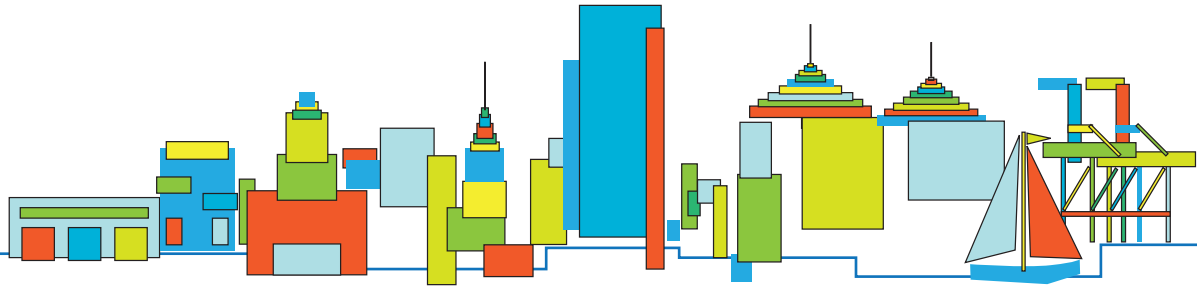


JOIN in Oakland's Celebration of



NATIONAL SMALL BUSINESS WEEK

Small businesses are the engine to Oakland's economy –
90% of local firms employ **50** or fewer employees.

Look inside for an overview of the free workshops, receptions and events planned to highlight the importance of small businesses to Oakland's economy.

MAY 1 - 6, 2017

MORE INFO

www.oaklandnet.com/sbw
510.238.7952



CITY of OAKLAND

The National Small Business Week events are made possible by the following sponsors:



EAST BAY EXPRESS



For a complete list of all our Partner Organizations, please visit www.oaklandnet.com/sbw

OAKLAND SMALL BUSINESS WEEK - Events At-A-Glance

Full event listings and registration details at www.oaklandnet.com/sbw

MONDAY From Birth to Legacy: Creating a Business with Lasting Impact City Hall

Registration
8:30 – 9:00 a.m.

Community Capital:
Democratizing Our Local Economy
9:00 -11:00 a.m.
City Hall, Hearing Room 1

TUESDAY Retailers & Restaurants Workshop Series City Hall, City Council Chamber, 3rd Floor

Registration
8:30 – 9:00 a.m.
Coffee & Pastries

Opening Remarks:
Retail & Restaurant Trends
9:00 – 9:30 a.m.

Learning from Experience:
Retailer & Restaurant
Resources Panel
9:30 - 10:30 a.m

Oakland
Developer
Runway
10:30 – 12: 00 p.m

Legal Issues for Businesses
9:00 a.m. - 12:00 p.m.
City Hall, Hearing Room 2

WEDNESDAY Oakland Makers & Artists Day 8:00 a.m. – 4: 00 p.m. City Hall

Complimentary Breakfast /
Community Building Networking
8:30 – 9:30 a.m.
City Hall, Hearing Room 4

How to Approach, Cultivate & Convert
Customers into Lifetime Business Partners
9:30 a.m. – 12:00 p.m.
City Hall, Hearing Room 4

City of Oakland Cultural Funding Grants &
Public Art Programs
9:30 a.m. -12:00 p.m.
City Hall, Hearing Room 2

THURSDAY Oakland Small Business Taskforce Town Hall

9:00 – 11:00 a.m.
City Hall, Hearing Room 1

FRIDAY Capital Pathways Workshops 9:00 a.m. – 2: 00 p.m. City Hall

Breakfast and Registration
9:00 – 9:30 a.m.
City Hall Rotunda, 3rd Floor

Welcome & Program Introduction
9:30 - 9:45 a.m.
City Council Chamber, 3rd Floor

Credit Counseling Overview
9:45 – 10:30 a.m.
City Council Chamber, 3rd Floor

Spanish Language -
Financing Workshop
9:45 – 11:40 a.m.
City Hall, Hearing Room 2

Chinese Language -
Financing Workshop
9:45 – 11:40 a.m.
City Hall, Hearing Room 3

SATURDAY Shop, Dine, Visit Oakland All Day Shopping districts throughout Oakland
Find the unique Oakland gift, eat in a one of our many exciting restaurants or stroll one of our neighborhoods. Oakland district & merchant associations will be working with businesses on hosting an exciting, fun shopping experience.

Monday continued

From Birth to Legacy: Creating a Business with Lasting Impact City Hall

Grow Your Business: Digital Business Plan Tools

1:00-3:00 p.m.

City Hall, Hearing Room 3

How to Find and Hire Local Talent

1:00 - 3:00p.m.

City Hall, Hearing Room 4

Registration
2:30 - 3:00 p.m.

Legacy Business Planning
3:00 -4:30 p.m.
City Hall, Hearing Room 1

Reception: Celebrating Oakland Legacy Businesses
5:00 - 7:00 p.m.
City Hall Rotunda

Tuesday continued

Navigating the City of Oakland City Hall, City Council Chamber, 3rd Floor

Registration
1:30 - 2:00 p.m.

