



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Doan

SUBJECT: BUDGET DOCUMENT

DATE: May 22, 2025

Approved

Date May 22, 2025

RECOMMENDATION

Modify the City Manager's 2025-2026 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: Supporting Neighborhood Small Business Development Centers in East San José

Amount of City Funding Required: \$27,000

This change is:

One-time Ongoing

Cost Estimate Number (if applicable):

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.):

District 7 is home to a large population of Vietnamese American and Latino entrepreneurs operating small businesses that are critical to the local economy. Many continue to face persistent barriers to business formation, sustainability, and growth, including limited English proficiency, digital literacy gaps, and lack of access to capital or professional advising.

This Budget Document will fund a Neighborhood Small Business Development Center (SBDC) program in District 7 in partnership with Access SBDC, hosted by the Enterprise Foundation via a \$27,000 grant. The program will provide multilingual, neighborhood-based business advising, culturally relevant training, and outreach to support entrepreneurs directly in their community.

Scope of Services:

- **One-on-One Advising:**
 - 200 hours annually (delivered as 4 hours/day, 4x/month or 8 hours/day, 2x/month).

- Topics include business formation, financial planning, permitting, licensing, digital marketing, and access to capital.
- Services offered in Vietnamese, Spanish, and English.
- **Training & Workshops:**
 - 2 multi-session cohort-based training modules (e.g., business fundamentals, capital readiness).
 - 2 standalone workshops or business conferences based on community needs.
- **Marketing & Outreach:**
 - Targeted marketing campaign leveraging Access SBDC's network of entrepreneurs, partners, and culturally aligned organizations.
 - Coordination with local partners to amplify outreach through websites, newsletters, social media, and community networks.
- **Tracking & Reporting:**
 - Client data, milestones, and outcomes tracked through a custom SBDC CRM system.
 - Quarterly reports summarizing progress, participation, and program adjustments.
 - End-of-term summary report featuring success stories, performance metrics, and recommendations.

The program will actively coordinate with local partners such as the Story Road Business Association, La Placita Tropicana, Vietnamese American Chamber of Commerce, Hispanic Chamber of Commerce Silicon Valley, and other trusted community organizations to ensure maximum participation and impact.

Outcomes:

- Improved access to business resources, capital, and advisory support.
- Strengthened economic mobility in underserved neighborhoods.
- Stronger ties between City resources and historically underrepresented business communities.

Deliverables:

- 200 hours of advising services provided to District 7 clients.
- 4 total training events (2 modules + 2 standalone workshops).
- Quarterly Reports: Highlighting progress, milestones achieved, and adjustments made based on feedback.
- End-of-Term Summary Report: Comprehensive review of results, participant outcomes, success stories and recommendations for future funding.

Funding Source

X 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:

Name and Title: n/a

Department or Organization:

Phone Number:

Email: