



City of Emeryville
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Small Business Joint Study Session

May 16, 2017



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Introduction

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



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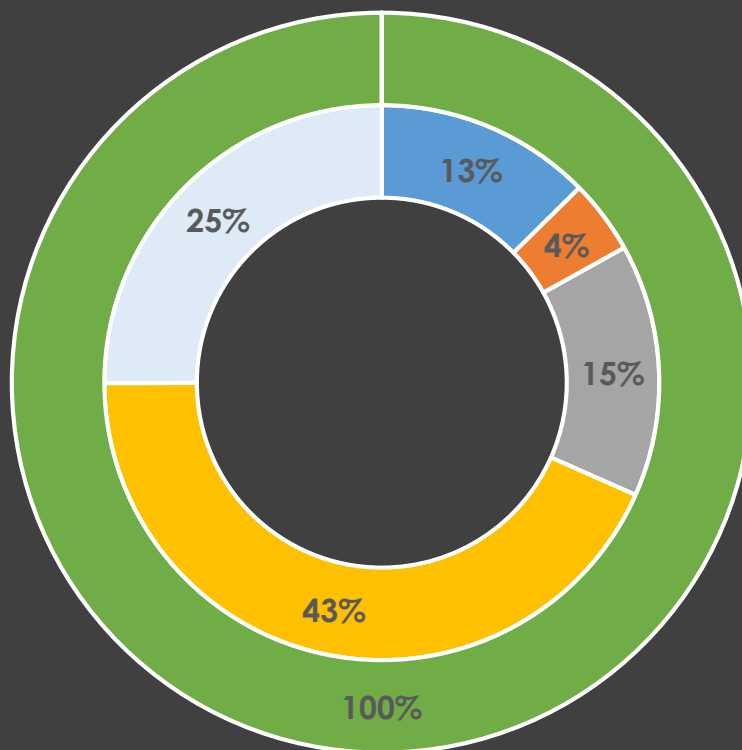
Economic Profile

Understand the Economic Context



Proportion of Emeryville Businesses by Total Number of Employees

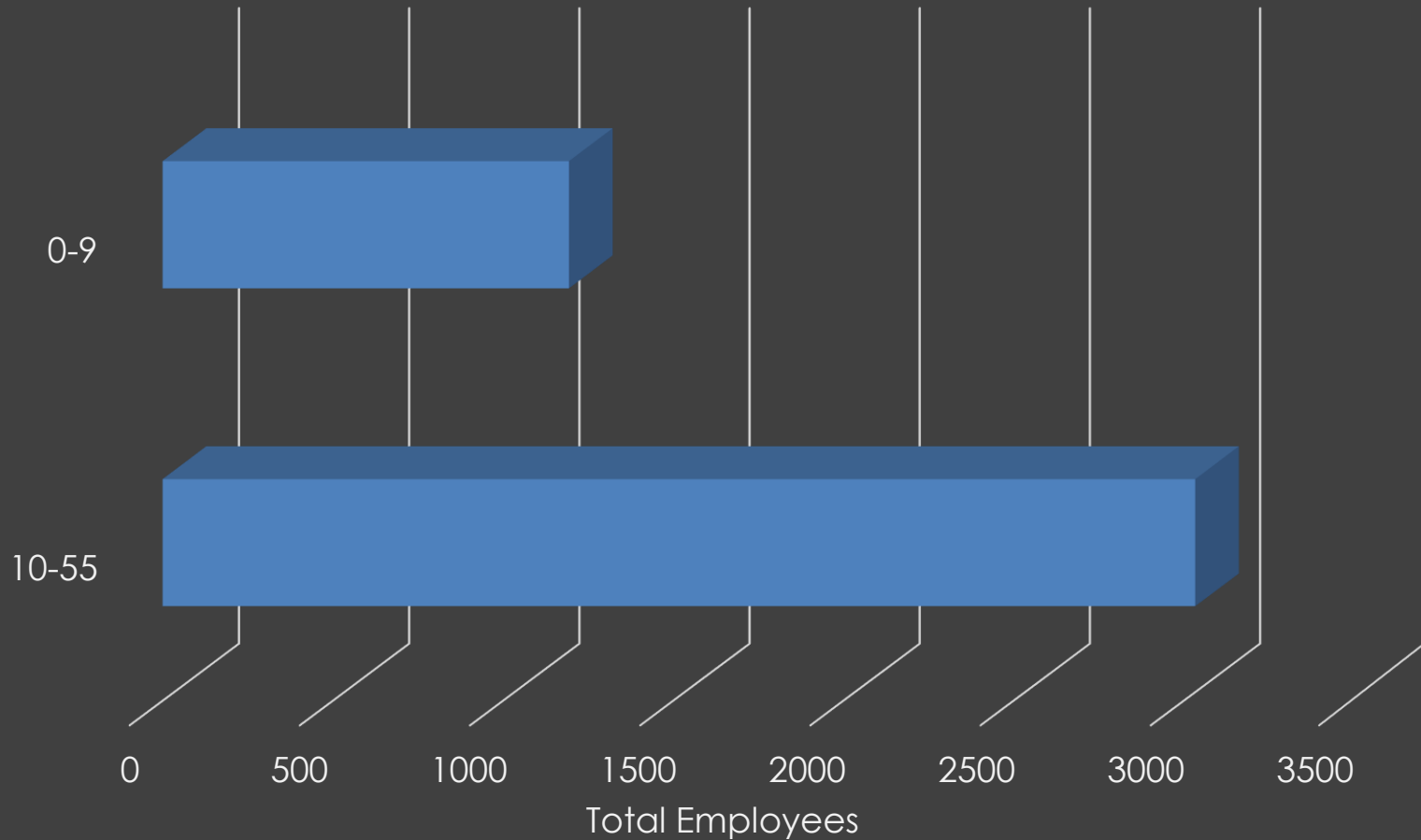
- 500+
- 56-499
- 10-55
- 0-9
- undeclared
- Total





