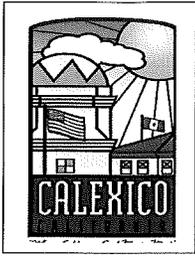


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CITY COUNCIL AGENDA STAFF REPORT

DATE: March 7, 2018
TO: Mayor and City Council
APPROVED BY: David Dale, City Manager *DD*
PREPARED BY: Miguel Figueroa, Community and Economic Development Director *MF*
SUBJECT: Approve the Implementation of the Imperial Valley Small Business Development Center's Business Hub Program in the City of Calexico.

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Recommendation:

Consideration to approve the implementation of the Imperial Valley Small Business Development Center's Business Hub Program to serve and offer services to business in the City of Calexico.

Background:

Small Business Development Centers provide assistance to small businesses and entrepreneurs throughout the United States. In addition to this, they help existing businesses remain competitive in a complex, ever-changing global marketplace.

The Imperial Valley Small Business Development Center advisors provide aspiring and current small business owners a variety of free business consulting and low-cost training services including: business plan development, manufacturing assistance, financial packaging and lending assistance.

Discussion & Analysis:

On February 27, 2018 the Economic Development and Finance Advisory Commission approved to recommend the Calexico City Council to consider and approve this program for City of Calexico businesses. After thorough discussion, the commissioners agreed that this program is an element that will help improve communication between the City of Calexico and the local business community.

The partnership between the Imperial Valley Small Business Development Center and the City of Calexico will enable local businesses the opportunity to evaluate and implement processes and protocols, enhance customer service and customer experience, and engagement with the community.

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Fiscal Impact:

No impact to the general fund.

Coordinated With:

City Manager's Office.

Attachment:

1. Imperial Valley Small Business Development Center – City of Calexico Business Hub Program Model Framework.



Business Hub Program – City of Calexico

Mission

The Business Hub Program’s mission is to assist the small business community and help entrepreneurs thrive in their business oriented goals.

The Imperial Valley SBDC and City of Calexico are working together with the objective of building a strong business oriented community.

Objectives

1. Evaluate and Implement Process and Protocols
2. Enhance Customer Service & Customer Experience
3. Engagement with the Community

Program Phases

