



SMALL BUSINESS COMMISSION SA SpeakUp Campaign Results

**Presented by: Alejandra Lopez
October 16, 2020**



Purpose:

To gauge interest of the local small business community in creating of a new Small Business Commission and understand how they currently engage with the City.

Survey Design & Engagement

SASpeakUp Small Business Survey Campaign launched on January 14th targeting small businesses

- All campaign materials available in English and Spanish
 - ❑ 2,000 flyers distributed
 - ❑ Surveys available digitally, paper form and text code to phone
 - ❑ Social media advertisements
- Attended 34 Stakeholder events/meetings
- Television appearances on Fox, News 4 and Telemundo
- Campaign concluded with Small Business Resource Fair held on Feb 11 - 220 attendees & 17 Resource partners



Survey campaign flyer



Small Business Resource Fair buttons

Survey Results: Small Business Demographics

1,348 Survey Participants

Years of Operation

- 20+ | 21.3%
- 3-5 | 20.4%
- 6-10 | 15%

Race

- Hispanic | 46.2%
- White | 40.3%
- African-American | 10.5%

Employee Size

- 1-5 | 66.8%
- 6-10 | 13.8%
- 11-25 | 10.6%

Gender

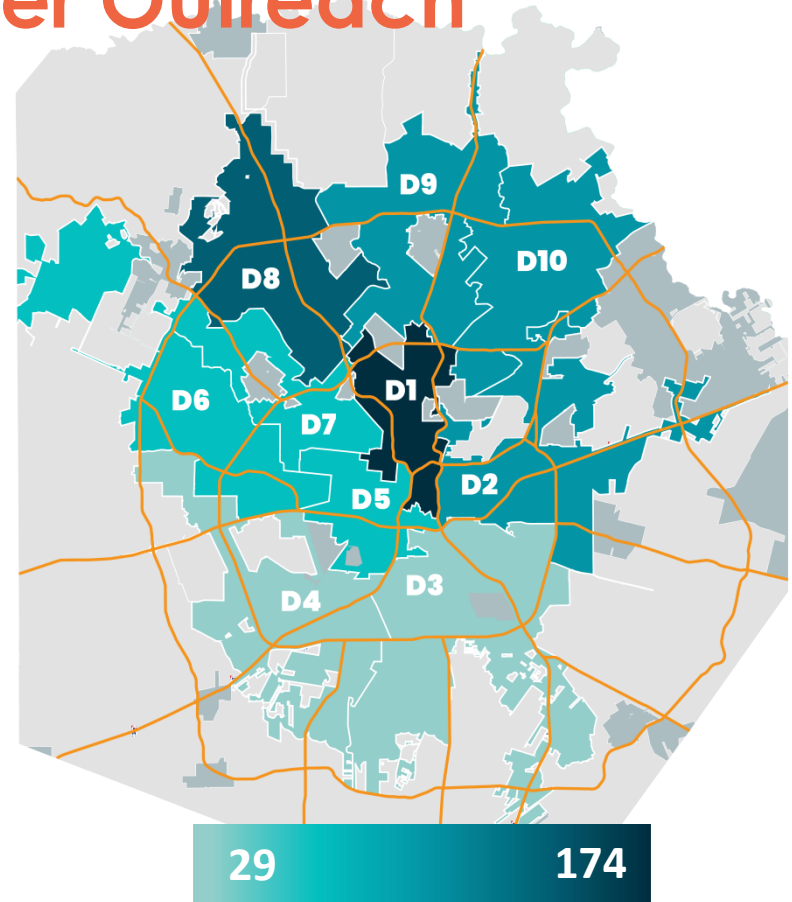
- Male | 51.1%
- Female | 46%
- Prefer not to answer | 2.7%

**Of the 1,348 participants, approximately 710 survey responses received for demographic questions*

Survey Results: Stakeholder Outreach

	Stakeholder Outreach
D1	174
D2	72
D3	30
D4	29
D5	44
D6	47
D7	52
D8	102
D9	85
D10	77
TOTAL	712

