



Vietnamese BUSINESS FORUM

JULY 13, 2023



City of Santa Ana

Community Development Agency

Planning and Building Agency

Finance & Management Services

Public Works Agency

Police Department



COMMUNITY DEVELOPMENT

EXECUTIVE DIRECTOR: MIKE GARCIA

**Economic
Development**

**Workforce
Services**

**Homeless
Services**

**Housing
Authority**

**Housing
Development**

COMMUNITY DEVELOPMENT

KEY SERVICES FOR BUSINESSES

Economic Development Division

We're here to help!

1. City Liaison
2. Business Services
3. Workforce Services



COMMUNITY DEVELOPMENT

Business Services

Site Selection
Assistance

Business Resource
Referrals

Shop Local
Campaigns

Small Business Grants

Small Business
Rent And Debt Relief
Up to \$25,000

Small Business
Incentive Program
Up to \$5,000

Revive Santa Ana
Business Program
\$1,000

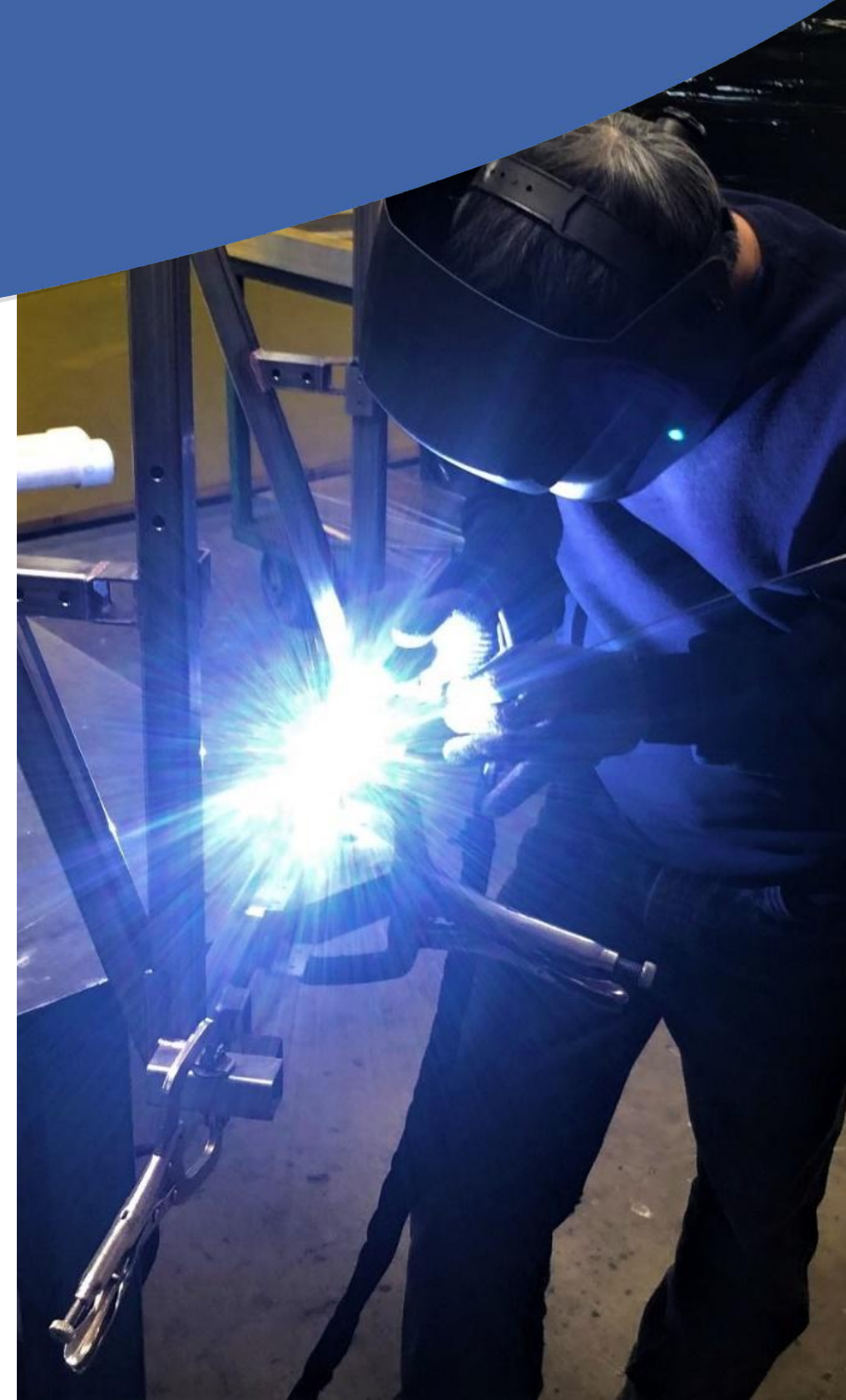
COMMUNITY DEVELOPMENT

KEY SERVICES FOR BUSINESSES

Workforce Services

Looking for employees?

