

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: John Brand, Senior Management Analyst 

DATE: April 27, 2011 (CC Meeting of 05/04/2011)

SUBJECT: Consider Request from Senator Strickland and the State Board of Equalization to Co-Sponsor a Small Business Seminar and Expo on June 10, 2011, from 9 a.m. to 12 p.m. in the Apricot Room and Citrus Room of the Community Center and to Waive Rental Fees and Assist in Promoting the Event

BACKGROUND

On April 26, Kari Hammond, Division Manager of the State Board of Equalization Outreach Services, contacted City staff with a request for space for a Small Business Seminar and Expo. George Runner, Member, State Board of Equalization (BOE) and Senator Tony Strickland (19th, R-Simi Valley) wish to sponsor a free Moorpark Business Seminar & Resource Expo June 10, 2011, from 9:00 a.m. to 12:00 p.m. The BOE has offered these types of events statewide for over 10 years with successful attendance of 150 to 200 business owners.

DISCUSSION

The purpose of the BOE's Small Business Seminar & Resource Expo event is to serve as a "one-stop-shop" for the small business owner. The attendees have the opportunity to hear presentations from the Internal Revenue Service (IRS), Board of Equalization (BOE), Franchise Tax Board (FTB), Employment Development Department (EDD), the Small Business Administration (SBA), Small Business Development Center (SBDC), Service Corps of Retired Executives (SCORE), and other local community organizations. Topics will include Marketing-Increasing Sales, Financing Your Business in this Economy, Better Business through Better Records, Employment Tax Updates, Sales and Use Tax-Avoid Common Pitfalls, and Forms of Ownership, etc.

This half-day event would also include a Resource Expo area with 10 to 20 participating agencies (state, federal, local government and community organizations) who offer assistance to small business in the local area.

The event is free for the public to attend and free for agencies to participate in the Resource Expo.

The BOE Outreach Services Division handles the full realm of planning, coordinating and conducting the events. Specifically, the BOE would do the following: coordinate all speakers, coordinate all Expo participants, facilitate the opening sessions and classes, set up and staff the registration table, create, print and distribute all materials (invite, flyer, poster, event program, etc.), and send out invites and outreach materials.

The BOE is asking the City to co-sponsor the event and to: provide the Apricot Room for the Seminar, the Citrus Room for the Expo, podium and microphone, laptop, projector and screen, and tables and chairs. Additionally, the BOE requests assistance with outreach by posting the event information on the appropriate City calendar, website, MPTV, etc. In order to use City media (website, MPTV) it would be necessary for the City to be a co-sponsor. If possible, the Senator and BOE would like to have the City Manager, Mayor or representative at the opening session to give a brief "Welcome".

FISCAL IMPACT

Minor direct and indirect costs, primarily in staff time and miscellaneous janitorial supplies could be incurred, resulting in no adverse budgetary impact.

STAFF RECOMMENDATION

Co-sponsor the event, waive rental fees, and direct staff to assist in promoting and facilitating the event as described in the agenda report.