

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: April 6, 2009

Reviewed by: BP

SUBJECT: City Co-sponsorship of Workshop for Small Businesses

REPORT BY: Beth Pollard, City Administrator

STAFF RECOMMENDATION

Approve City co-sponsorship, with Chamber of Commerce and the Solano Avenue Association, of a workshop on marketing and on-line sales tips for small businesses on Wednesday, May 6, 2009, 6 p.m. to 8 p.m., at the Albany Senior Center at no-charge.

BACKGROUND/DISCUSSION

As part of the City's economic development activities, the City, Chamber of Commerce, and Solano Avenue Association sponsored a seminar in February for Albany business owners. Titled "Small Business Strategies and Tips for Tough Times," it attracted more than 50 local business people. Participants expressed interest in attending an additional seminar.

A second seminar has been scheduled for Wednesday, May 6, 2009, from 6 p.m. to 8 p.m. at the Albany Senior Center. The focus will be on creative business marketing and on-line sales. The featured speakers are Serena Baker, A Different Day Gallery, and Tod Abbott, Almost Everything Communications.

The proposal is to list the City as an additional sponsor and provide the Albany Senior Center free of charge for the event and the participants.

SUSTAINABILITY IMPACT

The workshop will assist in creating a more sustainable Albany by helping small businesses to survive and thrive in Albany. This impacts our efforts to encourage residents to shop local, which can decrease vehicular pollution and carbon emissions in our region.

FINANCIAL IMPACT

The speakers for the seminars are donating their time free of charge. At the last seminar, Safeway and Beverages & More donated refreshments. There may be minor costs associated with photocopying materials.