

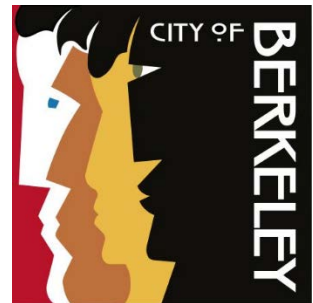
# Small Business Support

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OFFICE OF ECONOMIC DEVELOPMENT

CITY COUNCIL WORKSESSION

FEB. 5, 2019



# Agenda

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1. Recap How We Got Here
2. Report Progress on OED's 2018-19 Work Plan Additions to Support Small Businesses
3. Q & A and Discussion



# Recap

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**April 2017:** Council Refers Small Business Support Package to City Manager

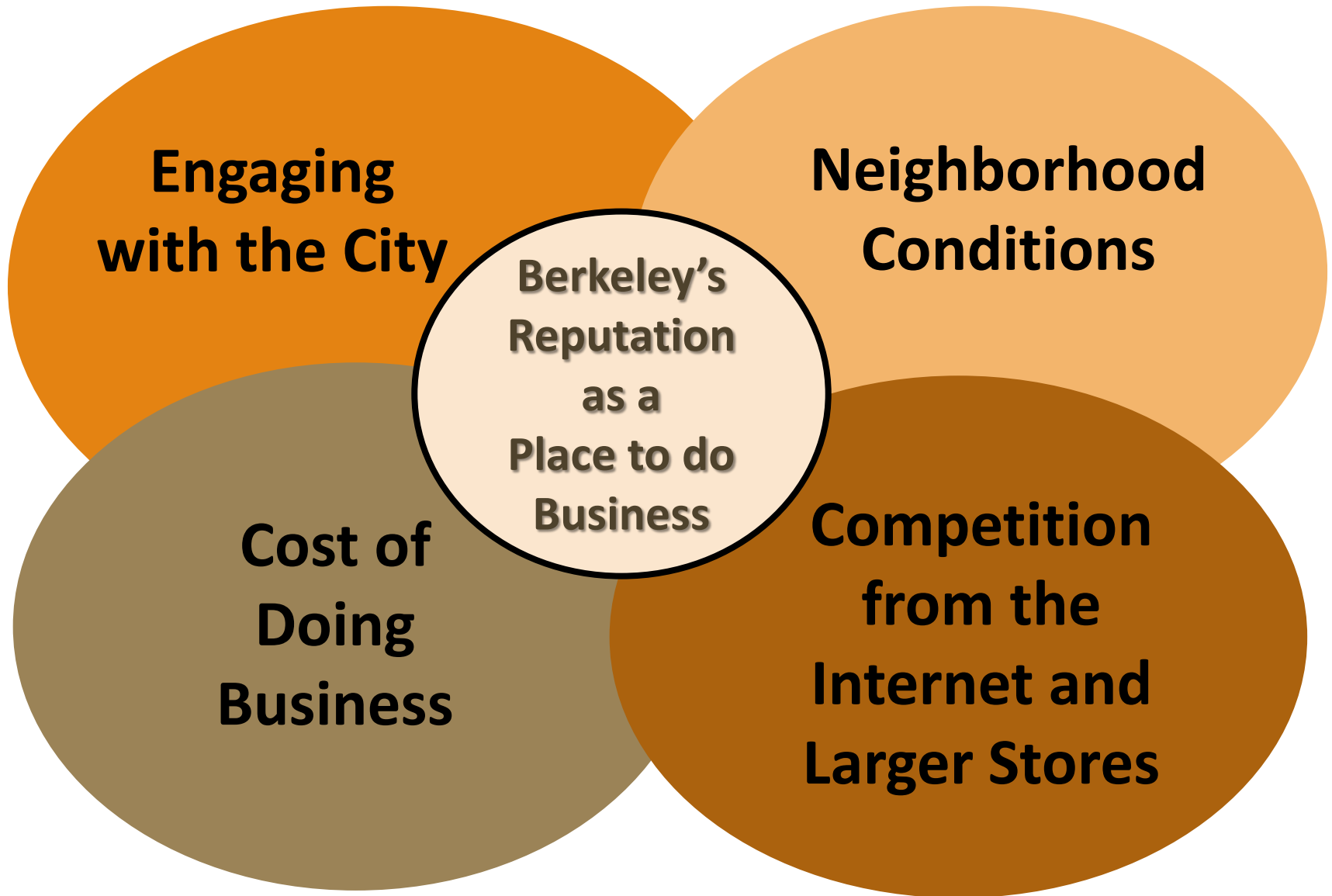
- #1 ranked referral (excluding housing topics) by City Council in 2017