City of Oakland
Department Presentations
2:00 - 3:30p.m.

City Department's
Resource Fair
3:30 - 4:00 p.m.

Oakland City Council:
Honoring Local Small Businesses
5:30-7:30 p.m.
City Hall, Council Chamber, 3rd Floor

Wednesday continued

Oakland Makers & Artists Day 8:00 a.m. - 4:00 p.m. City Hall

Complimentary
Working Fun Lunch:
Marketing Resources
for Artists & Makers
12:15 - 1:30 p.m.
City Hall, Hearing Room 4

Real Estate for Makers:
Creative Solutions
1:30 - 4:00 p.m.
City Hall, Hearing Room 4

Thursday continued

Update on Oakland's New
Mobile Food Vending Program
2:00 - 3:00 p.m.
City Hall, Hearing Room 1

Digital Support with Local
Businesses
2:00 - 4:00 p.m.
City Hall, Hearing Room 2

Friday continued

Capital Pathways Workshops 9:00 a.m. - 2:00 p.m. City Hall

Early Stage Financing
10:40 - 11:40 a.m.
City Hall, Hearing Room 1

Access to Capital Panel:
Traditional & Equity
Financing
10:40 - 11:40 a.m.
City Hall, Hearing Room 4

Lunch and Business
Resource Fair
11:40 a.m. - 2:00 p.m.
City Hall, 1st Floor

Business Speed
Matchmaking
Sessions
12:15 - 1:30 p.m.
City Hall, Hearing
Room 4

Closing Remarks &
Networking
1:30 - 2:00 p.m.
City Council Chamber,
3rd Floor

Oakland First Friday
Celebration
5:00 - 9:30 pm
Oakland Business
Partners Resources
Table

Saturday continued

Shop, Dine, Visit Oakland All Day Shopping districts throughout Oakland
Find the unique Oakland gift, eat in a one of our many exciting restaurants or stroll one of our neighborhoods. Oakland district & merchant associations will be working with businesses on hosting an exciting, fun shopping experience.

New for 2017! OAKLAND BUSINESS CONNECT!

Oakland has several commercial corridors, where many small businesses operate. Since micro or small, family-owned businesses may be unable to participate in workshops at City Hall, the City of Oakland with its partners are taking Business Development resources and workshops to the commercial corridors.

Along with business development partner organizations, and a host neighborhood organization, we plan to hold a Business Tips Workshop. After the workshop participants may visit the Main Street Business Bus, where staff and partner organizations will be available to answer questions and provide business resource information.

WEDNESDAY - May 3, 2017

East Oakland Business Connect & Resource Fair! 11:00 a.m. - 3:00 p.m.
Allen Temple Baptist Church, 8501 International Blvd.

Successful Business Tips Workshop
12:15 - 1:00 p.m.

Access to Capital Workshop
1:15 - 2:00 p.m.

Online Marketing Workshop
2:15 - 3:00 p.m.

Fruitvale Business Connect! 12:00 - 6:30 p.m.
Fruitvale Transit Village, 3401 E. 12th St.

Fruitvale Connect! Business Resource Fair 12:00 - 5:00 p.m.
Fruitvale Transit Village - Avenida de la Fuente Plaza (Plaza between International Blvd. & East 12th Ave.)

Business Legal Consultations 1:00 - 5:00 p.m. At the Business Resource Fair

Business, Digital Marketing & Tech Strategies Workshops 2:00 - 5:15 p.m.
Fruitvale Transit Village: Fruitvale- San Antonio Senior Center, 3301 E. 12th St., Suite 201

Registration & Welcome
2:00 - 2:30 p.m.

Workshop 1: Managing Your Online Business Brand
Workshop 2: Technology Tools to Operate Your Business
2:45 - 4:00 p.m.

Workshop 1: Managing Your Online Business Brand
Workshop 2: Technology Tools to Operate Your Business
4:00 - 5:15 p.m.

Business Networking Reception
5:15-6:30 p.m.

Laurel Business Connect! 2:00 - 5:00 p.m.
Anasa Yoga, 4232 MacArthur Blvd.

Successful Business Tips Workshop
2:00 - 3:30 p.m.

Main Street Launch Business Bus in Laurel District!
3:30 - 5:00 p.m.

THURSDAY - May 4, 2017

Bancroft Ave. & MacArthur Blvd. - East Oakland Business Connect!
9:00 a.m. - 12:00 p.m.
Eastmont Town Center Police Substation,
Coliseum Conference Room, 7200 Bancroft Ave. # 2

Successful Business Tips Workshop
9:00 - 10:45 a.m.

Main Street Launch Business Bus in East Oakland!
10:30 a.m. - 12:00 p.m.

West Oakland - Oakland Business Connect! 1:00 - 4:30 p.m.
Mandela Gateway Apartments Community Center, 1350 7th St.

Successful Business Tips Workshop
1:00 - 3:00 p.m.

Main Street Launch Business Bus in West Oakland!
3:00 - 4:30 p.m.

FOR MORE INFO ON BUSINESS CONNECT EVENTS www.oaklandnet.com/sbw | 510.238.7952

INVEST SHOP & DINE IN OAKLAND TODAY!