



CED COMTE: 4-26-10

ITEM: d(4)

# Memorandum

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**TO:** COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE

**FROM:** Paul Krutko

**SUBJECT:** SMALL BUSINESS DEVELOPMENT  
COMMISSION ANNUAL REPORT

**DATE:** April 9, 2010

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At the Committee's meeting on April 26, a representative of the Small Business Development Commission will present the attached achievements for 2009 and proposed workplan for 2010.

Paul Krutko  
Chief Development Officer

For questions please contact Dhez Woodworth, Economic Development Officer, at (408) 535-8172.

## **Small Business Development Commission**

### **2009 Activities & Accomplishments**

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#### **1. Increase and enhance small and disadvantage business participation in city contracts and vending opportunities.**

- 1.1. Heard presentations from Public Works and updates from Hensel Phelps Construction Company regarding the Airport Subcontracting Program. Hensel Phelps was awarded the design/build contract to build the next phase of airport improvements. The SBDC also provided feedback and recommendations to optimize small business sub-contract opportunities.
- 1.2. Commission continued to monitor City performance with respect to annual DBE goals.
- 1.3. Commission continued to review city contracting requirement for “experience with like entities” and the possible reduction in vendor pools that might result from the unnecessary use of such requirements.
- 1.4. Accepted and reviewed input from local small businesses (public) regarding issues related to this goal.

#### **2. Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.**

- 2.1. Reviewed and listened to presentations regarding the business tax for independent contractors.
- 2.2. Reviewed and listened to a presentation from the Deputy Director of Public Works on the results of the 2008 Procurement Survey.
- 2.3. Reviewed and listened to a presentation on the Enterprise Zone and the opportunities for small businesses to leverage its benefits.
- 2.4. Participated and represented the SBD commission on the E-Center transition plan to close and move to the new location.

#### **3. Increase public awareness of the existence, mission and activities of the SBDC.**

- 3.1. Created a plan to increase public awareness of the SBDC throughout the small business community. Held regular sub-committee meetings throughout the year.
- 3.2. Invited and heard from small business community partners and stakeholders at each commission meeting to leverage any relationship opportunities.

- 3.3. Hosted SBD commission meetings at 2 different locations (BioCenter and San Jose OneStop) to share our story and learn about other small business resources. Both of these meetings included a tour of the facilities.
- 3.4. Participated in the City's project of Commission Focus Groups.
- 3.5. Hosted a hearing on the City's proposed Non-Reusable Bag Ban. Developed a recommendation on this issue to the City Council.
- 3.6. Met with Council Liaison and provided update on SBD Commission activities.

<b><u>2010 Goals &amp; Deliverables</u></b>	<b><u>Accomplishments</u></b> (To be completed at end of 2010)
<p><b>GOAL #1 – Increase and enhance small and disadvantaged business participation in City contracts and vending opportunities.</b></p> <ol style="list-style-type: none"> <li>1. Continue to work with the Airport subcontracting program</li> <li>2. Review survey of businesses regarding experience with City procurement</li> <li>3. Review contracts awarded</li> <li>4. Continue to review DBE program(s)</li> </ol>	
<p><b>GOAL #2 – Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.</b></p> <ol style="list-style-type: none"> <li>1. Increased SBD Commission participation in various small business fairs</li> <li>2. Assist in City outreach regarding City business assistance fairs</li> <li>3. Work closely with diverse Chambers of Commerce to increase participation beyond traditional relationships</li> <li>4. Co-host with existing networking events for businesses to exchange opportunities</li> <li>5. Explore unique opportunities, and training for San Jose businesses in collaboration with Chambers of Commerce</li> </ol>	
<p><b>GOAL #3 – Increase public awareness of the existence, mission and activities of the SBDC.</b></p> <ol style="list-style-type: none"> <li>1. Contribute to existing newsletters (could include Council newsletters, BOS website and Chamber newsletters)</li> <li>2. Identify alternative forms of communication to reach businesses that aren't connected to existing City services or programs.</li> <li>3. Continue regular subcommittee meetings throughout the year</li> <li>4. Continue meeting as a Commission at alternative locations.</li> </ol>	