

**East Palo Alto & Renaissance Entrepreneurship Center
Small Businesses Assistance Program
(Part of 1.2M Community Benefits)**

Description:

The City Council, after a couple of study sessions, one on October 20, 2015 and another November 10, 2015 deliberated on how to use the \$1.2 million University Square Project Community Benefit payment originated from the 200,000 sq. ft. class A office building developed by the Sobrato organization at the intersection of University Avenue and Donohoe St.

As a result of those meetings, the City Council agreed to allocate resources to assist creating a more vibrant small business marketplace, including a component to assist businesses get access to capital, but also offering specific industry technical expertise and assistance to assist businesses in asset building, obtaining a business license, and in creating forums and events to gain exposure in the local marketplace.

Renaissance estimated cost for the program is \$100,230.35, and it is ready to launch the program, and work plan a month after entering into a grant agreement, providing quarterly reports.

Status: Council approved funding the program on April 5, 2016. Program scheduled to start the second quarter of 2016 and run for a year.

Schedule:

	2016	2017
Assistance to Small Businesses – Community Benefit		
Grant Award, Outreach and Partnership Development	■	
Marketing Business Marketplace	■	
Market Holiday Fair	■	
Entrepreneur Forum Workshops	■	■