**Summer-Fall 2017:** OED Business Outreach

**January 2018:** Small Business Support Worksession

- OED identifies 5 additions to its 2018-19 workplan to support small businesses in Berkeley

# Issues Impacting Berkeley's Small Businesses (identified 2017)



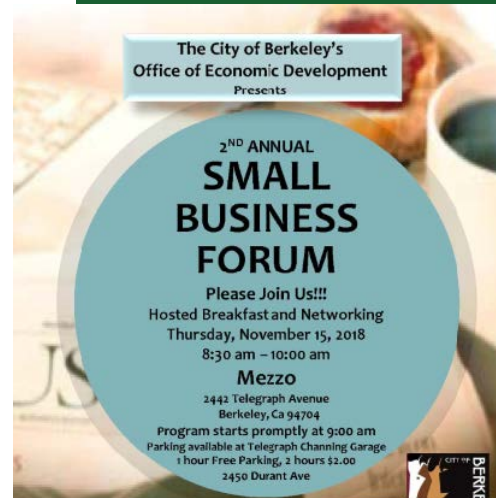
# OED's five major additions to our 2018-19 work plan

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- 1. Improve OED's outreach & communications with small businesses.**
- 2. Increase support for businesses navigating the permitting process.**
- 3. Recommend modifications to the zoning ordinance to support small local businesses and prioritize desired uses.**
- 4. Pilot new small business assistance and retention programs.**
- 5. Support independently-owned retailers with marketing, networking and education.**

# Improve OED's outreach and communications

- Physical and Digital Collateral
- Direct Mail
- Business Survey
- Small Business Forum
- Berkeley Business District Network (BBDN)



Who should attend?  
Berkeley Small Business Owners or Managers

Why join us?

To learn about Berkeley efforts to support local small businesses and provide



# Physical and Digital Collateral

- Brochures
- Web Content
- Direct Mail



## Attention Berkeley Business Owner:

Thank you for continuing to do business in the City of Berkeley. We value your contributions to our City.


Berkeley's Office of Economic Development (OED) is available to provide you with support and assistance. Our mission is to assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive. Our services include:

- **Berkeley Revolving Loan Fund.** Low interest loans up to \$100,000 to expand, make business improvements and create and retain jobs.
- **Assistance with Business Establishment and Expansion.** We help businesses navigate Berkeley's land use codes and regulations, identify sites, and get your doors open as quickly as possible.
- **Information, Resources and Connections.** We can provide economic and demographic data; connections to other City departments, local business networks and industry associations; advice on greening your business; and additional information on a range of business topics.
- **Business Retention Services.** Is your business at risk of displacement or closure? Qualifying businesses can receive focused assistance and training in marketing, sales, customer service, budgeting, real estate, succession planning and other topics to enhance your profitability and sustainability.

If you are interested in any of these services, please call us at (510) 981-7530 or email us at [OED@cityofberkeley.info](mailto:OED@cityofberkeley.info). For further information on our programs and services, please visit our website at [www.cityofberkeley.info/oed](http://www.cityofberkeley.info/oed).