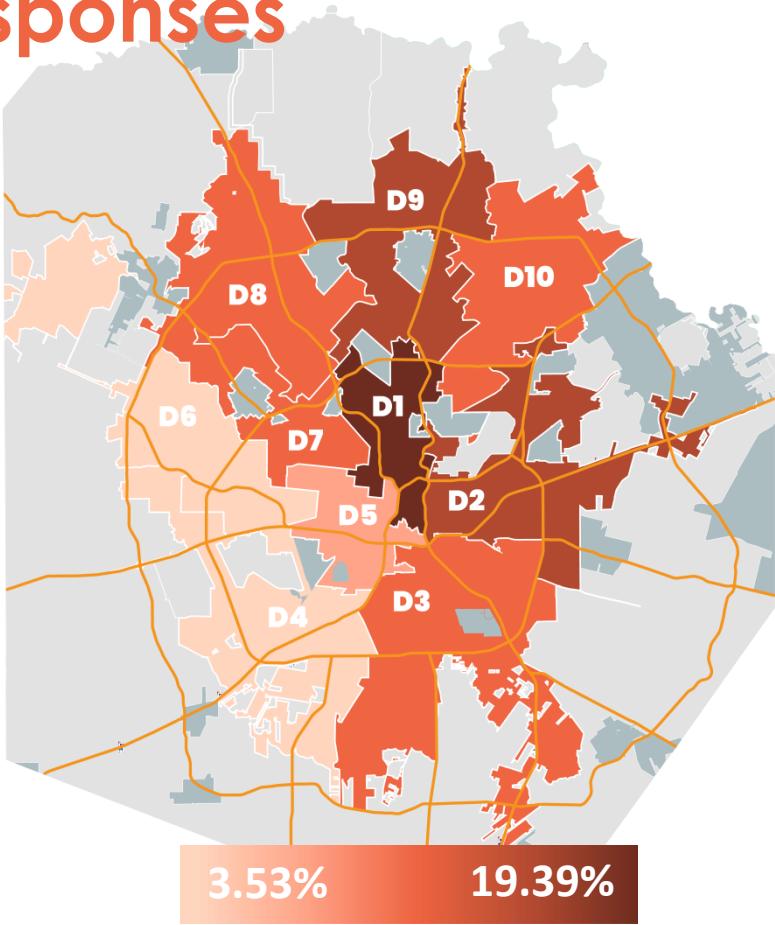
**Combined outreach efforts include staff event attendance, marketing materials drop-off, e-blasts and emails to stakeholders*



Heat map represents concentration of activity in each area

Survey Results: Survey Responses

	Survey Responses
D1	19.39%
D2	10.90%
D3	6.57%
D4	3.53%
D5	5.13%
D6	3.85%
D7	6.25%
D8	8.33%
D9	11.06%
D10	6.89%
Outside City Limits	18.11%



Survey Results – Engagement with the City

95%

think what the City does
affects small business

**Of 1,348 participants, 774 responses received*

Ways small businesses have interacted with the City:

41%

Registered as a vendor

33%

Applied for a permit

29%

Applied for Certificate of Occupancy

29%

Provided goods/services to City

27%

Have not interacted with City

**Of 1,348 participants, 932 responses received*

Survey Results – Policy Feedback

80%

interested in the creation of a
new small business commission

**Of 1,348 participants, 1,163 responses received*

- 80%** Have not provided feedback regarding City policies
- 81%** Unaware of opportunities
- 16%** Issue with time/date of meetings
- 10%** Not important to success of business

80%

have not provided feedback
regarding City policies

**Of 1,348 participants, 941 responses received*

- 76%** Learning Commission's activities
- 61%** Attending Commission's meetings
- 62%** Serving on Commission

Other Cities Research

Reviewed practices for cities of Austin, Dallas, Houston, Phoenix, San Diego, San Francisco & San Jose Presence of Small Business Board or Commission

- Advisory boards to City departments
- Procurement and other Small business related issues
- Composed of business owners and business organizations
 - Defined categories for voting positions
- Mix of Council appointments and at-large selections

City	SB Commission/ Board Present	Description	Number of Members	Composition	Appointment & Term Limit	City Department Support
Austin	Yes	Contracting goals and other city policies	11	M/WBEs, Minority and Women's chambers, Large contractor, Reps of trade and professional orgs	Appointed by Council for a term of 4 years	Small Business Office
Dallas	No	NA	NA	NA	NA	NA
Houston	Yes	Contracting goals and advise Small Business Director	20	2 local contractors; 2 MBE; 2 WBE; 6 citizens; 2 banking; 1 surety; 5 staff	Chair appointed by Mayor; terms of 2yrs	Office of Business Opportunity
Phoenix	Yes	Advisory Board to Transportation & Streets Dept. on contracting goals	8	2 contractors; 2 sub-contractors; 4 staff	Selected by City Engineer for 2-yr term	Transportation & Streets Department
San Diego	Yes	Contracting goals and other city policies	11	Small business community leaders, SBA	Appointed by Mayor and confirmed by Council	Economic Development
San Francisco	Yes	Contracting goals and other city policies (focus on bus less than 100 emp)	7	Small business owners and 1 member of economic org	4 seats appointed by Mayor and 3 seats by Board of Supervisors	Small Business Office
San Jose	Yes	Contracting goals and other city policies	9	Chambers of commerce; non-profit; Small business owners	1 yr term limit except for chair or vice-chair	Office of Vice-Mayor

Staff Recommendation

1. Create a new Small Business Commission:

- Advisory Board
- Review upcoming City policies, regulations and issues affecting small businesses
- Provide recommendations to City Council and Mayor

2. Rename current SBAC (Small Business Advocacy Committee) to *SBEDA Advisory Board* to continue the current responsibilities of under the SBEDA Ordinance

Small Business Commission

- **Composition to include 15 - At-large voting members selected through application process with confirmation by EWDC and Council**
- **2 – year terms limits**
- **Commission representation will include:**
 - 2 Business organizations
 - 2 Non-profit organizations
 - 4 Small Business Owners with less than 10 employees
 - 4 Small Business Owners with 10 – 50 employees
 - 3 Small Businesses representing target industries



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