

City Council Economic Development

July 22, 2024

1:00 PM - 2:30 PM

In-Person Meeting:
Community Development Large Conference Room
San Rafael City Hall
1400 Fifth Avenue, 3rd Floor
San Rafael, CA 94901

Join to view Meeting (non-participation):
<https://cityofsanrafael-org.zoom.us/j/88595439739>
Meeting ID: 885 9543 9739
Phone: 1 (669) 444-9171

Agenda

1. Public Comment – Items not on the Agenda (5 minutes)
2. Economic Development Partner Updates (15 minutes)
 - a. San Rafael Chamber, East San Rafael and Downtown Business Improvement District Updates
 - b. Hispanic Chamber of Commerce Updates
3. Group Discussions
 - a. Marin Small Business Development Center Report (15 Minutes)
 - b. Homelessness Update (20 minutes)
 - c. Equitable Low-carbon Economy program (20 minutes)
 - <https://www.cityofsanrafael.org/documents/san-rafael-equitable-low-carbon-economy-draft-plan/>
 - <https://www.cityofsanrafael.org/documents/workplan-template-draft-elce/>
4. Adjournment

Attachment 1: Marin SBDC 2023 Data Report Presentation



2023 San Rafael Client Data Report

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Recent Client Testimonials



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“I still have a company post-pandemic because of your support!! We are now getting increased business through our new website, new brand and social media strategy. I could not have done this without the support of the SBDC. I am eternally grateful!”

“Thanks to SBDC, I felt confident navigating the legal process of forming my LLC. I also received priceless advice for how to monetize my business.”

“We were able to pivot from a 35 year brick and mortar store and move our business online & launch a new website!”

“I upgraded my social media strategy, improved SEO, increased advertising, added a dance studio. Thanks SBDC Advisors Stephanie Koehler and Bill Ross.”

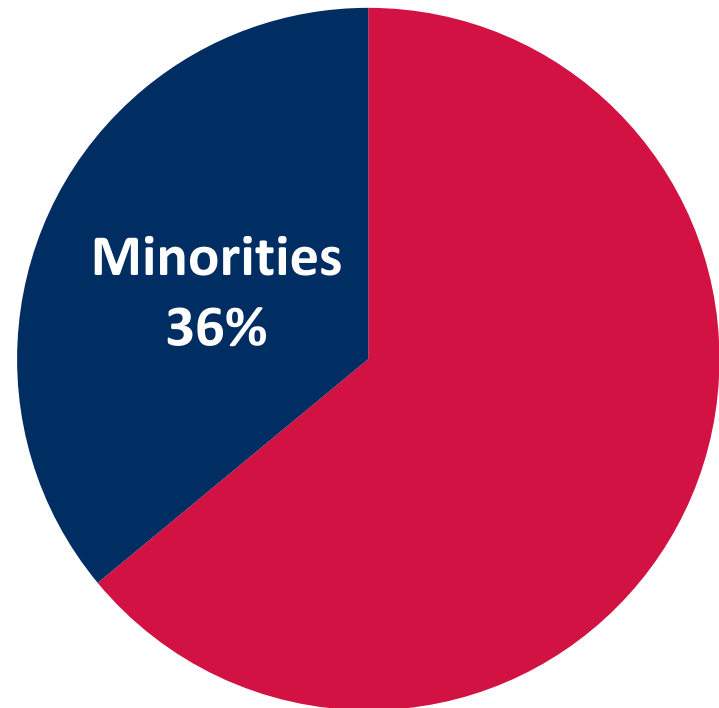
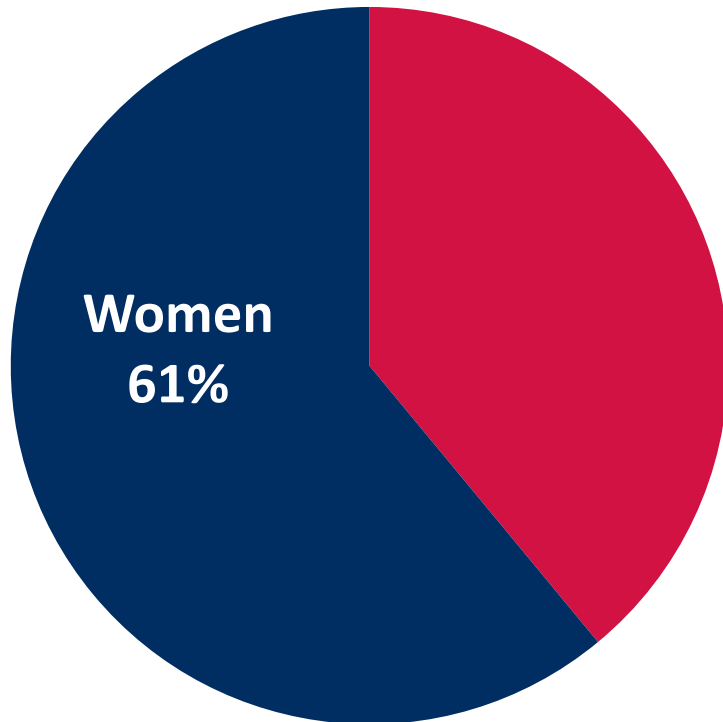
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2023 San Rafael Clients Receiving One-on-one Advising