# 2018 Small Business Survey

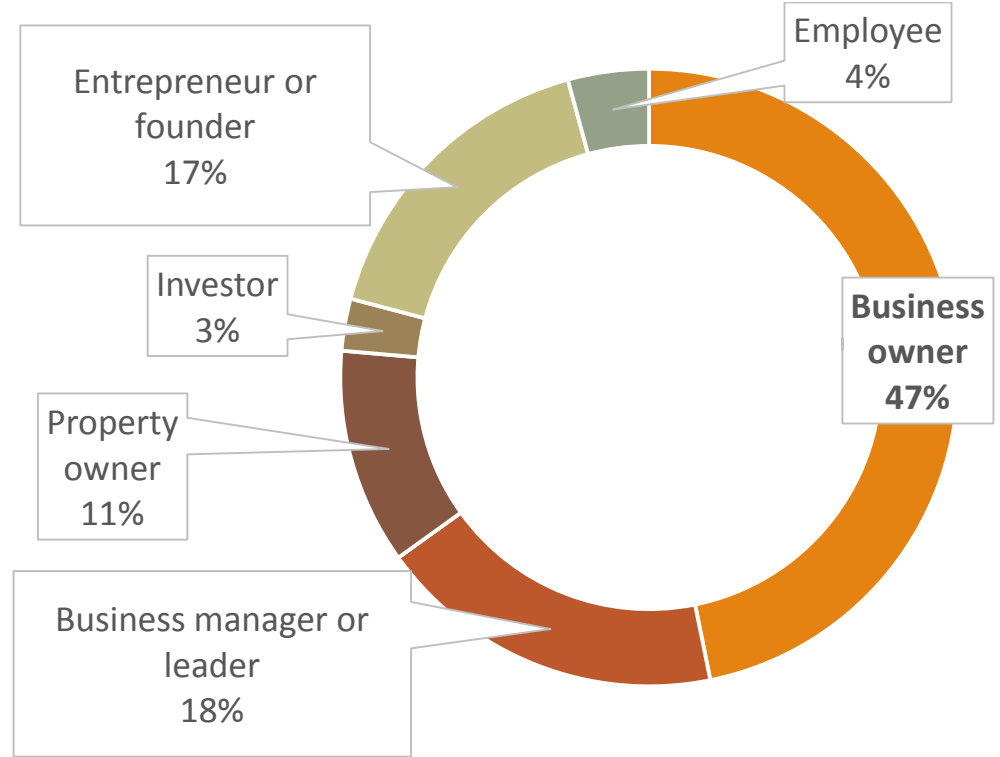
- **575** Unique Responses
- **15** questions
- **10%** Response Rate
- Survey open online on *Berkeley Considers* for **one** month
- **37%** of total respondents live in Berkeley

 As a Berkeley business leader, tell us more about how Berkeley can support you!

