

CITY OF EAST PALO ALTO

DATED: June 24, 1985

TO: Economic Development Task Force and Technical
Advisory Committee Members and Others who should
know

FROM: Joe Brooks, Consulting Economic Development Specialist

SUBJECT: SMALL BUSINESS CONFERENCE PLANNING AND WORK

Attached is a draft agenda for our Small Business Conference. Also see first flyer ANNOUNCING the conference distributed on Saturday and Sunday Juneteenth weekend, by too few EDTF/TAC members. There is also a copy of the Business Survey form, indicating trends in responses representing 40% of the estimated 150 businesses in East Palo Alto.

The draft agenda represents the thinking of at least two (2) EDTF/TAC meetings. Please note the content and provide me with your advice on revisions, deletions or additions. For example, should we have small group responses to the morning panels or responses from the entire group. I suggest the former but it would require monitor/reporters from our group (are there any volunteers)?

I have met with Art Mapp, State of California Small Business representative and he has confirmed: a) the luncheon Speaker, Mr. Oscar Wright, Executive Director, State of California office of Small Business, b) individuals as resource persons for all of the workshops indicated except worker/owner and cooperatives, c) indicated others who could be made available including a person on Crime Prevention and business and vendor opportunities with the State and d) he will provide materials (business kits, etc.) for participants.

At first mailing (invitations to businesses and others) will go out the week of June 24th. Accordingly, we need to organize regarding:

- 1) followup to business invitations - phone calls, personal contacts, etc.
- 2) conference logistics - who's going to do what aside from speaking, e.g. materials for participants, refreshments, greeting, etc.
- 3) Publicity/Outreach:
 - * Radio Public Service Announcement
 - * Press Release
 - * City Connection (City's Newsletter)
 - * Signs, banners, etc.

Some of you have already taken responsibility for the above, and you

Small Business Conference

EDTF/TAC

June 24, 1985

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should continue - others need to contact me, or ask someone you know if you don't have the time, personally, to be given a work assignment related to the above.

I have at your request, sufficient flyers and fact sheets about the EDTF/TAC.

This memorandum is also being sent to our co-sponsor, the Chamber and I urge the Chamber's response to the above as well as EDTF/TAC members.

Our next meeting is Wednesday, July 3, 1985, 7:30 p.m. It is apparent that much if not all of the above has to be assigned or completed by then for us to have a reasonably successful conference. See you on Wednesday, July 3 and I hope to hear from you by phone before then.

JFB:mst

CITY OF EAST PALO ALTO

AGENDA (Working Draft)

SMALL BUSINESS CONFERENCE

July 18, 1985

THEME: What the City Can Do For You, and What You Can Do For the City - Small Business Retention and Development in East Palo Alto

8:30 - 9:00 A.M.

- o Sign-In, Coffee, Tea, Juice and Donuts
- o Pass out Conference Materials - Evaluation Form

9:00 - 9:15 A.M.

- o Conference Moderator - Welcome and Purpose

9:15 - 9:45 A.M.

- o Welcome and Remarks
 - o State Assemblyman - Byron Sher
 - o Mayor of East Palo Alto - Barbara Mouton
 - o East Palo Alto Chamber of Commerce Representative
 - o State of California Small Business Division Representative

9:45 - 10:15 A.M.

- o Presentation - History of Business Development in East Palo Alto - Edward Becks
- o Participant Response

10:30 - 11:30 A.M.

- o Panel Discussion - "Realities of Running a Business and Staying in Business"
 - o Panel members 2 local business persons and member ✓ from State Small Business Division
 - o Moderator from Chamber of Commerce
 - o Panelist talk for 10 minutes each
 - o 30 minutes for exchange (entire group or small groups)

11:30 A.M. - 12:30 P.M.

- o Panel Discussion - "Starting and/or Expanding a Business"
 - o 2 or 3 panelist from East Palo Alto or surrounding area who are trying to start a business or have recently started a business and 1 panel member who is planning or has recently expanded their business.
 - o 1 panel member from State of California.
 - o Moderator ✓ member of EDTF/TAC

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Oscar Wright

12:30 - 1:30 P.M. - Box Lunch

- o City Manager, Fred Howell, presentation - "Opportunity and Future Business/Economic Development in East Palo Alto
- o EDTF/TAC Activities reflecting City's future relationship to businesses in East Palo Alto - Joe Brooks, Consulting Economic Development Specialist

1:30 - 1:45 P.M. - Break

1:45 - 2:45 P.M.

WORKSHOPS

- | | |
|---|---|
| o Worker/Owner and Cooperative Business | o Obtaining Finance Capital and Credit |
| o Bookkeeping and Accounting | o Training Resources and Programs PIC/OICW ₃ |

2:45 - 3:45 P.M.

- o Repeat Workshops

3:45 - 4:30 P.M.

