



Memorandum

TO: MAYOR LICCARDO

FROM: Vice Mayor Chappie Jones

SUBJECT: BUDGET DOCUMENT

DATE: May 25, 2022

Approved

Date: May 25, 2022

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Small Business Advisory Committee

Amount of City Funding Required: \$111,000 (\$63,000 ongoing)

This change is:

_____ One-time ___X___ Ongoing

Cost Estimate Number (if applicable): 93

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.):

This program proposes to transition Vice Mayor Jones' Small Business Advisory Task Force to a standing Small Business Advisory Committee.

Vice Mayor Chappie Jones'/District 1 has been facilitating a Small Business Advisory Task Force since 2018. The Task Force is made up of minority chambers of commerce and business association representatives and has been instrumental in providing input and improving the city's implementation of programs addressing ADA compliance, small business displacement, and procurement opportunities for SBE/LBE's. With small businesses still in recovery as we transition from a pandemic to an endemic, a citywide committee modeled after Vice Mayor Jones' Small Business Advisory Task Force that continues to provide a forum for small businesses is a natural next step. Such a standing committee could be integrated with the City's continued efforts and meet quarterly to further support small businesses as they work to stay open, pivot their business models as needed, and thrive in this changing economy.

Funding Source

Essential Services Reserve:

Other (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: Jeff Ruster

Department or Organization: Office of Economic Development & Cultural Affairs

Phone Number:

Email: jeff.ruster@sanjoseca.gov