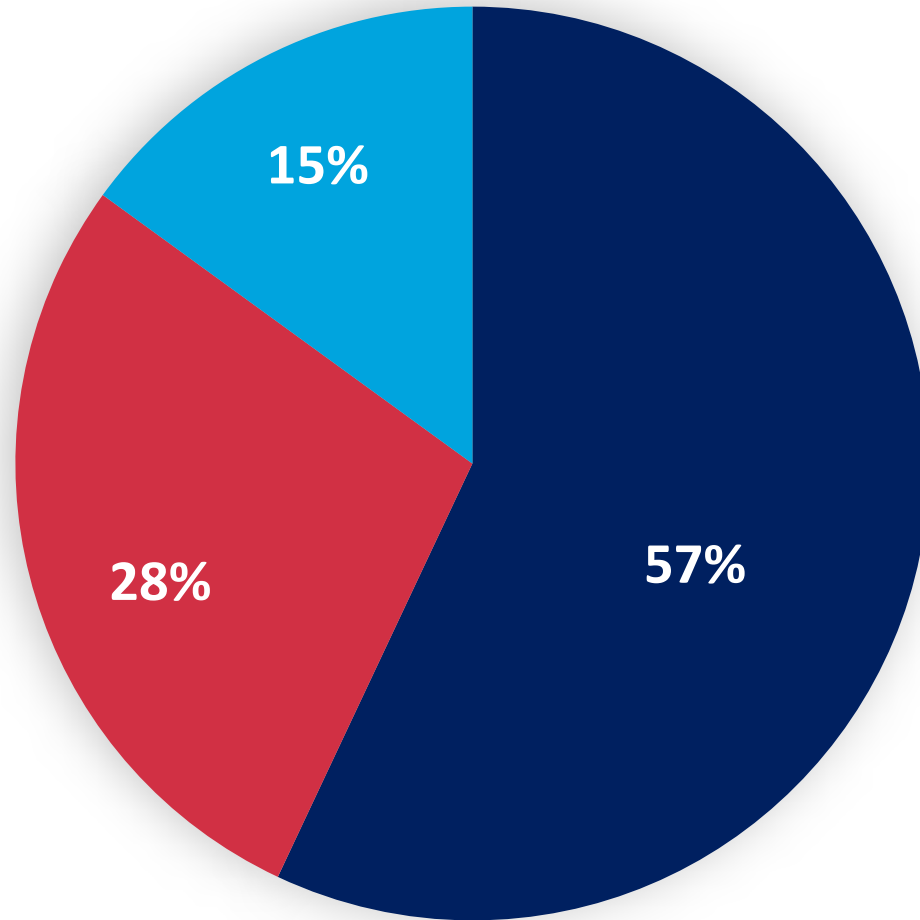


Direct one-on-one advising support for businesses

2023 Client Demographics

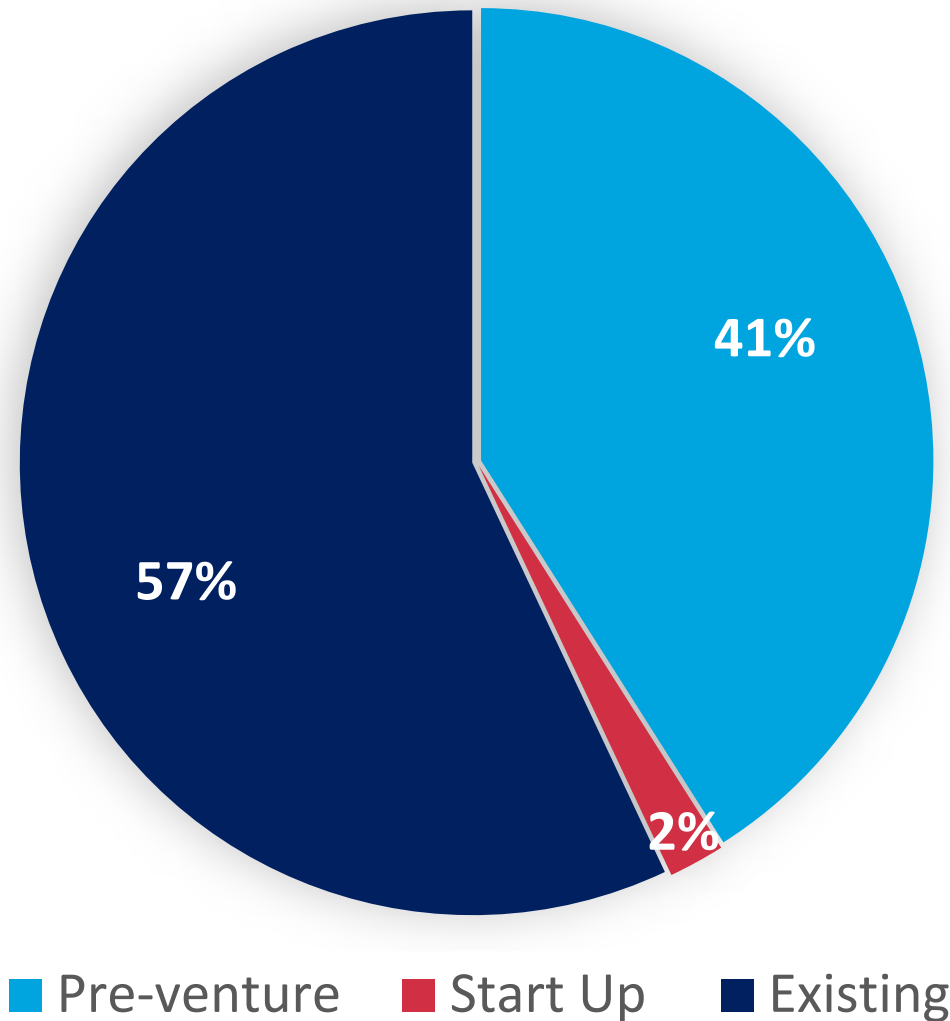


