



# Memorandum

**TO:** MAYOR LICCARDO  
**SUBJECT:** BUDGET DOCUMENT

**FROM:** Vice Mayor Chappie Jones  
**DATE:** 05/25/21

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Approved *Chappie Jones*

Date May 25, 2021

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## **RECOMMENDATION**

That the following recommendation be enacted.

### **Proposal**

Program/Project Title: Virtual Small Business Center

Amount of City Funding Required: \$ 233,000

This change is:

One-time       Ongoing

**Cost Estimate Number (if applicable): #83**

It is recommended to implement this project in two phases, beginning with the integration and centralization of the City’s existing information and services into one webpage/virtual center as Phase I (\$233,000 in FY 21-22); and potentially expand on that effort with the addition of new tools and services to improve service and support for our small businesses as Phase II (\$233,000 in FY 22-23). This also includes the cost of one part-time staff person to facilitate the effort.

**Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):**

Create a virtual “one-stop shop” that streamlines all of the City’s resources and services for small businesses. More visibility and centralized integration is needed when marketing and providing access to the multitude of services currently provided for our small businesses, such as the Business Owner Space, SJ Economy (COVID- 19 Guidance), Business Coaching Center, and more.

Considering 40% of small businesses have shut their doors and the ones remaining have been highly impacted by the pandemic, now is the time to provide a single point-of-contact and one website to visit for

support as they work to stay open, access capital, pivot their business models as needed, and thrive in this changing economy. A database of business associations, chambers of commerce, and entities that provide services for small businesses should also be included.

This proposed effort strongly aligns with the Office of Economic Development’s current strategy to expand its advocacy, capacity and tools for small businesses. The recent award from the U.S. Department of Commerce’s Economic Development Administration has provided new opportunities to work with community partners and “to build a stronger small businesses climate for a resilient business ecosystem that has been severely stressed during COVID-19.”

**Funding Source**

\* Essential Services Reserve:

Other (Please specify program/project/fund):

**Department or Organization Contact**

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

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