



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Ash Kalra

**SUBJECT:** BUDGET DOCUMENT

**DATE:** 5/19/2015

Approved

*Ash Kalra*

Date

*5/19/15*

## RECOMMENDATION

That the following recommendation be enacted.

## Proposal

Program/Project Title: 1 FTE Executive Analyst I/II as Small Business Ambassador (Planning Department Liaison)

Amount of City Funding Required: \$92,000

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

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.):

Helping small businesses build from the ground up is a responsibility we must hold to as a City if we want to create a healthy economy. This recommendation will create a Small Business Ambassador FTE position within the Office of Economic Development that focuses on assisting small businesses through the planning process. This will allow staff to work one-on-one with potential small businesses to ensure their transition and development is as smooth and positive as possible. This personal customer service to small businesses will encourage more to stay in San José.

## Funding Source

Essential Services Reserve (\$2 million)

Other (Program/Project/Fund): General Fund

Department or Organization: Office of Economic Development

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

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