Introduction Feedback Your Response Outcome

Introduction

### Survey Respondents by Role

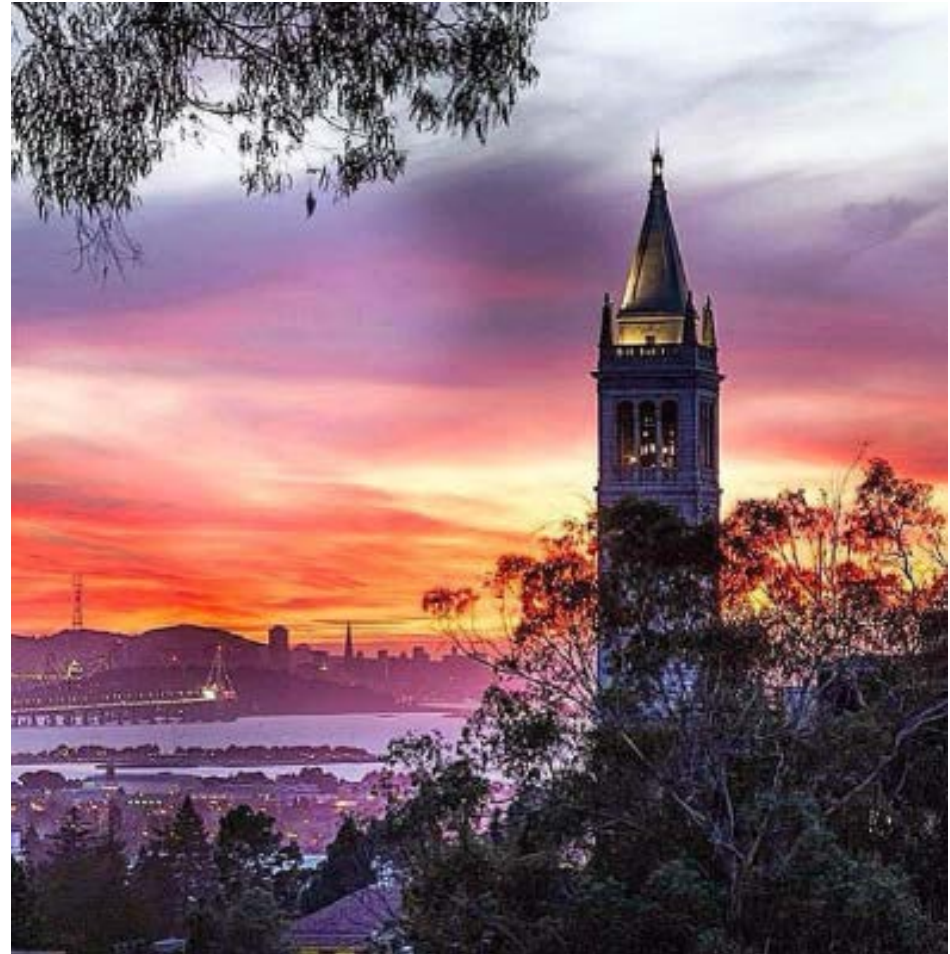




# Survey: Select the TOP 3 Reasons your business is in Berkeley...

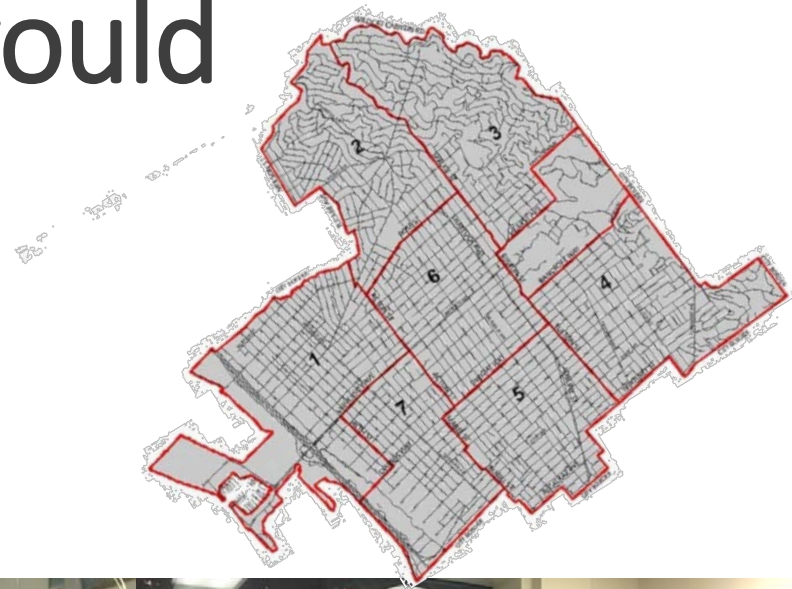
## Responses:

- At least one of the founders/owners lives in Berkeley (**59.3%**)
- My key markets/customers are local (**33.2%**)
- Alignment with Berkeley's values (**27.2%**)



# Survey Respondents would like OED to focus on:

- **Help navigating Berkeley's codes, regulations, and policies (30%)**
- **Opportunities to connect with local leaders through business networks, commercial districts, and industry groups (28%)**
- **Connecting to the broader Berkeley innovation ecosystem, including U.C. Berkeley and Berkeley Lab (20%)**





# 11/15/18 Small Business Forum



# Berkeley Business District Network (BBDN)



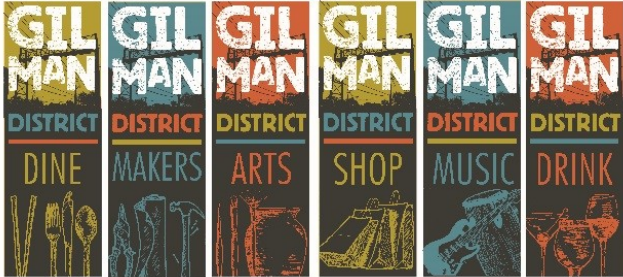
Telegraph  
Berkeley



Visit  
*Berkeley*  
Come for the Culture,  
Stay for the Food™



UNIVERSITY  
AVENUE  
ASSOCIATION





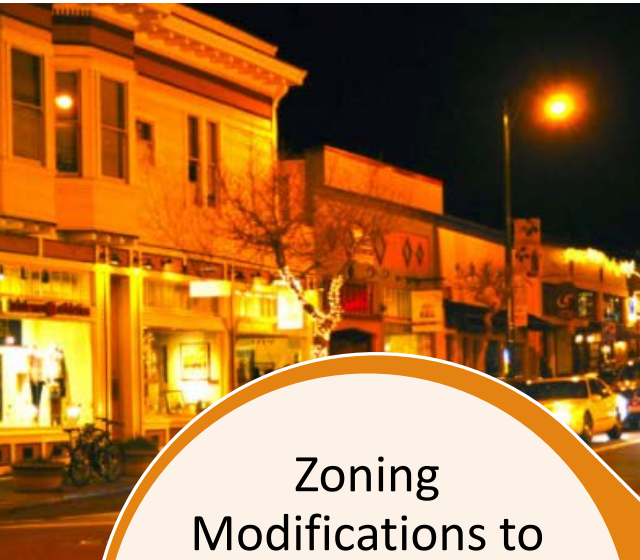
# Increase Support for Businesses Navigating the Permitting Process

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- Shadowing building inspectors
- Tracking Zoning Adjustments Board & Council meetings
- Engaging with the small business community
- Researching best practices

# Recommend modifications to the zoning ordinance to support small businesses and prioritize desired uses.



Zoning  
Modifications to  
Support Small  
Business

(Council Referral to  
Planning Commission  
May 2018)

Planning  
Commission  
Meetings

(June 20, July 18, and  
Public Hearing Oct. 3)

City Council  
Public Hearings  
(December 11,  
January 22)

- Ordinance Changes effective February 2019

# Pilot new small business assistance and retention programs.

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- Provide technical help to businesses.
- Free business advising services to assist small businesses that are at high risk of displacement or closure in Berkeley.
- Individual Action Plans prepared for each business.



