



City of  
**OAKLAND**  
California

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News from: **City of Oakland**

**FOR IMMEDIATE RELEASE**

April 23, 2015

**City of Oakland Marks Small Business Week with Events, Workshops**

*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 several events and workshops slated for this year's NSBW, which will be celebrated from Monday, May 4 to Friday, May 8.

Every day, small businesses create 21st century jobs, drive innovation and increase America's global competitiveness. More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

"This week is a tremendous way to celebrate and support the small businesses in Oakland that serve us year-round," said Oakland Mayor Libby Schaaf. "Our small businesses are vital engines for growth and stability in our communities. They add to the unique flavor of Oakland's neighborhoods and foster vitality throughout our city, generating thousands of jobs and delivering tax revenues that help pay for essential City services. I'm committed to making sure this important sector of our local economy continues to thrive."

More than 90% of Oakland businesses employ 20 or fewer employees. While many of these 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.

"The City of Oakland and its partners will be hosting activities every day during National Small Business Week," said Mark Sawicki, Director of the Economic & Workforce Development Department. "We will celebrate our diverse local businesses, build awareness of the services and resources available to nurture growth and convene experts to share insight on today's pressing business issues."

The following roster of Oakland events are planned:

Monday, May 4, 5:30 to 7:30 p.m.

**National Small Business Week Reception: Celebrating 163 Years of Business Growth in Oakland**

Oakland City Hall, 1 Frank H. Ogawa Plaza

The City of Oakland will mark the start of NSBW. Several Oakland small businesses that have thrived in Oakland for more than 25 years will be recognized for their contributions to and invest in our city. Mayor Schaaf will provide remarks. The reception will also mark the City of Oakland's 163rd birthday. For more information, contact the Oakland Business Assistance Center at (510) 238-7952.

*Cost: Free*

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Tuesday, May 5, 5:30 p.m.

**Oakland City Council Meeting: Honoring Local Small Businesses**

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

Members of the Oakland City Council will present congratulatory proclamations honoring small businesses from their respective districts. At the start of the meeting, each honoree will be introduced by their nominating Councilmember and receive a proclamation. In addition, the City Council will be asked to approve a Resolution declaring May 4-8 as Oakland Small Business Week. The Council presentations will be broadcast live on KTOP TV-10 and streamed live at oaklandnet.com.

Wednesday, May 6, 9 a.m. to 5 p.m.

**Oakland Maker Day**

Hearing Room 4, Oakland City Hall, 1 Frank H. Ogawa Plaza

The day-long event will consist of a series of workshops and classes for Makers ranging from marketing to financing. The focus will be on manufacturers that need assistance with building or expanding their business operations. Presented in partnership with the Oakland Makers Group, a consortium of Oakland businesses and key technical assistance groups. R.S.V.P. to Margot Prado at [mprado@oaklandnet.com](mailto:mprado@oaklandnet.com).

*Cost: Free*

Thursday, May 7, 7:30 to 10 a.m.

**Oakland Retail Development Breakfast**

Lake Chalet Seafood Bar & Grill, 1520 Lakeside Drive

This breakfast meeting will promote retail development in Oakland, focusing on recent or upcoming national or local retailer developments. Come learn about retail investment and development opportunities. Presented in partnership with the Airport Area Business Association. To purchase tickets, visit

<http://www.eventbrite.com/e/oakland-retail-forum-2015-tickets-16189018791>.

*Cost: \$69*

Thursday, May 7, 8 a.m. to 12:30 p.m.

**Access to Capital: Business Lender Panel & Resource Fair**

Oakland City Hall, 1 Frank H. Ogawa Plaza

This free business financing workshop will cover lender requirements as well as various financing options including conventional loans, SBA Loan Programs, crowd funding and other alternative financing to help businesses launch or expand. Small business lenders and alternative capital lenders will be onsite. Resource fair participants will have information in English, Spanish and Mandarin. The resource fair will feature over 20 lenders and business technical assistance providers to assist Oakland businesses to succeed. Presented in partnership with the Alameda County SBDC. For more information, contact the Alameda County SBDC at (510) 208-0410. To register, visit

<http://nc.ecenterdirect.com/ConferenceDetail.action?ID=25459>.

*Cost: Free*

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Friday, May 8, 8:30 to 10:30 a.m.

**Resources for Doing Business in Oakland**

Oakland City Hall, 1 Frank H. Ogawa Plaza

Doing business in Oakland is easier than ever with the City of Oakland's Economic & Workforce Development Department, State of California and other community partners offering a wide range of services to help you save money and your business thrive. Learn from the experts about basic payroll tax, incentives, tax credits, recruitment and hiring resources, and employer subsidies for on-the-job training. For more information, contact Susana Villarreal at [svillarreal@oaklandnet.com](mailto:svillarreal@oaklandnet.com).

*Cost: Free*

Friday, May 8, 9 to 11 a.m.

**Small Business Marketing: Acquiring New Customers and Increasing Sales for Your Business**

Oakland City Hall, 1 Frank H. Ogawa Plaza

This seminar uses hands-on exercises and group discussions to help you expand your customer base. It will explain techniques appropriate for both existing and new businesses, and for both service and "brick and mortar" businesses. In this seminar, you will learn techniques that help you define your customers, find your customers and engage with them in an effective manner. Presented in partnership with the Alameda County SBDC. To register, visit <http://acsbdc.org/node/20620>.

*Cost: Free*

Several of the Oakland Small Business Week events are supported by a grant from JP Morgan Chase.

For more information on the Oakland Small Business Week events and workshops, please visit **Business2Oakland.com**. Business owners interested in accessing the City's business support services should contact the **Oakland Business Assistance Center** at (510) 238-7952 or [OaklandBAC.com](http://OaklandBAC.com).

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