



City of
OAKLAND
California

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News from: City of Oakland

FOR IMMEDIATE RELEASE

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City of Oakland Celebrates National Small Business Week with Workshops, Visit by SBA Administrator

Oakland, CA – Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week (NSBW), which recognizes the critical contributions of America's entrepreneurs and small business owners. The City of Oakland has **more than a dozen events and workshops** slated for this year's NSBW, which will be celebrated from Sunday, May 1 to Saturday, May 7.

Every day, small businesses create 21st century jobs, drive innovation and increase America's global competitiveness. Small businesses are the engine of Oakland's economy – 90% of local firms employ 20 or fewer people.

"The City of Oakland values the dedication and entrepreneurial spirit of small businesses that keep our local economy growing stronger," said Mayor Libby Schaaf. "Small Business Week is an opportunity for us to salute small business owners, entrepreneurs, and employees for enhancing our neighborhoods and expanding opportunities for all. I encourage Oakland residents to recognize the creativity and accomplishments of small business owners and support the development of new small businesses in the community."

While many of small businesses are startups and young companies, others are long-established firms. Across all industry sectors, small businesses are helping to fuel Oakland's economic growth and are an important factor in our city's diversified economy.

"With the help of over 27 sponsors and partners, the City is able to host a full array of activities that both celebrate and help nurture and grow our diverse local businesses," said Mark Sawicki, Director of Economic & Workforce Development.

Among the activities planned is a visit by U.S. Small Business Administration Administrator Maria Contreras-Sweet, who will close her national tour across the country in Oakland on Friday, May 6, with a visit to Revolution Foods. After the visit, she will join Congresswoman Barbara Lee and Mayor Libby Schaaf at a reception highlighting Oakland's Food Manufacturing sector, an industry that has historical importance locally and continues to thrive in the 21st century.

During the reception, Revolution Foods will be honored for their efforts to transform the way America eats by providing access to healthy, affordable meals. Oakland-based Nona Lim Company will be recognized by Contreras-Sweet as Northern California's Emerging Business of the Year for 2016.

The following roster of Oakland events are planned:

Sunday, May 1, 2016, All Day

Kiva Oakland Pledge Drive

Join in the citywide drive, spearheaded by Mayor Libby Schaaf, to crowdsource 0% interest loans that will enable hundreds of Oakland's small businesses to grow and

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thrive. Browse through small business owners' profiles at www.Kiva.org/Oakland and choose who you want to help. During Sunday's Pledge Drive, loans will be matched by the City of Oakland, Main Street Launch, Capital One and the Miller Family Foundation, up to \$225,000.

Monday, May 2, 2016 , 8:30 a.m. – 12:30 p.m.

Access to Capital: Business Lender Workshops & Resource Fair (FREE)

Oakland City Hall, 1 Frank H. Ogawa Plaza

Business Access to Capital Workshops in English, Chinese and Spanish

Panel discussions in English, Spanish and Mandarin languages will cover how to find the right financing for your business, how to prepare to meet lenders, and sources of capital to support existing businesses and start-up companies. Following the workshops, there will be a Lender and Resource Fair showcasing financing and business development services. More info: (510) 208-0410 To Register: <http://tinyurl.com/may2oak>

Monday, May 2, 2016 , 5:30 – 7:30 p.m.

Reception Celebrating Oakland Businesses: Legacy and Future (FREE)

Oakland City Hall Rotunda, 1 Frank H. Ogawa Plaza

Reception honoring Oakland's Family-Owned Businesses

During the opening reception kicking off Oakland National Small Business Week, five family-owned and operated Oakland businesses in operation for more than 25 years will be recognized. Mayor Libby Schaaf will host this reception. Honorees are listed on the website. To Register: <http://bit.ly/1XrXFtW>

Tuesday, May 3, 2016 , 8:30 a.m. – 1 p.m.

Digital Solutions for Small Businesses Workshops (FREE)

Oakland City Hall, 1 Frank H. Ogawa Plaza

Intensive workshops focused on various digital solutions for Oakland small businesses to grow their businesses. Concurrent workshops from digital basics such as setting up an email account to digital marketing 101 will be followed by a hands-on clinic (English/Spanish). A Design Solutions Lab to identify existing or new tech solutions to address business challenges impacting small business owners. To Register: <http://bit.ly/1XrXFtW>

Tuesday, May 3, 2016 , 1 – 5 p.m.

