



City of Emeryville  
CALIFORNIA

# Small Business Joint Study Session

May 16, 2017

*Attachment 1*



City of Emeryville  
CALIFORNIA

# Introduction

Economic Profile  
Overview -Local Small Business Support Programs  
Overview -State/Regional Support Programs  
Listening Session



City of Emeryville  
CALIFORNIA

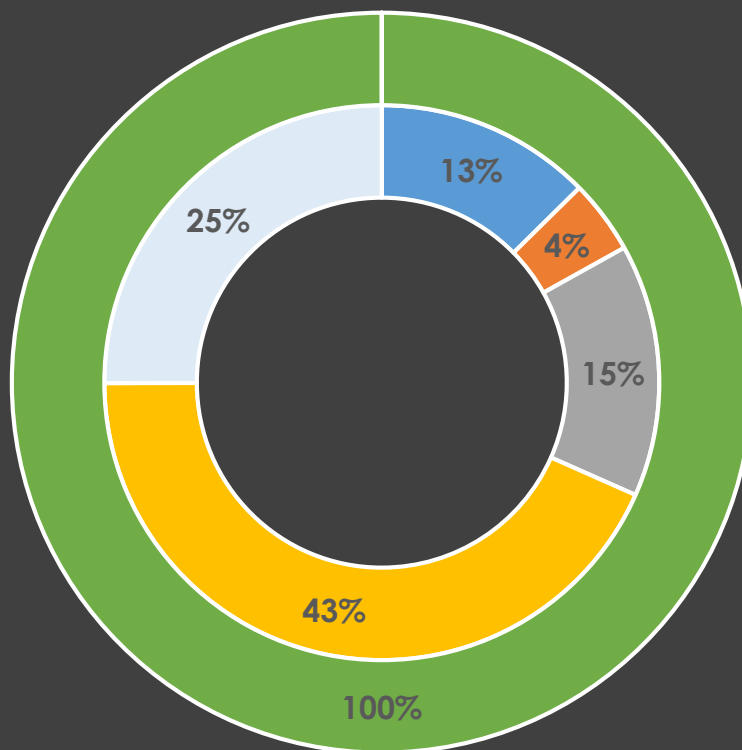
# Economic Profile

*Understand the Economic Context*



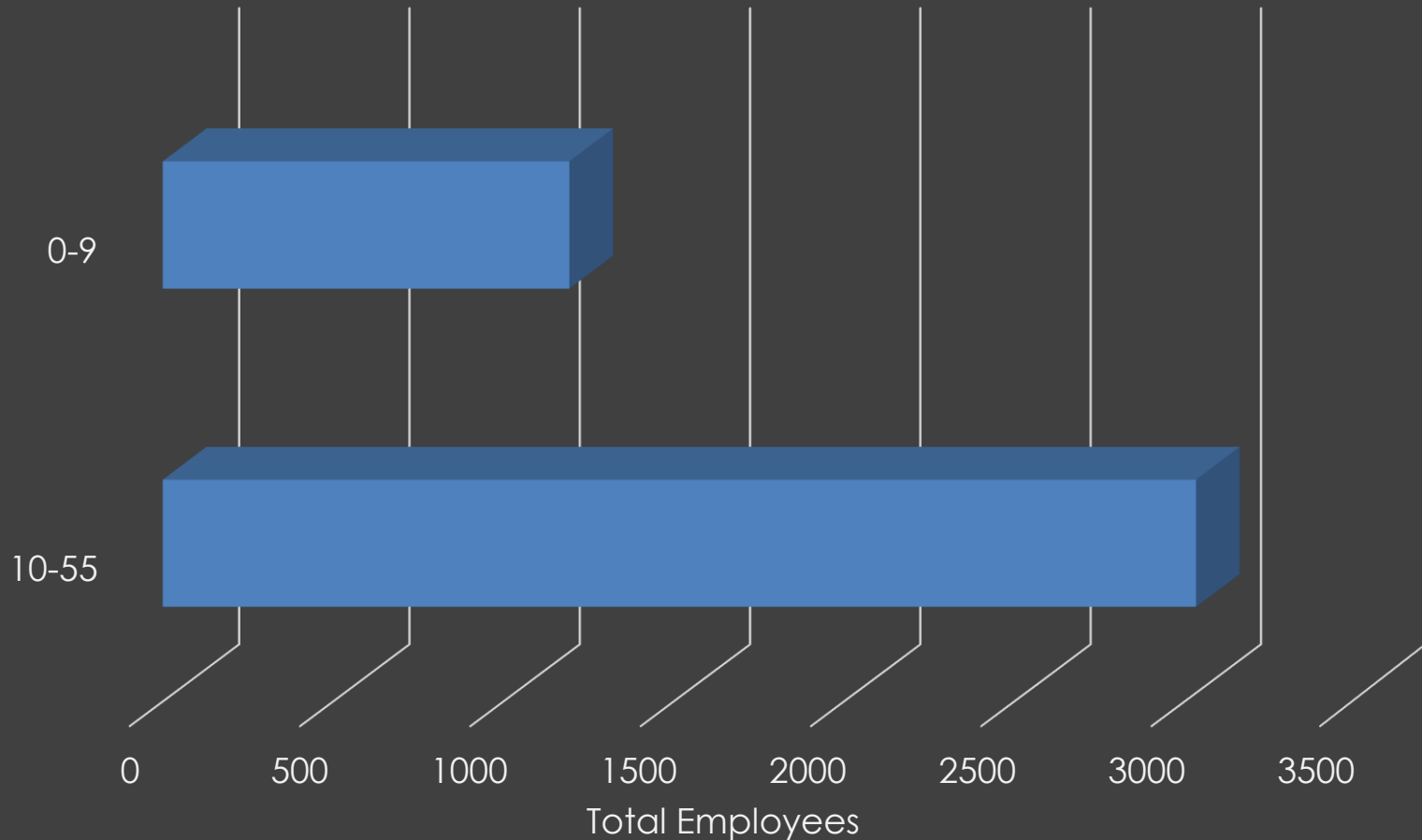
## Proportion of Emeryville Businesses by Total Number of Employees