2023 Low Income Data



■ Low Income ■ Moderate to High ■ Unknown

2023 Business Status

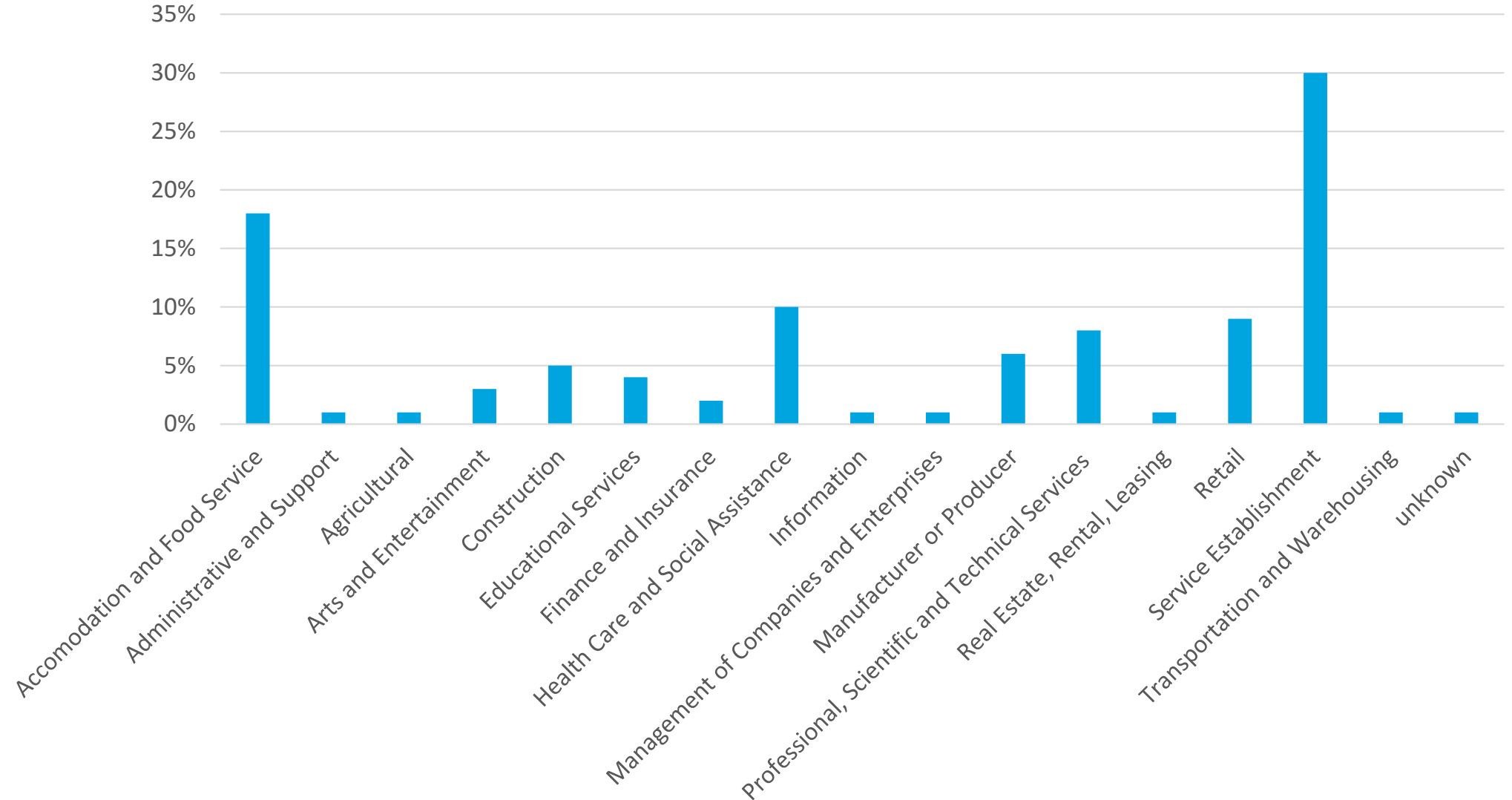


