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**CITY OF SACRAMENTO  
CALIFORNIA**

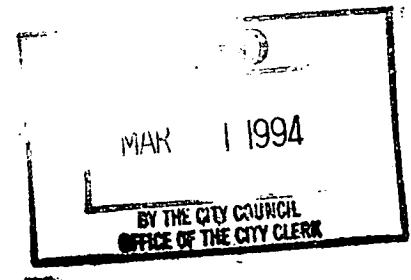
OFFICE OF THE CITY MANAGER  
OFFICE OF ECONOMIC DEVELOPMENT

915 I STREET, #301  
SACRAMENTO, CA  
95814

916-264-7223  
FAX: 264-7618

**CITY COUNCIL REPORT**

February 15, 1994



City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** Business District Association Round Table Work Plan 94

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:** For Council information only

**CONTACT PERSON:** Derrick Lim, Economic Development Specialist, 264-7064

**FOR COUNCIL MEETING OF:** March 1, 1994

**SUMMARY**

This report is an update on the activities of the Business District Association Round Table relative to the adoption of a work plan for 1994.

**COMMITTEE/COMMISSION ACTION**

None

**BACKGROUND INFORMATION**

Last year Mayor Serna issued a challenge to the business community to be a partner with the City and engage in candid dialogue regarding business concerns and economic development issues that would promote a positive climate for business. The Round Table accepted this challenge by providing testimony on the development of the City's economic development strategy. On January 21, 1994 the Round Table completed another milestone

by adopting a work plan that included recommendations for the implementation of the City's economic development strategy (see attachment A). The Round Table intends to continue its involvement in activities that promote a positive business climate and give periodic report backs to City Council.

**FINANCIAL CONSIDERATIONS**

None

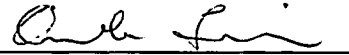
**POLICY CONSIDERATIONS**

None

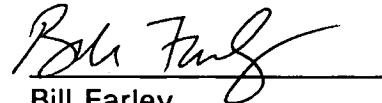
**MBE/WBE**

None

Respectfully submitted,

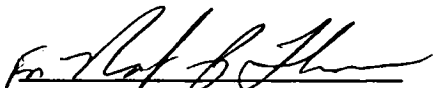


Derrick Lim  
Economic Development Specialist



Bill Farley  
Economic Development Manager

Recommendation Approved:



William H. Edgar  
City Manager

## WORK PLAN 94

adopted on 1/21/94 by  
Business District Association Round Table

### OVERVIEW

The Round Table is comprised of 19 business associations as identified in the Business District Association Directory. Its mission is to promote and protect the interests of small business in Sacramento by sharing information and resources, identifying sources of financing, advocating proactively, developing partnerships with local government, and supporting the development of business district associations. The group has been meeting regularly since January 1993 and has adopted as its work plan, the review and analysis of the City's adopted Economic Development Strategy as it relates to and affects small businesses. The specific areas of concern in the strategy for small business are financing, business retention and technical assistance. Because of the overlap of these areas (i.e., small business retention often involves the need for both financing and technical assistance), new categories were developed as access to financing, technical assistance and "other". The "other" category leaves some flexibility to include many different types of issues. The Round Table makes specific recommendations for program implementation and/or policy adoption for each category.

### ACCESS TO FINANCING

When small business discusses "access" to financing resources, they are referring to short term operating capital -particularly, but not limited to \$50,000- that is available within 4-6 weeks and an on-going source of capital for small business enterprises.

The Round Table is recommending that:

1. A practical financing matrix be developed to identify current sources of financing.
2. One quarter percent of the Industrial Development Bond (IDB) be reserved for loans to small business.
3. A source for non-bankable loans under \$50,000 be identified with the ability to disburse funds within a 4-6 week period.
4. Seed funding for the establishment of the Small Business Investment Corporation (SBIC).
5. A representative from the Round Table be on the small business loan committee.

(over)



## TECHNICAL ASSISTANCE

Technical assistance is defined as "practical help" that solves a problem, addresses an issue, or resolves a complaint in a timely fashion. Technical assistance is often times most effective when it is provided "by" a business "to" a business. The following are some key points being included in the current work plan of the Round Table for technical assistance to small business:

1. The City should establish and publicize a small business advocate office or counter that is open some evening hours and Saturday or Sunday. This can be part of the City's Office of Economic Development.
2. A small business "needs" survey should be conducted to determine the most popular of the specific technical areas of need by small business enterprises.
3. Development of program activities aimed at attending to priority needs of small businesses.
4. There are many minority small business owners, and there is a need to be able to communicate completely with these owners to gain their confidence and provide them with an outlet to resolve their business problems.

## OTHER

There are other concerns of small business enterprise which affect the decision to remain in business, expand, and/or relocate. The following are some examples of the Round Table's agenda:

1. Existing public rules and regulations governing the operation, expansion and relocation of properties on which small business are located include: design review, zoning, setbacks, lot mergers/splits, etc. These regulations need to be reviewed and then a determination needs to be made regarding revision or elimination.
2. Permit fees need to be reviewed and revised in terms of cost and/or payment schedule.

The Round Table meets regularly on the third Friday of each month for a luncheon that is hosted by one of the participating members at a location in their business district or shopping center. For more information on the Round Table, please call Ernie DeAngelo, Chair, at 455-2124.

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