1. Recruitment & Job Fairs
2. CalJobs Resume Bank
3. Labor Market Info/Wage Data
4. Work Experience & On-the-Job Training





COMMUNITY DEVELOPMENT

Santa Ana Youth Employment Program

SEEKING WORKSITES
TO PROVIDE TRAINING AND
MENTORSHIP

AGES 16-24

YOU TRAIN, WE PAY

PLANNING & BUILDING

ASSISTANT DIRECTOR: ALVARO NUNEZ

**Planning
Division**

**Building Safety
Division**

**Code Enforcement
Division**



PLANNING & BUILDING

KEY SERVICES FOR BUSINESSES

Zoning Questions

Certificate of Occupancy

Tenant Improvement
Permits

Permanent and
Temporary Signs

Commercial Property
Signage Requirements

Façade Improvement
Up to \$50,000



FINANCE & MANAGEMENT SERVICES

EXECUTIVE DIRECTOR: KATHRYN DOWNS

Collect City revenues, pay the City's bills, safeguard public funds through good internal controls. Responsible for financial reporting, treasury, audit and budget activities.



Contact info:

-
-
-

FINANCE & MANAGEMENT SERVICES

KEY SERVICES FOR BUSINESSES

1. Local Tax Collections:
 - a. Annual business license tax (non-regulatory)
 - b. Hotel Visitor tax
 - c. Cannabis Business tax
2. Water & Sewer utility billing
3. Doing business with City – bid opportunities with 7% local preference for small business in Santa Ana



PUBLIC WORKS

DEPUTY DIRECTOR/CITY ENGINEER:

