



CITY OF MENIFEE

SUBJECT: Economic Development Small Business Development Center
Memorandum of Understanding

MEETING DATE: June 16, 2021

TO: Mayor and City Council

PREPARED BY: Kayla Charters, Management Analyst

REVIEWED BY: Gina Gonzalez, Economic Development Director

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve the Memorandum of Understanding between the City of Menifee and the Small Business Development Center for Fiscal Year 2021/22.

DISCUSSION

The City of Menifee currently utilizes the Small Business Development Center as part of the Economic Development's Building Better Businesses (B3) Program. The B3 Program offers Menifee businesses free consulting on a wide variety of business services, such as assistance on business planning, marketing, business assessments, taxes, licensing, business management, human resources, grants, loans, and more. SBDC also provides four seminars during the term of the proposed Memorandum of Understanding (MOU) on business related topics tied to the City's Comprehensive Economic Development Strategy and annual Chamber/City K.E.E.P. (Keeping Existing Employers Profitable) Business Walk and Report. In partnership with the Small Business Administration through the California State University of San Bernardino, the SBDC provides free services to Menifee businesses at a low nominal cost of \$13,000/annually. SBDC previously provided these free services twice a month locally for all Menifee businesses. However, as part of a federal grant opportunity, SBDC and the City of Menifee's Economic Development Department recommends expanding consulting hours to five days a week (held locally in Menifee) to assist local businesses with COVID-19 recovery efforts.

In FY 2020/2021, a MOU was executed, but due to office meeting restrictions by the State of California and Riverside County SBDC was unable to utilize City Hall space for business consulting as planned. In lieu of in person services, SBDC provided conducted consultations virtually. Providing free local resources, services and consultations is very important to business recovery, and will directly assist the Menifee business communities to rebound from the pandemic. In consideration of the Menifee business needs, staff is recommending extending the

approved MOU of 2020/21 to FY 2021/22 and offering temporary City Hall Economic Development Department cubicle office space and occasional City Hall conference space opportunities for SBDC services and consultations for Menifee businesses, Monday through Friday (up to twenty days a month) versus two days a month (24 times a year).

The agreement that was executed from past years with SBDC, and the MOU for office space for business consultations from FY 2020/21 was combined into one MOU for FY 2021/22, as a way to streamline both services being offered and office space being provided, between the City of Menifee and SBDC.

STRATEGIC PLAN OBJECTIVE

Through the SBDC MOU, the city will assist Menifee businesses with pandemic recovery, business expansion, and retention efforts.

FISCAL IMPACT

The fiscal impact of the proposed MOU is a total of \$13,000. Funding for the proposed MOU is included within the approved FY 21/22 Economic Development Department Budget. Temporary City Hall office space, computer and phones will be provided in exchange for additional consultation services to the Menifee business community at no additional charge to the city.

Company	Duties	Amount	Account
SBDC	Business Consulting and Temporary Office Space	\$13,000	100-4350-52800
Total Amount		\$13,000	

No additional budget appropriation(s) are required for this action.

ATTACHMENTS

1. SBDC MOU