To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Jordan Klein, Economic Development Manager
Subject: Contract: Uptima Business Bootcamp for Business Support Services

RECOMMENDATION
Adopt a Resolution authorizing the City Manager to execute a contract, for an amount not to exceed $120,000, and any amendments thereto, with Uptima Business Bootcamp for business support services.

FISCAL IMPACTS OF RECOMMENDATION
The $120,000 contract will be funded from General Funds comprised of one-time FY 2018 carryover funds from the Office Economic Development budget (010-8703-465-3038). The appropriation of these carryover funds will be included in the First Amendment to the FY 2019 Annual Appropriations Ordinance. This contract has been entered into the City’s contract management database and assigned CMS No. YP1DG.

CURRENT SITUATION AND ITS EFFECTS
Small, locally-owned businesses are essential to our local economy and community vitality. Presently, small businesses in Berkeley face a number of challenges that, increasingly, are threatening their viability. These challenges include the increasing costs of labor, commercial rent and other operating costs; competition from internet sales and neighboring communities; and suboptimal neighborhood conditions that diminish foot traffic. In addition, the City of Berkeley’s zoning ordinance, building codes and regulations and public approval processes can be challenging to navigate for businesses that are seeking to launch or expand in Berkeley.

The mission of the City of Berkeley’s Office of Economic Development (OED) is to assist businesses, entrepreneurs, artists and community organizations to access services, feel welcome in Berkeley, and thrive. OED plans to engage Uptima Business Bootcamp to pilot new small business retention programs in the City of Berkeley. OED and Uptima seek to assist small, locally-owned businesses that are at risk of displacement or closure, with a particular focus on independent retailers. Uptima will aim to implement innovative, relevant strategies to enable existing small businesses to increase their profitability and sustainability.
BACKGROUND
A Request for Proposals was released on April 3, 2018 and after consideration by a review panel consisting of City staff, Uptima Business Bootcamp was selected to provide business support services. Uptima will provide outreach and business support services to small businesses that are at high risk of displacement in Berkeley and the Bay Area. The goal of the program is to help the City of Berkeley retain its diverse small businesses and provide resources for businesses to thrive by increasing their profitability and sustainability. Business support services will include business planning, loan packaging, marketing support, real estate support, succession planning, and other assistance as needed. Uptima’s target clientele includes businesses owned by people of color and businesses located in South and West Berkeley, but any small, independently-owned business in Berkeley will be eligible for services. Through this program, the City aims to provide direct service to at least twenty small businesses over the course of two years.

ENVIRONMENTAL SUSTAINABILITY
There are no identifiable environmental effects or opportunities associated with the content of this report.

RATIONALE FOR RECOMMENDATION
Staff was convened to form an RFP review panel and after careful review and an in person interview, Uptima Business Bootcamp was selected to provide the services listed in the RFP.

ALTERNATIVE ACTIONS CONSIDERED
None considered.

CONTACT PERSON
Jordan Klein, Economic Development Manager, (510) 981-7534.

Attachments:
1: Resolution
RESOLUTION NO. ##.###-N.S.

CONTRACT WITH UPTIMA BUSINESS BOOTCAMP TO PROVIDE BUSINESS SUPPORT SERVICES FOR THE CITY OF BERKELEY

WHEREAS, the City of Berkeley has a strong interest in retaining diverse small businesses; and

WHEREAS, 97% of Berkeley businesses are small businesses; and

WHEREAS, small businesses provide employment opportunities for employment and wealth creation among traditionally disenfranchised populations; and

WHEREAS, small businesses foster innovation and have the unique ability of catering to a neighborhoods day-to-day needs for goods and services; and

WHEREAS, small businesses contribute to a local environmental and public health efforts by encouraging residents to conduct business locally, resulting in lower emissions and increased physical activity by walking and biking to local businesses; and

WHEREAS, the costs of small business displacement include lower employment rates among low-income individuals and people of color, social disruption, and public health issues; and

WHEREAS, the Office of Economic Development staff issued a request for proposals on April 3, 2018 for business support services, and subsequently five proposals were received; and

WHEREAS, a selection panel to assess the proposals was assembled, consisting of City staff from several departments; and

WHEREAS, the firm Uptima Business Bootcamp was selected by the selection panel as the preferred vendor for the project; and

WHEREAS, The $120,000 contract will be funded from the General Fund, CMS No. YP1DG.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments thereto with Uptima Business Bootcamp for business support services, for an amount not to exceed $120,000. A record signature copy of said contract and any amendments are to be on file in the Office of the City Clerk.