- 500+
- 56-499
- 10-55
- 0-9
- undeclared
- Total



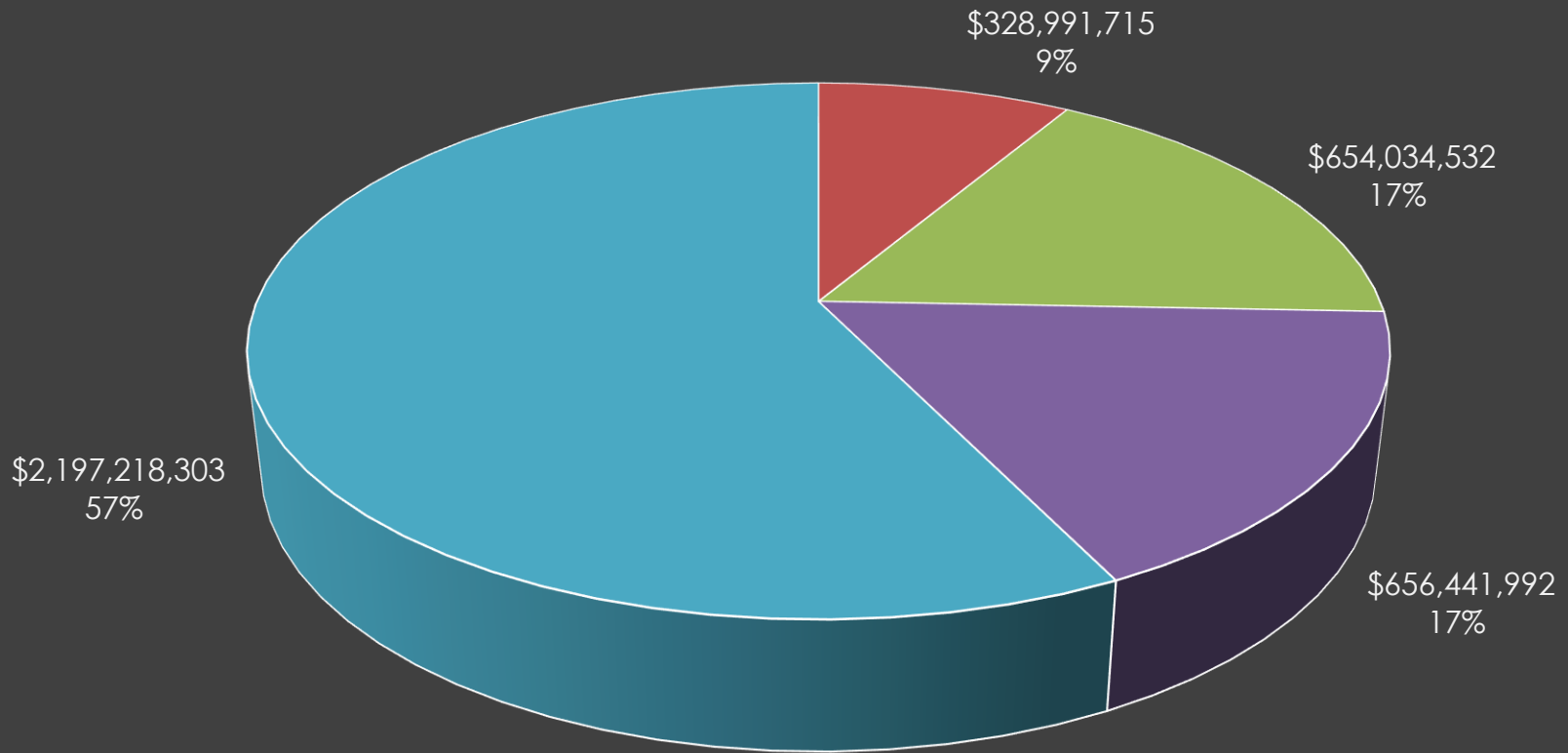


## Emeryville Employees Working For Businesses With <56 Employees





## Reported Gross Receipts by Total Number of Employees (Total \$3.83B)



Number of Employees    0-9    10-55    56-499    500+



City of Emeryville  
CALIFORNIA

# Overview of Local Small Business Support Programs

*Understand the Competitive Environment*



City of Emeryville  
CALIFORNIA

## ...Overview of Programs...

### General Assistance

Space available/site referral\*

Consulting: general, workforce\*\*

Consulting: energy efficiency\*

Market/demographic data on request\*

Business visitation\*\*

Training workshops

Ombudsman/concierge/liasion/ambassador





City of Emeryville  
CALIFORNIA

## ...Overview of Programs...

### Marketing

- Buy local campaign, local certification

- Phone “app”

- Blog/newsletter

- Funds for merchant associations/districts



City of Emeryville  
CALIFORNIA

## ...Overview of Programs...

Financial Assistance

- Revolving loan

- Sales tax reimbursement

- Façade grant\*\*

- Impact fee deferral/financing\*\*

- Business license fee rebate\*



City of Emeryville  
CALIFORNIA

# Regional Programs (East Bay EDA)

*Identify Opportunities For Leverage*



# East Bay Economic Development Alliance

**Emeryville Small Business Joint Study Session**

**May 16, 2017**

A faded, light gray map of the San Francisco Bay Area serves as the background for the slide. It shows major cities like Berkeley, Oakland, San Francisco, San Jose, and Fremont, as well as geographical features like the Golden Gate Bridge and the bay. The map is oriented with North at the top.

# **We Are Your Regional Resource**

- **27+ year organization**
- **Began as an advisory committee to Alameda County on economic concerns**
- **Serve Alameda and Contra Costa counties**
- **High level, cross-sector leadership**
- **129 member organizations, includes 26 cities**

# Programs & Resources for Emeryville Businesses

- **Hiring/Employment Support**
- **Business Advising**
- **Access to Cash**
- **Tax Credits**
- **Certifications**
