal point to direct their concerns. A convener of small businesses and their advocates can play an important role in fostering their success and the economic development of the city.

We look forward to working with the staff and policy makers of the City of San Jose, particularly with the Office of Economic Development and city council members, in re-establishing an active convener of San Jose's small business communities.

Respectfully,

Dennis King
Executive Director
Hispanic Chamber of Commerce Silicon Valley
1887 Monterey Road, San Jose, CA 95113
408-248-4800

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History:

For over fifty years the Hispanic Chamber of Commerce Silicon Valley has been at the forefront of providing small business development and entrepreneurship training to local entrepreneurs and small business owners in the San Jose Metropolitan Area. Although much of that training targeted Hispanics, other ethnic minorities and immigrants, all small business owners regardless of background have been served through our many different programs, services and initiatives.

Years ago, we routinely worked with the City of San Jose to provide services to, and feedback from, small business owners, community leaders and stakeholders. We have a long history of delivering more than 100% on the contracts awarded to us.

Services provided in those previous contracts included: Promoting City of San Jose's economic initiatives (e.g. Enterprise Zone, Foreign Trade Center, BusinessOwnerSpace, small business loans) as well as entrepreneurship training, technical assistance and small business services that helped prepare local, small and minority-owned businesses for success in the competitive Silicon Valley and beyond.

When the City struggled with the economic downturn and its own budgetary issues, the ethnic chambers of commerce were cut loose to find their own ways to continue to provide assistance to those they serve. Fortunately, six years ago, we were able to significantly expand our reach and capabilities by hosting and managing the nation's first Small Business Development Center, Hispanic Satellite. Four years ago, we were presented the opportunity to also manage the SBDC Silicon Valley. We were the first chamber of commerce in California to run a SBDC. Since then, both SBDCs are ranked among the highest performing SBDCs in Northern California.

Year after year, we have exceeded the program's expectations in **new business starts, job creation, job retention, access to capital and increased sales**. For the past few years, we have been providing one-on-one assistance to about one thousand local, small businesses annually.

Vision

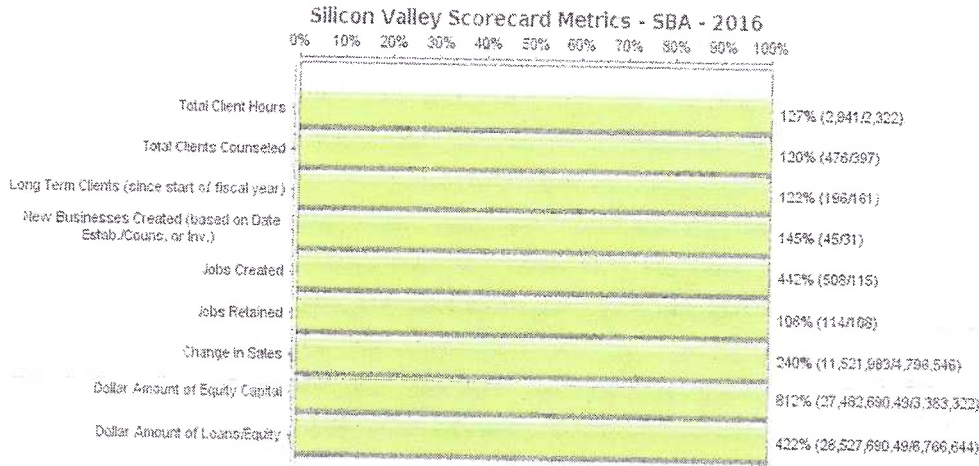
Our vision is to build and support a robust foundation for the small business communities of the San Jose Metropolitan Area. We believe in partnership and engagement with the City of San Jose and other government agencies. Our shared vision and partnership will lay the groundwork to overcome economic disparities in business and promote economic development opportunities for all residents.

The following charts depict our 2016 progress in meeting and exceeding expectations set by the Small Business Administration for servicing the small businesses in Santa Clara County. We have similar goals for 2017.