Think Outside the Boss: A Workshop on Worker-Owned Cooperatives

Oakland City Hall, Hearing Room #3, 1 Frank H. Ogawa Plaza

This workshop provides an introduction into the nuts and bolts of starting and running a cooperatively owned business. We go over legal issues in an accessible way to help you understand the relationships between cooperatives, employment and community wealth-building. Suggested Donation: \$10 - \$25, No one turned away for lack of funds. More Info & To Register: www.theselc.org/totb8

Tuesday, May 3, 2016 , 5:30 – 7:30 p.m.

Oakland City Council: Honoring Local Small Businesses (FREE)

Oakland City Hall, Council Chamber, 1 Frank H. Ogawa Plaza

Each of the eight members of the Oakland City Council will present congratulatory proclamations honoring small businesses from their respective districts. At the start of the City Council meeting, each honoree will be introduced by their nominating Councilmember and receive a proclamation. Broadcast live on KTOP TV-10 and streamed live at <http://bit.ly/1Qvfqny>. No registration required.

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Wednesday, May 4, 2016

Diversity in Entrepreneurship is Good Business Workshop Series (FREE)

Oakland City Hall, 1 Frank H. Ogawa Plaza

Join in a full day of training, networking and opportunities to learn about the power of diversity and inclusion in Oakland's small business community. Each panel will present Oakland entrepreneurs and experts who will share their experiences, provide advice and share ideas on how our City can further embrace small business diversity.

This series of workshops will focus on Women in Business, Minority Businesses and LGBT Entrepreneurs. To Register: <http://bit.ly/1XrXFtW>

Thursday, May 5, 2016, 8:00 a.m. – 6:00 p.m.

Oakland's Creative Industry: Makers & Artists Workshops & Mixer (FREE)

Oakland City Hall, 1 Frank H. Ogawa Plaza

Oakland's creative industry is one of the largest and most diverse in the country. It includes visual and digital arts, music, dance, theater, film production, design, commercial art, fine art, entertainment, advertising and many more disciplines. Oakland ranks 17th in the country for its number of artists and includes 8,615 designers, 3,430 architects (ranked tenth in the nation) and 2,695 fine artists, art directors and animators. These workshops will run two concurrent tracks: one for Artists and the other track for Makers and Artisan Producers. Workshops include Small Business 101 for Artists: Starting a Business, Leasing and Funding; Oakland Makers: Sustainable Business Practices, Business Model Generation and Financial Forecasting; City of Oakland Cultural Funding Grants & Public Art Programs; Real Estate for Makers: Finding Your Workspaces and The Good Local Money Guide: Traditional and Alternative Finance. The day concludes with The Creative Industry Mixer. To Register:

<http://bit.ly/1XrXFtW>

Friday, May 6, 2016, 11 a.m. – 1 p.m.

Healthy Business, Healthy Communities! Reception (FREE)

Hiram Hall, 8105 Capwell Drive

Oakland's celebration of Small Business Week concludes with a reception celebrating the healthy food manufacturing industry in Oakland. Oakland's emerging healthy food industry is vital to job creation and the foundation of a healthy community. As noted above, U.S. SBA Administrator Maria Contreras-Sweet will be joined by Congresswoman Barbara Lee and Mayor Libby Schaaf.

To Register: <http://bit.ly/1Xrn5b5>

Saturday, May 7, 2016, All Day

Shop Local - Shop Oakland

Participating shops and districts throughout Oakland

Oakland residents are encouraged to show their love for Oakland small businesses by flexing their spending muscle and buying local. Oakland shopping districts will host celebrations, cultural events, shopping promotions and sidewalk sales. For a roster of events and offers, visit www.oaklandnet.com/sbw.

Oakland's Small Business Week activities are made possible by support from City of Oakland, Community Bank of the Bay, East Bay Express, Heritage Bank, Main Street Launch, Pacific Gas & Electric (PG&E), TMC Financing, 360 Total Concepts and U.S. Small Business Administration.

For more information on the Oakland Small Business Week events and workshops, please visit oaklandnet.com/sbw. Business owners interested in accessing the City's business support services should contact the **Oakland Business Assistance Center** at (510) 238-7952 or OaklandBusinessCenter.com.