- **Utilities**

# Hiring/Employment Support

- **AC Hire**
- **On the Job Training**
- **Customized Training**
- **Small Business Healthcare Tax Credit**
- **Work Opportunity Tax Credit (WOTC)**



# Business Advising



- **Alameda County Small Business Development Center (SBDC)**
- **Renaissance Entrepreneurship Center**
- **SCORE East Bay**
- **ICA Fund Good Jobs**
- **Manex**





# Access To Cash

- **Working Solutions**
- **Pacific Community Ventures**
- **Opportunity Fund**
- **Northern California Community Loan Fund**
- **U.S. Small Business Administration Loans**
  - **Veteran Launch**
- **TMC Financing**

# Tax Credits

- **Manufacturing and Research & Development Equipment Exemption**
- **Research and Development Tax Credit**
- **Disabled Access Credit**
- **Architectural Barrier Removal Tax Reduction**

# Certifications

- **Bay Area Green Business Program**
- **Alameda County – Small, Local, & Emerging Business (SLEB)**
- **Minority-Owned Businesses (SBA)**
- **Women-Owned Businesses (SBA)**



---

**CERTIFIED**

# Utilities

- **PG&E Food Service Technology Center**
- **StopWaste**
- **EBMUD**



# Thank You!

- **Darien Louie, Executive Director**  
**510-272-3874**  
[darien@EastBayEDA.org](mailto:darien@EastBayEDA.org)
- **Luis Aguilar, Economic Development Analyst**  
**510-272 -3889**  
[luis@EastBayEDA.org](mailto:luis@EastBayEDA.org)
- **David Le, Economic Development Analyst**  
**510-209-3996**  
[david@EastBayEDA.org](mailto:david@EastBayEDA.org)





City of Emeryville  
CALIFORNIA

# Listening Session

*Determine What the Business Community Needs*



City of Emeryville  
CALIFORNIA

...Listening Session...

Challenges faced by small businesses...

...solutions for those challenges



City of Emeryville  
CALIFORNIA

# Conclusion

*Communicate Next Steps*





City of Emeryville  
CALIFORNIA

## ...Conclusion...

Summarize/distill input

City Council to prioritize & assign

Integrate Economic Development Strategic Plan



City of Emeryville  
CALIFORNIA

Thank you!

Chadrack Smalley | [csmalley@emeryville.org](mailto:csmalley@emeryville.org) | 510-596-4355