

ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to developing a multi-tiered and multilingual technical assistance business assistance program.

Recommendations for Council action, pursuant to Motion (Krekorian, Price - Lee):

1. INSTRUCT the Economic Workforce Development Department (EWDD), Chief Legislative Analyst (CLA) and Information Technology Agency to develop a multi-tiered and multilingual technical assistance business assistance program, which should include the following elements:
 - a. An initial business assessment that determines the level of technical assistance intervention needed and where and how this program would be best utilized.
 - b. Possible opportunities to partner with technology companies that have solutions for online business to offer services to qualifying businesses that could receive a subsidized rate for training and utilization of these services.
 - c. Creation of a business to business mentorship program that matches well-established online businesses with developing online businesses for greater information sharing, collaboration and online workshops.
 - d. Services and benefits most beneficial to struggling small, local businesses within the City with a focus on restaurants and boutique shops.
2. INSTRUCT the EWDD, CLA and City Administrative Officer (CAO) to estimate the cost of such a program based on the various levels of need as determined by EWDD's findings.

Fiscal Impact Statement: Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

At the meeting held on December 8, 2020, your Economic Development Committee considered a Motion (Krekorian, Price - Lee) relative to developing a multi-tiered and multilingual technical assistance business assistance program. After an opportunity for public comment was held, the Committee moved to approve the recommendations contained in the Motion, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
PRICE:	YES
BUSCAINO:	YES
RODRIGUEZ:	YES

ME 12/8/20

-NOT OFFICIAL UNTIL COUNCIL ACTS-