



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JULY 28, 2015**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT **WARDS: ALL**
DEPARTMENT

SUBJECT: U.S. SMALL BUSINESS ADMINISTRATION 2015 STARTUP IN A DAY –
START SMALL COMPETITION

ISSUE:

The issue for City Council is to receive an update on the U.S. Small Business Administration's Startup in a Day Start Small Competition.

RECOMMENDATION:

That the City Council receive an update on the U.S. Small Business Administration's Startup in a Day Start Small Competition.

BACKGROUND:

On June 11, 2015, the U.S. Small Business Administration (SBA) announced the 2015 Startup in a Day Competition – Start Small Model. The competition is designed to spur the development, implementation, and improvement of online tools that will let entrepreneurs learn about the business startup process in their area. The SBA has partnered with the National League of Cities for collaborative efforts and sharing of best practices learned from this initiative. The first Start Small competition will award up to 25 prizes of up to \$50,000 each for city.

On July 13, 2015, staff submitted a proposal (Attachment 1) to create a tool that would digitalize the current permitted use table, allowing the user to quickly identify permitted uses, appropriate zones and any specific condition. In addition, staff will seek out solutions to tie this information into our graphic information system (GIS) so that the user can apply zoning, land use and an assessor parcel number to a particular parcel. The goal is to allow users to quickly identify permitted uses, appropriate zoning and any specific conditions prior to submittal as well as view general parcel information.

As part of the competition, the SBA asked municipalities to take a pledge to support entrepreneurs by participating in the Startup in a Day Initiative. Included in the competition proposal is a pledge letter signed by Mayor Bailey (Attachment 2) committing to making Riverside a place that entrepreneurs find it easier to start a business.

This competition supports the Business Ready Riverside 2.0 strategy "Right Side Regulations" and the City Council's Riverside 2.0 strategic initiatives: Undertaking process improvement initiatives in the Following Areas: Communication Tools Such as Government Delivery; California Public Records Act Responses; Entitlement Processes; Claim Process; Employee Recruitment and Selection; Permit Processing/One Stop Counter and Virtual

Assistance; Virtual Meetings.

If awarded, staff will return to council for formal acceptance of the prize funds.

FISCAL IMPACT:

There is no fiscal impact to the General Fund for receipt of this report.

Prepared by: Emilio Ramirez, Interim Community & Economic Development Director
Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Al Zelinka, FAICP Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. SBA 2015 Startup In A Day- Start Small Application
2. Startup In A Day Pledge