



Memorandum

TO: MAYOR LICCARDO

FROM: Vice Mayor Chappie Jones

SUBJECT: BUDGET DOCUMENT

DATE: May 28, 2020

Approved

Date: May 28, 2020

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: COVID-19 Small Business Marketing Assistance & Guidance Grant Program

Amount of City Funding Required: \$100,000

Fund Type (i.e. General Fund, C&C funds, etc.): Essential Services and Cares Act Funds

This change is:

One-time Ongoing

Cost Estimate Number (if applicable):

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

Approve one-time funding to provide grants for local small minority businesses to assist with business recovery as a result of the economic downturn brought on by the COVID-19 pandemic. While COVID-19 has created obvious difficulties, the ability of businesses to market to their customers and comply with COVID-19 guidance remains essential to their recovery, resiliency and sustainability. Supporting our small businesses as they reopen and recover contributes to the safety of our community, availability of services to our residents, and in turn, the quality of life for our local communities.

Through this grant program, the City’s Office of Economic Development will facilitate and provide grants to chambers of commerce representing businesses of minority and protected populations through the Hispanic Chamber of Commerce Silicon Valley (\$65,000) and the Silicon Valley Black Chamber of Commerce (\$35,000), which they in turn may use the funding for “Shop Local” marketing campaigns and/or hiring a consultant to build their own capacity for COVID-19 compliance and guidance to support small businesses. Funds could also be used to help develop fundraising strategies and perhaps identify ways

they may expand their outreach and services through technology and partnerships. A percentage of funds will be distributed to chambers of commerce representing minority and protected populations and their businesses served to assist our local business community with overcoming their unique challenges as a result of the COVID-19 pandemic.

Funding Source

- Essential Services Reserve: \$50,000 (to ensure availability of funds January 1, 2021 – June 30, 2021)
- Other (Program/Project/Fund): Cares Act Fund/\$50,000

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title:

Department or Organization:

Phone Number:

Email: