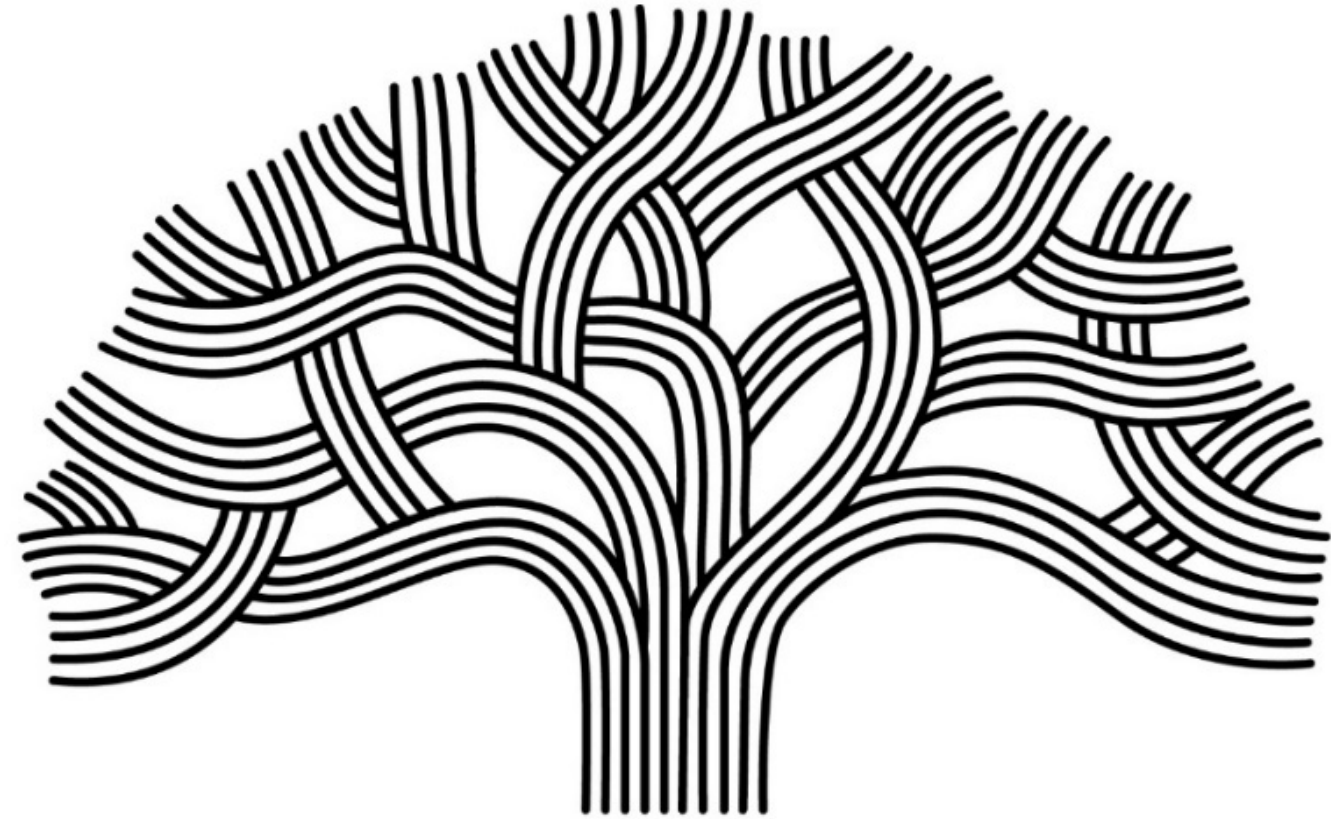


Informational Report – Challenges Facing Business

Presented by:

