



## Agenda Report

21-1135

Agenda Date: 11/9/2021

### REPORT TO COUNCIL

#### SUBJECT

Action on a Memorandum of Understanding Between the City of Santa Clara and the Silicon Valley Central Chamber of Commerce for a Partnership to Support Small Businesses in Santa Clara

#### COUNCIL PILLAR

Promote and Enhance Economic, Housing and Transportation Development.

#### BACKGROUND

In July 2021, the City executed a Settlement Agreement with the Silicon Valley Central Chamber of Commerce ("SVC Chamber") regarding Santa Clara Convention Center and the former Convention-Visitor Bureau. The settlement agreement provided for payments to the City for a total amount of \$330,000. On September 9, 2021, Council recognized the settlement funds and approved its appropriation to the City Manager's Office to be used to improve outreach and assistance to small businesses in Santa Clara.

#### DISCUSSION

With resolution of outstanding issues, there is new opportunity for the City and the SVC Chamber to move forward in partnership. The City and the SVC Chamber have a mutual interest in assisting Santa Clara small businesses to effectively recover and thrive post COVID-19. As the SVC Chamber serves as a resource, advocate, and connector for small businesses, and the City strives to provide continued resources and support to local businesses, both agencies working together in cooperation and collaboration can have a greater collective impact on the small business community.

Under the proposed Memorandum of Understanding ("MOU"), the City and the SVC Chamber will confirm a commitment to establish a joint working relationship for the purposes of providing businesses outreach, support, and resources.

As outlined in the MOU, the City and SVC Chamber will commit to several goals, including:

- Promoting business educational workshops and seminars on topics of importance to the business community (e.g. how to be certified as a minority-owned, women-owned, or veteran-owned business);
- Engaging with businesses and conducting regular visits to Santa Clara small businesses;
- Developing outreach activities to gather feedback from businesses to inform the City Council on future policy considerations such as the reform and modernization of Santa Clara business tax; and
- Establishing regular communication on organizational events and resources such as small business assistance grant programs and community events.

The proposed MOU represents a spirit of collaboration that supports the continued economic recovery of Santa Clara small businesses and would begin upon full execution of the MOU and terminate on June 30, 2024.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

### **FISCAL IMPACT**

\$330,000 has been appropriated to the City Manager's Office to be used to improve outreach and assistance to small businesses in Santa Clara. There is no other fiscal impact except for staff time to support efforts.

### **COORDINATION**

This report has been coordinated with the City Attorney's Office and the Finance Department.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>>.

### **RECOMMENDATION**

Authorize the City Manager to execute a Memorandum of Understanding between the City of Santa Clara and the Silicon Valley Central Chamber of Commerce for a partnership to support small businesses in Santa Clara.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

### **ATTACHMENTS**

1. Memorandum of Understanding