

City of Oakland 2024 Small Business Week Call for Presenters

The Business Development Division of the Economic & Workforce Development Department is issuing a Call for Presenters for the City of Oakland's 2024 Small Business Week, which will run from April 28-May 4. Over the last ten years, we have hosted over 250 workshops and seminars that have been attended by over 2,000 participants. Every year, we continue to refine the program to celebrate small businesses and offer a variety of workshops to serve our entrepreneurial community.

For 2024 Small Business Week, we are seeking to partner with our non-profits, small businesses and for-profit partners to plan, market and deliver workshops that address the challenges faced by small businesses today, including **taxes and accounting, safety and security, building a digital presence, commercial lease negotiations, access to capital, and transitioning from home-based or mobile business to a brick and mortar space**. Oakland is fortunate to have a multitude of organizations that collectively offer an array of resources to our community. We look forward to taking advantage of this ecosystem to offer a well-rounded slate of activities.

This year, we are calling for proposals from non-profits, small businesses and for-profit partners to sponsor their 2024 Small Business Week activities and workshops. We strongly encourage collaborative proposals where organizations partner together. We welcome proposals for workshops and events that are fully virtual, in-person, and those with hybrid attendance options.

The City of Oakland will be providing sponsorship support of up to \$1,000 per workshop to cover expenses associated with the activity. If you are interested in participating, please complete the [online application here](#). **The deadline to submit all proposals will be Wednesday, February 14.**

Review Criteria

We are interested in workshops that will build the capacity of small businesses, particularly those owned by persons of color, women and non-English speakers.

The primary selection criteria for the proposals will be the overall quality of the proposal and whether the workshop addresses a timely topic or pressing need for small businesses. Hosts' proven ability to host workshops and successfully gather/report participant data, as well as capabilities to record workshop presentations for use on the City website, are also factors. Proposals may include programming of multiple workshops or a single, multi-hour workshop. Other factors, such as overlap with other workshop topics, or logistical issues, will also be taken into account when making the final selections. We will consider providing stipends to and welcome proposals from non-profits, small businesses and also for-profit entities. Joint proposals will be given higher priority for consideration.

Presenters will be responsible for

- Marketing, outreach and promotion
- All audio-video equipment for virtual/hybrid webinars
- Speaker stipends
- Workshop agendas
- Collection of attendee data

Important Due Dates

Workshop Proposals Due February 14th
Notification of Accepted Proposals....February 21st
Finalized Workshop Description & Registrations
Links Due.....February 28th
City's SBW Website/Registration Live...March 8th
Small Business Week Workshops
Held.....Monday, April 28th – Friday, May 4th
Evaluations and Participant Data Due May 20th

If you have questions, please direct them to: **Juno Thomas - Small Business Week Coordinator** at jthomas@oaklandca.gov or (510) 238-7398