Economic & Workforce Development
Department



CITY OF OAKLAND

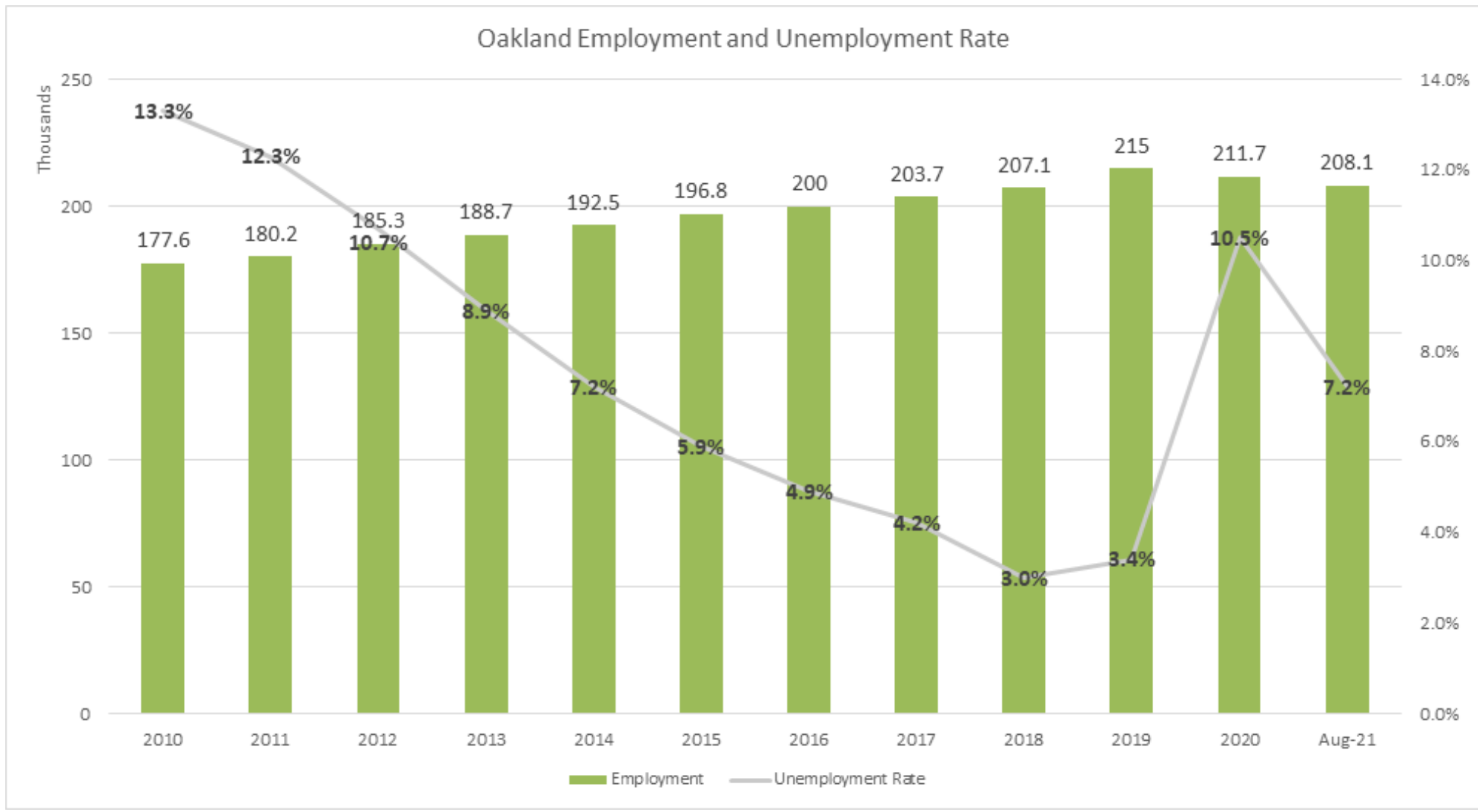
IN THIS REPORT

1. COVID-19 Economic Impacts & the City's Response

2. Challenges Facing Oakland Businesses in Accessing Stimulus Funding

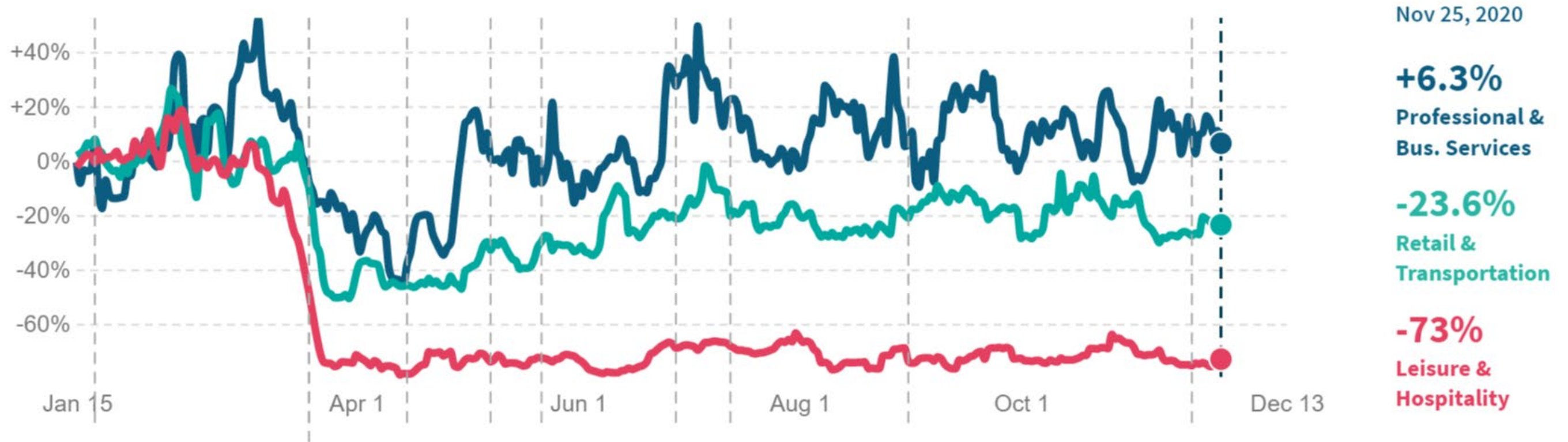
3. The 2021-2022 Economic Recovery Plan

4. Resources Available to Help Business Reopen



Oakland Employment and Unemployment Rate 2010-2021

In **Oakland**, as of **November 25 2020**, professional and business services small business revenue **increased** by **6.3%** compared to January 2020.



