



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

Consent  
December 18, 2007

Honorable Mayor and  
Members of the City Council

**Title: ALLIANCE FOR BUSINESS AND COMMUNITY**

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** authorizing (1) the "one-time" appropriation of \$150,000 from the General Fund Administrative Contingency to be disseminated to the Alliance for Business and Community in three separate contracts resulting in consultant and professional services related to small-business development and (2) execution of the three contracts.

**Contact:** Trevor Walton, Business Services Manager, 808-6764, James R. Rinehart, Citywide Economic Development Manager, 808-5054

**Presenters:** N/A

**Department:** Economic Development

**Division:** Citywide

**Organization No:** 4453

### **Description/Analysis**

**Issue:** The Alliance for Business and Community (ABC) is comprised of the Sacramento Asian Pacific Chamber of Commerce, the Sacramento Black Chamber of Commerce, and the Sacramento Hispanic Chamber of Commerce. These business chambers have expressed an interest in working with the City to promote its economic development goals and improve the participation of its members in City contracting and procurement. Business, specifically small business, is a major source of the city's economic well-being.

The ABC is a collaboration of ethnic chambers that provide the City with access to targeted small business enterprises. The members of the ABC have demonstrated the ability to serve as a conduit of information and provide value-added resources to their members. They are a credible entity within Sacramento and particularly within the ethnic community, and members go to them for information and assistance to make

their business more successful. Collaborating with the chambers provides the City with access to targeted small business enterprise, allowing the City to communicate directly with those businesses, which results in better delivery of services to the community by the City. Co-branding outreach materials, technical assistance resources and educational sessions with the chambers lends credibility to the efforts of the City related to linking residents to the economy and making Sacramento a place of strong communities and distinctive places for the benefit of businesses and residents.

The authorization to appropriate a "one-time" request of \$150,000 to the Alliance will allow for individual agreements with each of the three chambers to be executed in amounts not to exceed \$50,000 to each chamber. Staff also recommends that the Council authorize execution of the three contracts subject to approval by the Director of the Economic Development Department and City Attorney's Office.

**Policy Considerations:** The intent of the agreement is consistent with Mayor and City Council goals to promote and support economic vitality. In addition, the agreement is consistent with the Economic Development Department strategy to strengthen the city's business climate and the alignment of internal and regional resources.

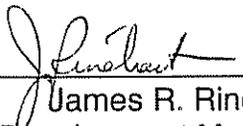
**Environmental Considerations:** This agreement will not have any significant effect on the environment, and does not constitute a "project" as defined by California Code of Regulations, Title 14, Sections 1506 (b)(3) and 15378 (b)

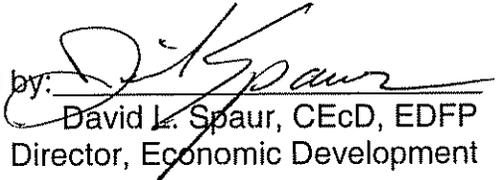
**Rationale for Recommendation:** The City Council approved Economic Development Strategy of the City has four important themes: Strengthening the City's Business Climate; Linking Residents to the Economy; Alignment of Internal and Regional Resources; and Land, Sites and Opportunities. Building the capacity of small businesses through business development and education is an essential component of the Strategy. Accordingly, an integration of City resources with regional partner resources is important. To that end it is recommended that the City leverage its resources with the resources of the ABC.

**Financial Considerations:** The total cost of the agreement will not exceed \$150,000. Each chamber can receive up to \$50,000. Funding for the agreements will come from the General Fund Administrative Contingency. The ABC itself is not a formal entity, having no bylaws or federal identification number. Three separate agreements will be developed recognizing the capacity of each chamber.

The \$150,000 appropriation is to be a "one-time" authorization only; any potential future funding would be for City Council consideration within the climate of the then existing council priorities, available funding and budget priorities.

**Emerging Small Business Development (ESBD):** Small businesses benefit from the agreement because they will be better prepared to compete to provide goods and services; broaden their awareness of business retention and expansion activities; and in this knowledge-based economy, gain the skill and resources needed to succeed.

Respectfully Submitted by:   
James R. Rinehart  
Citywide Economic Development Manager

Approved by:   
David L. Spaur, CEcD, EDFP  
Director, Economic Development

Recommendation Approved:

  
Ray Kerridge  
City Manager

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**RESOLUTION NO. 2007-**

Adopted by the Sacramento City Council

**ALLIANCE FOR BUSINESS AND COMMUNITY**

**BACKGROUND**

- A. On May 29, 2007, the City Council approved the Economic Development Strategy for the City of Sacramento. The Strategy embodies four important themes: Strengthening the City's Business Climate; Linking Residents to the Economy; Alignment of Internal and Regional Resources; and Land, Sites and Opportunities.
- B. Building the capacity of small businesses and ethnically-owned/operated businesses is an essential component of the Strategy's themes.
- C. The Alliance for Business and Community (ABC) is comprised of the Sacramento Asian Pacific Chamber of Commerce, the Sacramento Black Chamber of Commerce, and the Sacramento Hispanic Chamber of Commerce.
- D. The ABC has unique and valuable relationships with the ethnic small business community of the City of Sacramento.
- E. It is in the City of Sacramento's best economic development interests to leverage its resources by partnering with suitable entities to outreach to the small business community and build the capacity of small businesses through business development and education.
- F. An integration of City resources with ABC provides for co-branding outreach materials, technical assistance resources and educational sessions to outreach to small businesses.
- G. The one-time appropriation of \$150,000.00 to fund individual contracts with the three ABC constituent members (Sacramento Asian Pacific Chamber of Commerce, the Sacramento Black Chamber of Commerce, and the Sacramento Hispanic Chamber of Commerce) will implement the City's outreach, partnering and economic development goals.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

1. Appropriate a "one-time" request of \$150,000, with any potential future funding consideration to be brought to City Council within the context of the then-existing Council priorities, available funding, and budget priorities, from the General Fund Administrative Contingency to be used to fund the Alliance for Business and

Community to advance mutual small business goals of the City and the small business community is hereby authorized.

2. The Director of Economic Development is authorized to execute individual contracts designed to achieve the City's goals of partnering, outreach and economic development, all of them funded by the above appropriated amount with the members of the ABC, subject to approval by the Director and the City Attorney's Office, provided that no single contract includes funding greater than \$50,000.00.