RUDY ROSAS

Water & Sewer

Trash Services &
Street Sweeping

Park, Fleet & Facility
Maintenance

Pothole & Sidewalk
Repair

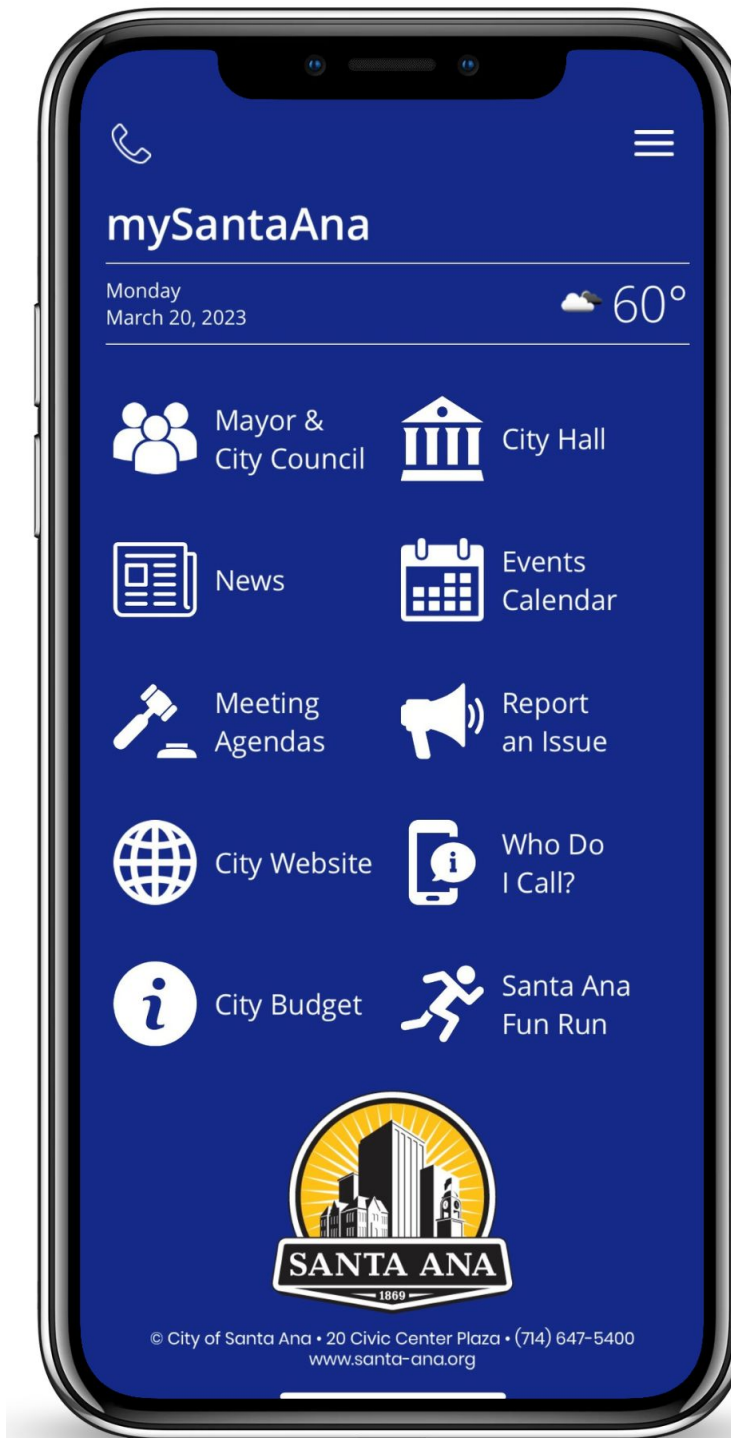
Street Lights &
Traffic Signs

Engineering
Construction &
Permits

PUBLIC WORKS

KEY SERVICES FOR BUSINESSES

1. Public Works Permits
2. Parking Issues
3. Trash Service
4. MySantaAna App



Download the mySantaAna App

The **mySantaAna** mobile app is the quickest way to easily report issues with photos and locations for the City to clean or repair. **Use the app to report issues such as:**

Graffiti Removal

Streetlight Issues

Potholes

...and many more!

Scan QR Code to download the app:



POLICE DEPARTMENT

ASSISTANT CHIEF: ROBERT RODRIGUEZ



Mission:

Deliver public safety services to our community with the utmost professionalism and integrity.

**NON-EMERGENCY
DISPATCH LINE:**

(714) 245-8665



U.S. Small Business
Administration



Business Resource Organizations



The Voices of
MANY BUSINESSES
Spoken Firmly Through
ONE ORGANIZATION



THANH PHAM, CFA, CPA
VACOC Chairman
CEO, CALIFORNIA INTERNATIONAL BANK, N.A.

VACOC.ORG

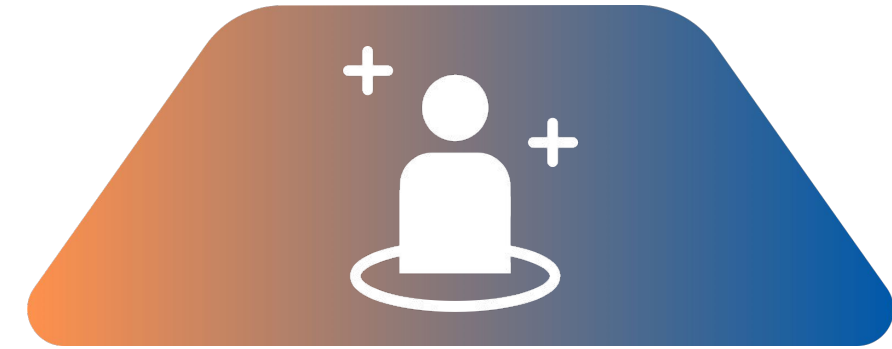
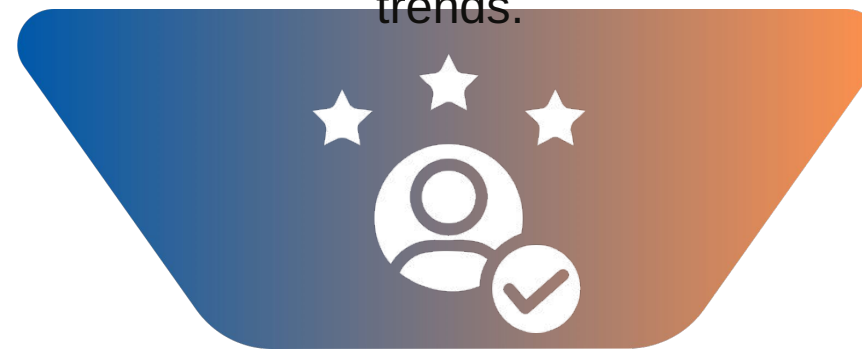


AMPLIFYING VISIBILITY

Social media (i.e. Facebook and LinkedIn) provide a large network actively seeking content. Interviews with prominent figures / experts allow us to harness their reach and expand our own visibility

BUILDING THOUGHT LEADERSHIP

These interviews will position the VACOC as a hub of knowledge, where one can access information, gain new perspectives, and stay updated on trends.