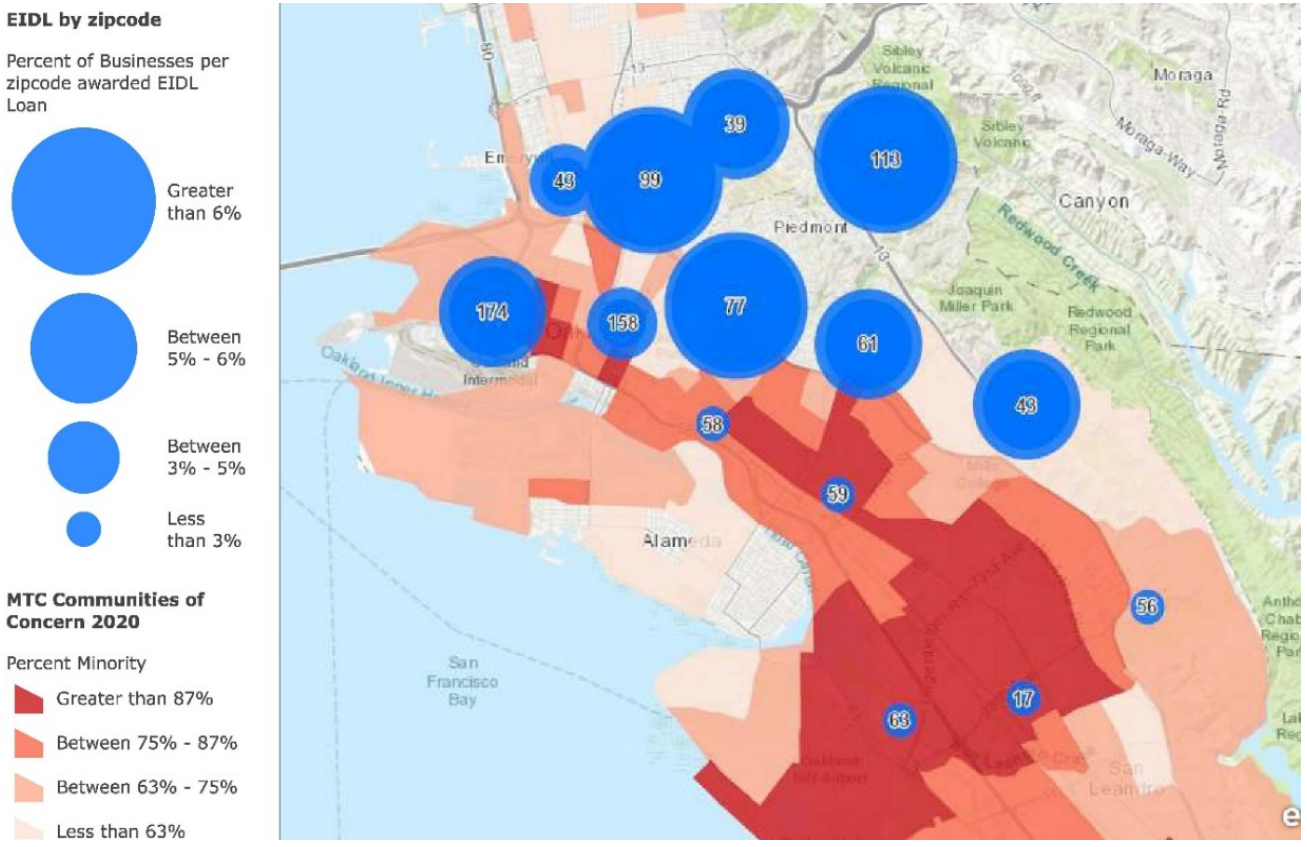
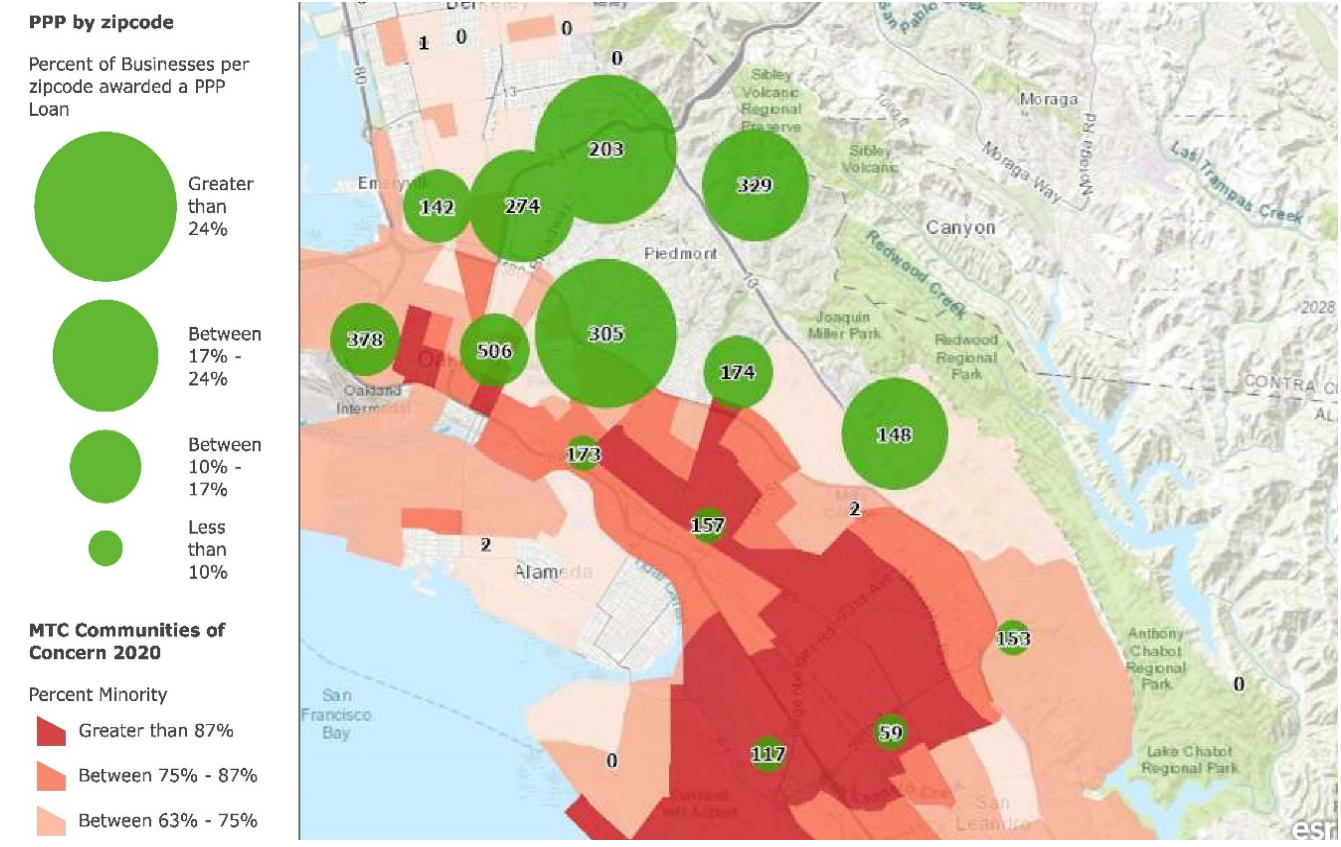
Revenue and job losses concentrated in retail and hospitality industries