Start up means they are in their first year.

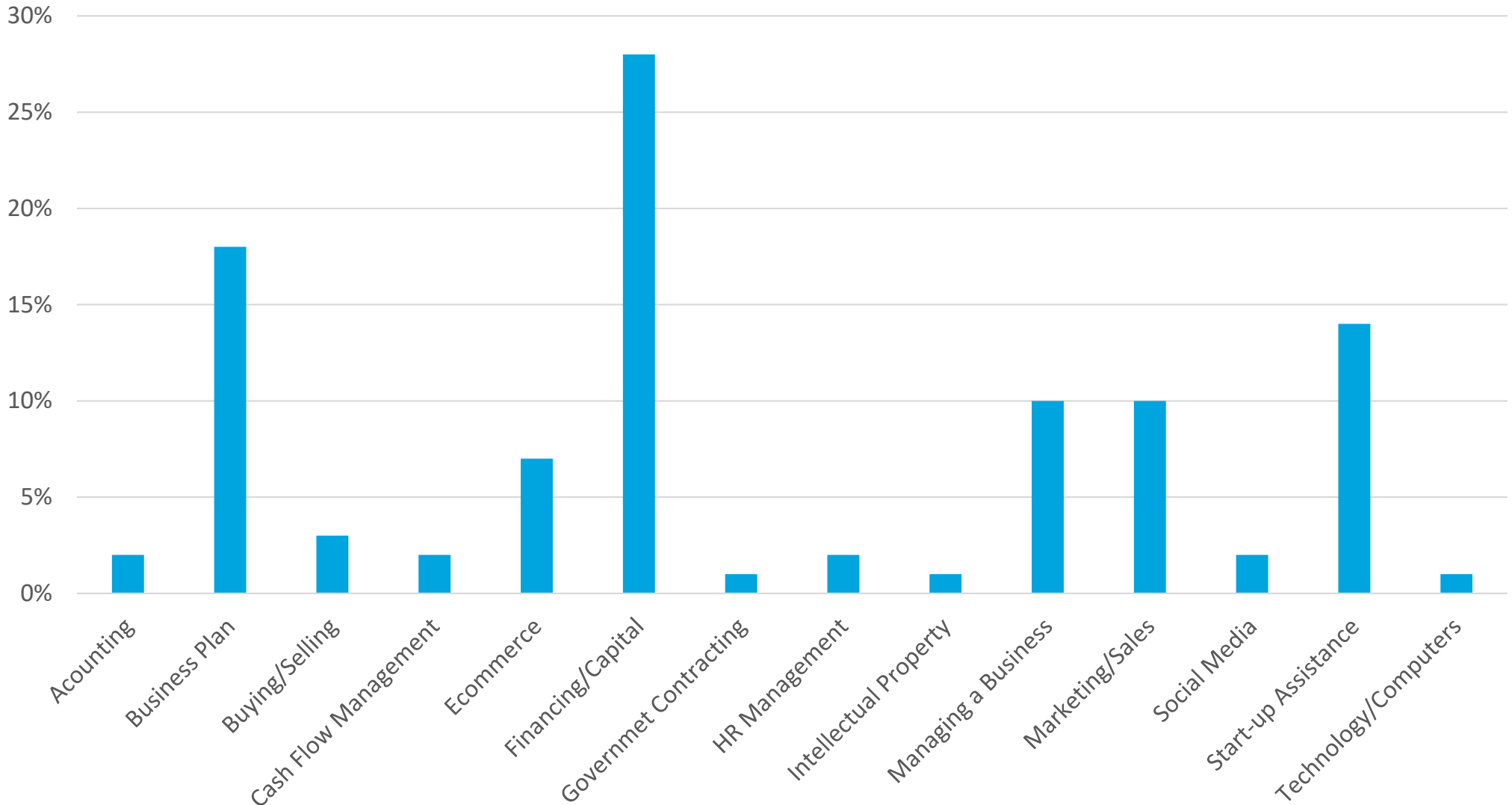
Existing means they have been in business greater than one year.