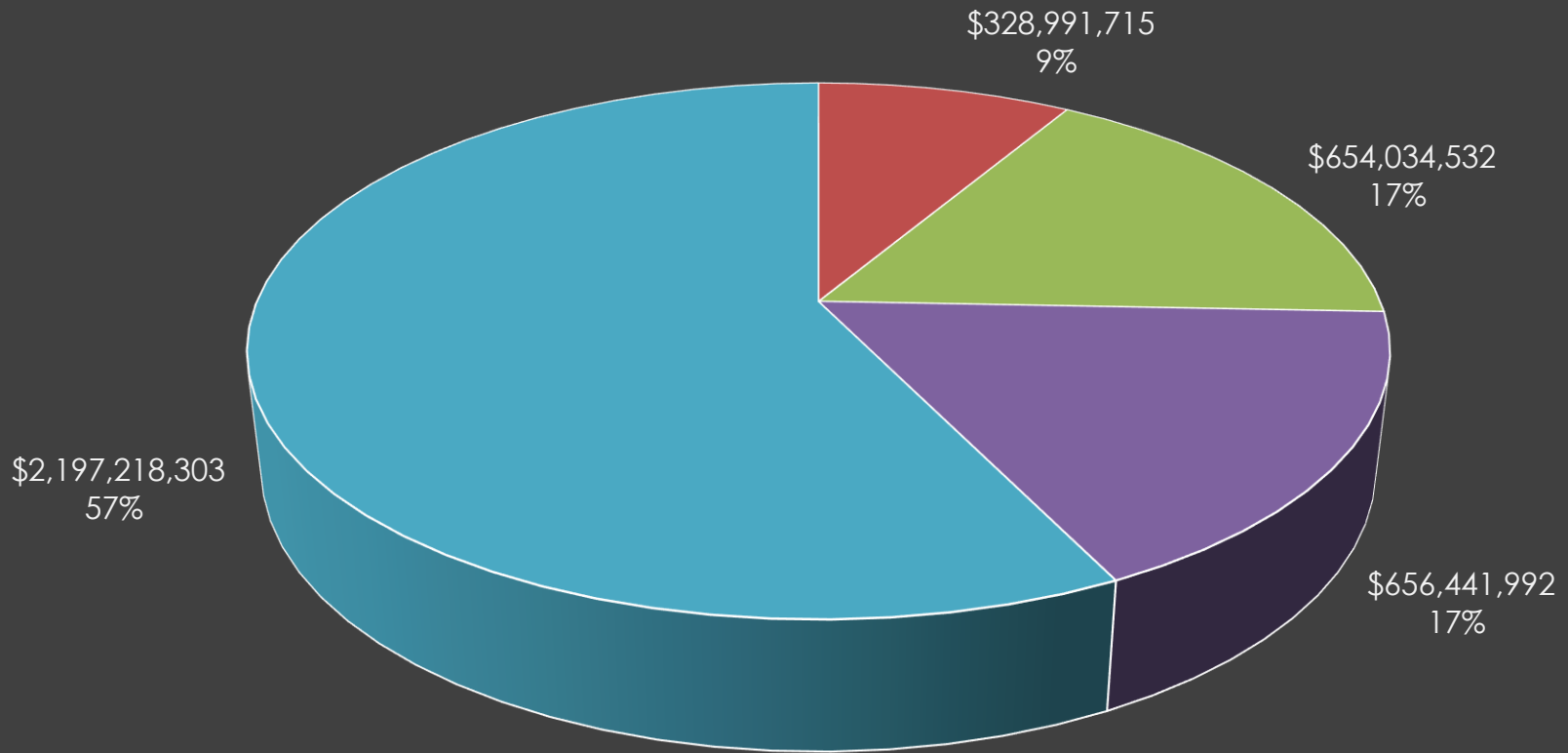
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Emeryville Employees Working For Businesses With <56 Employees





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



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



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Overview of Local Small Business Support Programs

Understand the Competitive Environment



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...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



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...Overview of Programs...

Marketing

- Buy local campaign, local certification

- Phone “app”

- Blog/newsletter

- Funds for merchant associations/districts



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...Overview of Programs...

Financial Assistance

- Revolving loan

- Sales tax reimbursement

- Façade grant**

- Impact fee deferral/financing**

- Business license fee rebate*



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Regional Programs (East Bay EDA)

Identify Opportunities For Leverage



East Bay Economic Development Alliance

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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!

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Listening Session

Determine What the Business Community Needs



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...Listening Session...

Challenges faced by small businesses...

...solutions for those challenges



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Conclusion

Communicate Next Steps



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...Conclusion...

Summarize/distill input

City Council to prioritize & assign

Integrate Economic Development Strategic Plan



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Thank you!

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