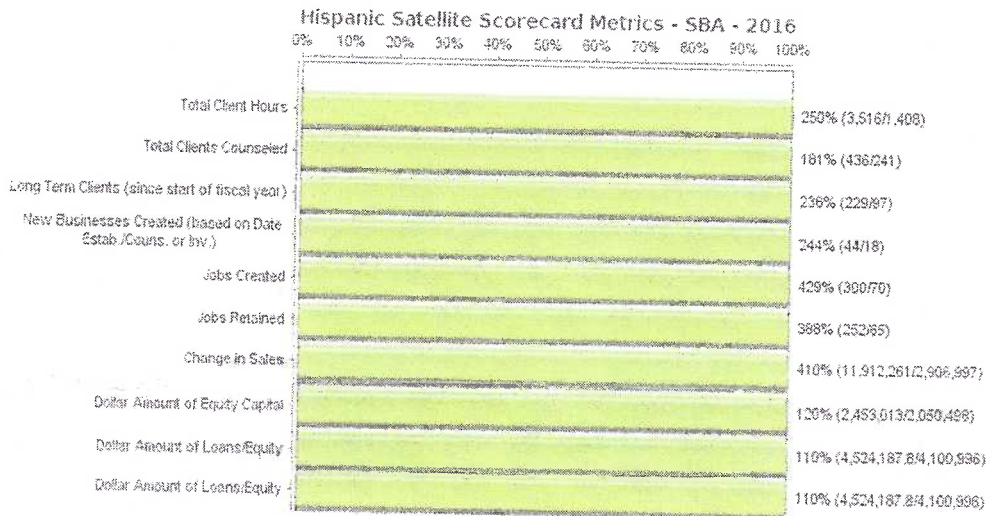
Scorecard Metrics - SBA – 2016

1-7-17

Period: 1/1/2016 to 12/31/2016



Period: 1/1/2016 to 12/31/2016



CITY OF SAN JOSE

Commendation

WHEREAS: The California Hispanic Chambers of Commerce designated the Hispanic Chamber of Commerce Silicon Valley (HCCSV) as "Chamber of the year" for 2016; and

WHEREAS: Five years ago, the HCCSV became the first chamber of commerce in California to host and manage a Small Business Development Center (SUDC), a program to help entrepreneurs start and grow their businesses; and

WHEREAS: In 2016, the Hispanic Chamber provided one-on-one guidance to nearly one thousand local small business owners who then started 90 small businesses which saved 366 jobs and created over 800 new jobs; and

WHEREAS: The Hispanic Chamber of Commerce Silicon Valley is a leading example for ethnic chambers statewide in encouraging them to adopt and implement programs that make a difference in the lives of those they serve; and

NOW, THEREFORE, I, Sam Liccardo, Mayor of the City of San Jose, together with Vice Mayor Magdalena Carrasco our colleagues on the City Council, on this 7th day of March 2016, do hereby recognize and commend the

Hispanic Chamber of Commerce Silicon Valley

for their dedication to our small businesses in the City of San Jose.

Sam Liccardo
The Honorable Sam Liccardo
Mayor

Magdalena Carrasco
Magdalena Carrasco, Vice Mayor

Raul Peralez
Raul Peralez, Councilmember

Scott Jimenez
Scott Jimenez, Councilmember

Deborah Davis
Deborah Davis, Councilmember

Donato Roella
Donato Roella, Councilmember

Charles "Chippie" Luna
Charles "Chippie" Luna, Councilmember

Jan Diaz
Jan Diaz, Councilmember

Sylvia Arroyo
Sylvia Arroyo, Councilmember

Attest by:
Toni Taber
Toni Taber, City Clerk



Proposal: Provide and Maintain A Small Business Convener

The Hispanic Chamber of Commerce Silicon Valley submits this proposal to provide and maintain a venue for San Jose's small and disadvantaged businesses and to facilitate technical assistance to their advocates. A vacuum exists between the City of San Jose and its small business communities since the City of San Jose discontinued operations and support of its Small Business Development Commission. The purpose of this proposal is to fill that void by performing functions previously provided by the Small Business Development Commission by us as an independent agency without the administrative responsibilities and costs previously covered by the City of San Jose.

Background

San Jose's Small Business Development Commission was discontinued July 1, 2013. Its' role had included: "...studies, reviews, and makes recommendations to the City Council regarding the City's efforts on behalf of disadvantaged small businesses to encourage greater participation in city contracts and to increase greater overall economic vitality for business."

San Jose's Small Business Development Commission had two primary missions:

- Role as Convener; and
- Role as Procurement Facilitator.

Regarding the role of procurement facilitator, we are pleased to continue to work with our partner, the Silicon Valley Black Chamber of Commerce and support it in that capacity.

Specifically, this proposal outlines the following services to be offered by the Hispanic Chamber of Commerce as Convener:

Level I

- **Outreach:** Provide community outreach to the small and disadvantaged business communities in San Jose;
- Enhance the visibility of, and access to, City programs (such as BusinessOwnerSpace and the Streamlined Restaurant Permit pilot program) that assist the small businesses of the City; especially its diverse and immigrant-owned ones, and
- Increase public awareness of San Jose-based small business owners and advocates of the existence, mission and activities of this endeavor as a convener of small business owners and advocates as well as a forum about issues that matter to them.

Level II

- **Convene regular meetings** of small business advocates that are open to the public:
 - Identify issues and collect feedback as needed to address specific issues within the diverse small business communities through meetings and consultations.
 - It is intended that there be ten monthly meetings during the year.
- Convene special meetings of local small business owners to address small business issues and opportunities (e.g. procurement opportunities with the City of San Jose).

Level III

- Provide consultation and assistance to San Jose's ethnic small business communities, chambers and associations, including but not limited to:
 - Silicon Valley Black Chamber of Commerce;
 - Filipino American Chamber of Commerce;
 - Chinese American Chamber of Commerce;
 - Other ethnic chambers and business associations; and
 - The neighborhood business district associations recognized and or supported by the City of San Jose

Level IV

- Partner with the City to produce a yearly report quantifying meetings held, issues addressed, and available resources for local small businesses.

Cost

The Hispanic Chamber of Commerce Silicon Valley proposes to provide the specified services on behalf of the City of San Jose for one year for \$40,000.

We look forward to working together.

Contact Us:

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