Per grant requirements, we only count a business as started once they have sales outside of family and friends and a license or have invested into the business.

2023 Industry Breakdown



2023 Advising Topics



2022 Novato Client Attributed Results



\$2M

in Capital Infusion



\$5M

increase in sales



9

Business Starts



77

Jobs created

Data Notes:

Per our grant requirements, all data results must be attributed by clients. This means clients must fill out a survey verifying the results achieved. We get around a 40% fill out rate, so the actual impact of our work is much higher.

2023 SBDC Workshops

Workshops are open to any business in Marin County.



2023 Sample Workshop Topics

- Storytelling Through Video and Image
- Succession Planning & Employee Ownership
- Get Your Website Noticed & SEO Best Practices
- Navigating New Facebook & Instagram Changes
- Increase Sales with Google Ads
- Social Media Strategy: Optimizing Your Efforts
- Creative Ways to Fund Your Business
- Digital Marketing Fundamentals

2023 Specialty Training Programs



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- 10-session 'Construyendo Mi Negocio' workshop taught in Spanish to help starting and growing businesses in partnership with Canal Alliance
- 10-session workshop in partnership with Center for Domestic Peace for women coming out of domestic violence situations who may want to start a business
- 9-session workshop for high school students to help them understand starting a business in partnership with Marin County of Education
- 3-hour session for 50+ women who want to start a business in partnership with YWCA

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Expansion with Spanish + Child Care Workshops

- Developed 3 new Spanish marketing workshops and expanded our Consturyendo Mi Neogcio workshop
 - *Testimonial:* “So grateful that those without papers can access business training”
 - *Testimonial:* “100% recommend this class, very important tools for our personal life and our goals in every sense. So important for people in our community.”
- Developed new curriculum for child care providers and worked with Marin Child Care Council

Highlights From The Data



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With your funding and leveraging our other grants, in 2023, we spent 188 additional one-on-one business advising hours compared to 2022. Thank you!

We upgraded our processes to better track low-income data. Last year, 30% of the clients did not report low-income data and this year only 15%. According to the Department of Housing and Community Development (HCD), 57% of our San Rafael clients were considered low-income. This means we are serving a large underserved population.

This is the first year in 10 years we did not see many businesses acquire funding which is the reason for the low capital infusion milestone number. Although 42% of the San Rafael clients needed support with funding, the amounts the business owners took out were much smaller or people found ways to get by without funding.

In 2023, compared to 2022, we saw a 71% increase in attendance for our workshops.

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Grateful for Your Support!



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Thank you for recognizing the importance of small businesses in our local economy. Your funding contribution makes a difference in the lives of these business owners as well as their families.

With increased funding, we can do more in the Spanish speaking community and with specific industries that are needing support. We are here to work with you and the community to determine the best needs for the San Rafael businesses.

We look forward to continuing to serve San Rafael and helping businesses thrive. Much Appreciation!

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