Recovery Efforts

- Commercial Eviction Moratorium (ended 9/30)
- Flex Streets Program
- Akoma Market and Lake Merritt Vendor Programs
- More than \$1 billion in state, federal and local relief funds for small business, restaurants, artists, venues
 - Private Philanthropy
 - Paycheck Protection Program (PPP) & Economic Injury Disaster Loan (EIDL)
 - Restaurant Revitalization Fund
 - Shuttered Venue Operator Grants
 - California Small Business COVID-19 Relief Grant Program
 - CARES Act Funded Grant Programs



Challenges Facing Oakland Businesses in Accessing Stimulus Funding



EIDL and PPP loans made in proportion to the number of businesses located in each ZIP Code

2,200+

individuals, businesses and organizations at risk of displacement served

\$17.5 million

in emergency grant funds through CARES Act funded grant programs

1,000

Small businesses received PPE

86 percent

were people of color

City CARES Act Support

<https://oaklandca.gov/CaresAct>

Oakland Economic Recovery Advisory Council

1,100 Recovery Surveys – 3,600 businesses, workers, artists supported

10 business service organizations, including Oakland's multicultural chambers of commerce

48 small businesses (72 percent owned by people of color and 64 percent women-owned)

3 community service organizations across the city (East, Downtown, and West Oakland)

Economic Recovery Plan Business Outreach 2020-2021

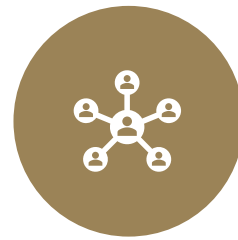
2021-2022 Economic Recovery Plan - 5 Priority Areas



**1. FINANCIAL
READINESS –SMALL
BUSINESS SUPPORT**



**2. EQUITY IN
CONTRACTING AND
GRANT MAKING**



**3. SOCIAL COHESION
AND THE CREATIVE
ECONOMY**



**4. GROWING DEMAND
AND INVESTMENT**



**5. WORKFORCE
DEVELOPMENT**

Resources to Help Business Reopen

City's Business Resource web page: <http://www.oaklandbusinesscenter.com>

Business Resource Updates in five languages:
<https://oaklandca19202.activehosted.com/f/8>

Remote Business Assistance Center appointments at five neighborhood library branches. <http://www.oaklandca.gov/RemoteBAC>

California's Office of the Small Business Advocate (CalOSBA): calosba.ca.gov

Oakland Planning & Building Department intends to resume in-person service when the Civic Center Plaza re-opens to the public on January 3, 2022:

Apply for permits online through at: <https://www.oaklandca.gov/services/online-permit-center>

New project landing pages to assist applicants with their projects: <https://www.oaklandca.gov/services/get-started-on-your-project>

New page with business ADA Accessibility requirements and resources:
<https://www.oaklandca.gov/topics/americans-with-disabilities-act-ada-compliance>

Economic & Workforce
Development Department
City of Oakland