# Pilot new small business assistance and retention programs.

- Assist owners with succession planning and conversion to worker-owned cooperatives.

## EMPLOYEE OWNERSHIP

### Benefits

#### Workers

Better pay and benefits  
Assets and business ownership  
Voice in key decisions

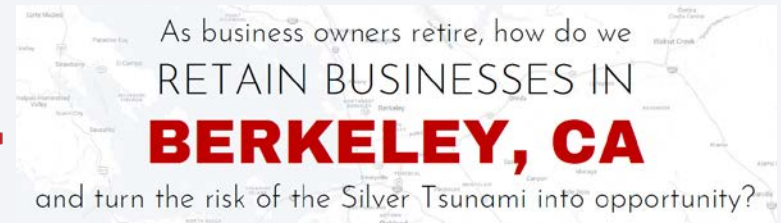
#### Businesses


Higher productivity & growth  
Lower employee turnover  
Improved longevity & lasting legacy

#### Society

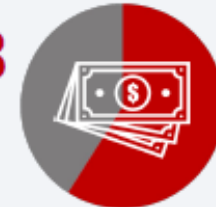
Increased local spending  
Heightened civic engagement  
Community wealth building

project  
**{EQUITY}**



**1,200** businesses in  **Berkeley** are over **20** years old.

They account for **\$1.6B** or **60%** of revenue.



These businesses employ **1** in **3** workers.





# Support independently-owned retailers

- Promote independent retailers with marketing and events.
- Develop educational workshops, provide networking opportunities

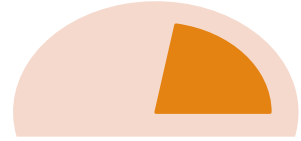


Drawing: K.Qui (Daily Cal)



# OED Workplan Additions: Progress to Date

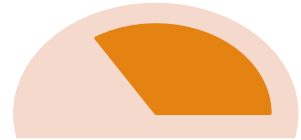
Support independently-owned retailers with marketing, networking and education



Small Business Retention Programs

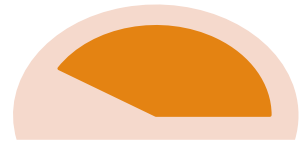


Support for Small Business Navigating the Permitting Process

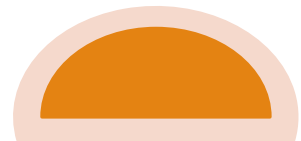


*A package of 5 programs and policies to support small businesses in fiscal years 2018 & 2019*

Outreach and Communication Initiatives



Zoning Modifications to Support Small Businesses



# Looking Ahead to 2019...



# In Addition: OED's Baseline Services

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EXISTING SERVICES FOR BERKELEY'S BUSINESSES



# Office of Economic Development - Core Services



Identify **resources** and get assistance to launch or grow a business.

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Get **financing** for a business expansion or other business needs through our Revolving Loan Fund.

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**Connect** with local leaders through business networks, commercial districts, and industry groups.

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**Recruit local talent** or share your knowledge through our education and training partner network.

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Obtain **economic and demographic data** to support location decisions, marketing, and research.

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**Plug-in** to the broader Berkeley innovation ecosystem, including U.C. Berkeley and Berkeley Lab.

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Find a **business location** or commercial real estate in Berkeley.

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**Navigate Berkeley's codes, regulations, and policies** to start or expand a business.

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Get certified as a **green business**.



**Provide feedback** on local policy.

***The mission of the Office of Economic Development is to assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive.***

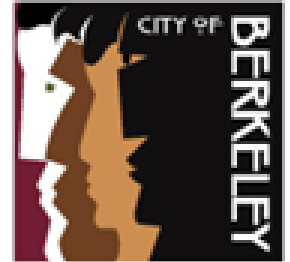


# Q&A + Discussion

Office of Economic Development

Business Services Team

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