AVENUE OF INSPIRATION

Provide an avenue for showcasing compelling stories and journeys. Besides celebrating accomplishments, hopefully the stories will inspire others to take their own action

PARTICIPATE & JOIN THE NETWORK

- SMALL BUSINESS DEVELOPMENT COMMITTEE
- COMMUNITY RELATIONS COMMITTEE
- INTERNATIONAL RELATIONS COMMITTEE
- GOVERNMENT AFFAIRS COMMITTEE



U.S. Small Business
Administration



U.S. Small Business
Administration

Start, Grow, Expand, and Recover Your Business

Ron Galati, Lender Relations Specialist, ronald.galati@sba.gov

SBA's Orange County/Inland Empire District Office



SBA Staff –Orange County/Inland Empire District Office

ORANGE COUNTY - INLAND EMPIRE
DISTRICT OFFICE

OCIE



DISTRICT DIRECTOR



DEPUTY DISTRICT DIRECTOR



LEAD BUSINESS
OPPORTUNITY
SPECIALIST



GOVERNMENT
CONTRACTING TEAM



ECONOMIC DEVELOPMENT
TEAM



LENDER RELATIONS
SPECIALIST



SBA Program & Services

<https://www.sba.gov>



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Free business counseling

Get business advice from our partnering organizations and experts.



SBA-guaranteed business loans

Find an SBA lender near you to help fund your business.



Home & business disaster loans

Apply for a low-interest disaster loan to help recover from declared disasters.



Federal government contracting

Learn how to find and win small business government contracts.

[Orange County / Inland Empire | U.S. Small Business Administration \(sba.gov\)](#)





FOR THE LIFE OF YOUR BUSINESS



FOR THE LIFE OF YOUR BUSINESS

Orange County

Daniel Garcia - Mentor
daniel.garcia@scorevolunteer.org



Resource Partner of since 1964



score.org



MENTORING: 1-on-1

- **FREE** advice – experienced, mentor match
- Confidential, All Stages



WORKSHOPS: 330/70

- Fresh, relevant, experts, calendar plan
- Learn – Biz Plan, Finance, Website, QuickBooks, AI, SEO, Social Media, Video +



ONLINE RESOURCES: 24/7

-  Templates, tools, e-guides, translate +





Mike Daniel

Network Director

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Manal Richa

Director

CSUF SBDC
Manal.Richa@ociesbdc.org



Roger Lloyd

Director

OCIE SBDC - Marketing Center
Roger.Lloyd@ociesbdc.org



How can the SBDC help your business grow?



Schedule an appointment now to help **grow your business** through one-on-one consulting provided by the **OCIE SBDC**.

1-800-616-7232

A proud resource partner of the U.S. Small Business Administration (SBA) and the California Governor's Office of Business and Economic Development (GO-Biz)

✓ **One-on-One Consulting**

Our team of expert business consultants are here to help you in four core areas: plan, cash, customers and people

✓ **Training & Workshops**

SBDC provides business workshops and training programs for current and aspiring business owners to start and grow their business at little to no cost.

✓ **Specialty Centers & Services**

Grow your business with government contracting, global trade, access to capital and marketing strategies

✓ **Market Research**

SBDC Intel is a resource available to our clients to supply tools, analysis, and information to improve and optimize the decisions and performance of their business.



BETTER BUSINESS BUREAU®

Serving the Pacific Southwest

Rhonda Miller

Director of Business Engagement

rhonda.miller@bbbcommunity.org

714-462-9564



BBB Business Support

- **Business Accreditation**
 - Business tools & resources
 - Benefits
- **Events/Networking**
 - Summits
- **Coworking/Business Space**
 - ignite sparked by BBB (2024 in OC!)
- **Business Acceleration**
 - Empower by GoDaddy
- **Celebrating Ethical Businesses**
 - Torch Awards for Ethics





ОСТА

Contracts Administration and Materials Management

Georgia Martinez

Department Manager, Contracts and Procurement

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Meena Katakia

Department Manager, Capital Projects

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Vendor Training

VENDOR TRAINING



WINNING PROPOSAL TRAINING

Learn how to do business with OCTA and prepare a winning proposal in this training video. [Click here](#) to view a sample winning proposal.

[Click here to view DBE Responsiveness Training Videos and Instructional Guides.](#)



HOW TO SUBMIT A RESPONSIVE PROPOSAL TO A REQUEST FOR PROPOSALS

Learn how submit a responsive proposal to a Request for Proposals (RFP).



HOW TO SUBMIT A RESPONSIVE BID TO AN INVITATION FOR BIDS

Learn how to submit a responsive bid to an Invitation for Bids (IFB).



HOW TO CONDUCT A SUCCESSFUL INTERVIEW

Learn how to conduct a successful interview with OCTA.

OCTA offers multiple videos to assist small businesses develop skills in preparing proposals, bids and conducting successful interviews.

Visit

<https://cammnet.octa.net/vendor-training/> to view the videos and download a sample winning proposal

**SANTA ANA
CHAMBER OF
COMMERCE**

www.santaanachamber.com



Thank you!