- o Conference Wrap-Up and Remarks

ANNOUNCEMENT

FIRST CITY OF EAST PALO ALTO

SMALL BUSINESS CONFERENCE

What the City can do for you and — what you can do for the City:

SMALL BUSINESS IN E. PALO ALTO

THURSDAY, JULY 18, 1985

9:00 a.m. to 4:30 p.m.

MUNICIPAL SERVICES BUILDING

Community Room

2415 University Avenue

East Palo Alto, California

SPONSORS:

- E. Palo Alto Community Development Department
- E. Palo Alto Economic Development Task Force and Technical Advisory Committee
- E. Palo Alto Chamber of Commerce
- State of California Department of Commerce Small Business Division

PANELS AND WORKSHOPS:

- Realities of Running a Business
- Starting a Small Business
- City Sponsored Business and Economic Development
- Worker Owned Business and Cooperatives
- Obtaining and Managing Capital and Credit

WHO SHOULD ATTEND:

- Small Business persons in E. Palo Alto
- Firms wanting to do business with other businesses in E. Palo Alto
- People wanting to start a business in E. Palo Alto
- E. Palo Alto residents who have an interest in a strong business community and quality goods and services

East Palo Alto Business Development is YOUR Business.

Attend Small Business Conference, July 18, 1985

Joseph Brooks

Survey Trends

poss. 150 estimate
40% of some
discrepancy home industry

SURVEY A

September 1985 EAST PALO ALTO BUSINESS SURVEY

Name of Business: _____

Address: _____

Telephone _____ Contact Person: _____ Title: _____

1. Type of Business

- (a) retail 28% ✓
- (b) wholesale 6%
- (c) manufacturing 6%
- (d) service 38%
- (e) transportation 4%
- (f) agricultural _____
- (g) other _____

2. Type of Firm Structure

- (a) sole proprietorship 34%
- (b) partnership 10%
- (c) corporation 36%
- (d) other 14%

3. How long have you been operating in East Palo Alto

- (a) 1 - 5 years _____
 - (b) 6 - 10 years _____
 - (c) 11 - 20 years _____
 - (d) 20 or more years _____
-) AV 6.58

4. How many employees does your business have?

- (a) 0 - 1 _____
- (b) 1 - 10 _____
- (c) 10 - 25 _____
- (d) 25 - 50 _____
- (e) 50 - 100 _____
- (f) 100 + _____

5. Of your total employees how many are residents of East Palo Alto?

33%

6. How many of your employees are male _____, female _____?

7. What are the ages of your employees?

- (a) 18 or younger 5%
- (b) 18 - 24 yrs. 20%
- (c) 25 - 35 yrs. 33%
- (d) 35 - 45 yrs. 30%
- (e) 45 - 55 yrs. 10%
- (f) 55 + 6%

8. What was your company's total volume of sales last years?

- (a) 0 - 100,000 _____
 - (b) 100,000 - 250,000 _____
 - (c) 250,000 - 500,000 _____
 - (d) 500,000 - 1,000,000 _____
 - (e) 1,000,000 - 2,500,000 _____
 - (f) 2,500,000 - 5,000,000 _____
 - (g) 5,000,000 + _____
-) used response

9. Do you expect to equal or exceed this amount during this year?

Yes 48% No 26%

10. What are the top 3 supplies that your company uses:?

1. _____
2. _____
3. _____

11. Where do you buy most of your supplies?

- (a) East Palo Alto 10%
 - (b) elsewhere in San Mateo County _____
 - (c) elsewhere in the Bay Area _____
 - (d) other _____
-) 90%

12. Who are your major suppliers?

13. Would you buy from local vendors if the product or service was available and competitive in price?

Yes 78% No 8%

14. What are the difficulties of doing business in this community?

- (a) lack of available space 6%
- (b) inadequate skilled manpower 24%
- (c) excessive taxes 6%
- (d) excessive labor demands 2%
- (e) crime and theft 62%
- (f) lack of public support 28%
- (g) attractiveness of surrounding 23%
- (h) parking 20%
- (i) other 6%

EAST PALO ALTO BUSINESS SURVEY (cont.)

15. Is your company considering plans to locate any portion of its operations outside of this area?
(a) Yes 12% (b) No 74%
If yes, where _____
16. Would you like to expand but cannot due to lack of capital/finance.
(a) Yes 32% (b) No 48%
17. Would your planned expansion create new jobs.
(a) Yes 46% (b) No 20%
18. Do the financial institutions in East Palo Alto meet the needs of the local business community?
(a) Yes 10% (b) No 46%
(c) No opinion _____
19. Has your company had to go outside the community to obtain financing.
(a) Yes 52% (b) No 24%
20. Do you feel there is a need for a full-service bank in East Palo Alto?
(a) Yes 76% (b) No 10%
21. If such a bank were established would you support it?
(a) Yes 64% (b) No 14%
22. If technical assistance were available, what type of assistance/information would be most helpful to you?
(a) management 8%
(b) finding finance/loans 1.2%
(c) accounting/bookkeeping 14%
(d) product development 6%
(e) expansion of operations 14%
(f) other 4%