



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Sofia Navarro
Interim Director Economic and
Workforce Development

SUBJECT: 2023 Small Business Week Planning

DATE: March 15, 2023

City Administrator
Approval

A handwritten signature in blue ink, appearing to read "S. Navarro".

Date
Mar 21, 2023

INFORMATION

The Economic and Workforce Development Department is excited to continue our annual tradition of hosting the City of Oakland's Small Business Week. Each year, we strive to enhance all aspects of our Small Business Week activities. The City of Oakland will celebrate **Oakland Small Business Week April 30 through May 6, 2023**, to coincide with National Small Business Week activities throughout the country.

For 2023 Small Business Week, we are collaborating with our network of Business Service Organizations (BSO) to leverage Oakland's rich ecosystem of resources with the goal of hosting a range of virtual workshops and events. By working with our BSO partners, workshops are intended to reflect the cultural and industry-sector diversity of Oakland's business community and serve a wide range of entrepreneurs, micro-enterprises, and small companies.

The Business Development staff issued a Call for Presenter Proposals with a deadline of February 28. We anticipate selecting 8 to 10 webinars and events to support. The Economic and Workforce Development Department will be providing sponsorship support of up to \$1,500 per workshop to cover all expenses associated with the workshop or event, in addition to providing marketing outreach via the City's website and our other social media outlets. This expense is covered under our Small Business Week budget, which we have crafted to reflect the equity goals of the program.

We will work to integrate those not selected for Small Business Week into our year-round programming to complement support services available through our Neighborhood Business Assistance program.

If you are planning a Small Business Week activity, including honoring or recognizing any Small Business or know of other Small Business Week events that are being planned in your

council district, kindly share the details with Juno Thomas jthomas@oaklandca.gov so that we can include these events on the City's Small Business Week link.

<https://www.oaklandca.gov/resources/small-business-week>

If there are additional questions, please contact Juno Thomas, our Small Business Week Coordinator, at jthomas@oaklandca.gov, (510)681-3024.

Thank you for your ongoing support of Oakland's small business community!



Sofia Navarro
Interim Director Economic and Workforce
Development