

Quality and Productivity Commission
33rd Annual Productivity and Quality Awards Program
"Empowering Innovative Solutions"

2019 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: SMALL BUSINESS SATURDAYS: EVENTS FOR ENTREPRENEURS

DATE OF IMPLEMENTATION/ADOPTION: JANUARY 2016

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2018)

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

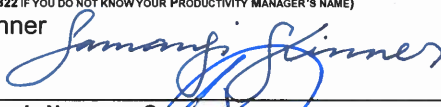

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 A partnership between LA County Library and the Department of Consumer and
 2 Business Affairs (DCBA), *Small Business Saturdays* teaches entrepreneurs the steps to
 3 opening a business in LA County. Established in 2016, the program resulted from the
 4 Board of Supervisors' creation of the Small Business Concierge within DCBA, and the
 5 desire to hold in-person workshops in trusted, convenient spaces; a partnership with the
 6 Library was a natural fit. Held once a month, 10 times a year (January – October), *Small*
 7 *Business Saturdays* demystifies the process of creating a business in Los Angeles
 8 County, helping entrepreneurs connect in-person with government agencies in an
 9 informal setting, giving them a strong foundation for success, and allowing agencies a
 10 greater depth of engagement with constituents. The program simultaneously fulfills
 11 DCBA's goals of connecting directly with small business leaders and the Library's
 12 strategic goals, including affirming the library as a center for learning and a place for
 13 community engagement. With 35 events held so far since January 2016, 1,004
 14 attendees have been served, averaging 29 people per event, with some of the most
 15 successful events drawing over 60 people.

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS LA County Library 7400 E Imperial Hwy, Downey, CA 90242		TELEPHONE NUMBER 562.940.8462
PROGRAM MANAGER'S NAME Kelly Hulbert		TELEPHONE NUMBER 562.940.8521 EMAIL KHulbert@library.lacounty.gov
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Samangi Skinner	DATE  6/26/19	TELEPHONE NUMBER 562.940.4106 EMAIL SSkinner@library.lacounty.gov
DEPARTMENT HEAD'S NAME AND SIGNATURE Skye Patrick	DATE  6/26/19	TELEPHONE NUMBER 562.940.8400

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and **specify assessment time frame.** Use Arial 12 point font.

CHALLENGE

If LA County were a nation, it would be the 19th largest economy in the world. Its economy is rooted in innovation, creativity, and diversity, offering over \$2 billion in venture capital. Yet, LA County is also in the top 1% of all counties in the nation in terms of income inequality, indicating the need for better-preparing the workforce and creating new job opportunities. In its 2016-2020 Strategic Plan for Economic Development, the Los Angeles County Economic Development Corporation identified *accelerating innovation and entrepreneurship* as 1 of 7 key goals, stating, “Innovation, especially when combined with entrepreneurship, kick-starts a cycle of increased productivity—fueling even greater economic growth. This ultimately improves standards of living for residents and communities.” Potential entrepreneurs abound in LA County, but many aren’t sure of how and where to begin. They often visit their local library, a trusted source, seeking business advice and resources. Comparatively, DCBA offers expertise—its Small Business Concierge service acts as a single point of contact providing input during the complex process of opening a business in LA County—but consumers don’t always know where to find them. The question: how to build a bridge between DCBA’s expertise and the trusted space of the Library and increase access to services?

SOLUTION

In 2015, the Board of Supervisors passed a motion creating a Small Business Concierge service within DCBA, with the intention of better supporting small businesses. DCBA was tasked with developing workshops. In 2016, they partnered with the Library to co-develop a regular, in-person program at a familiar location easily accessible by the community (the library) and scheduled during a time most people can attend (Saturday mornings). Given the alliterative name *Small Business Saturdays*, the program would be held once a month and would rotate locations to regularly reach new potential entrepreneurs throughout LA County, providing service to all 5 supervisorial districts. Interested entrepreneurs and new business owners would be connected with the resources and agencies they need for their business to thrive. DCBA’s Small Business Concierge conducts the majority of the presentation, focusing on topics like: the steps necessary to open a small business, legal structure and requirements, basic business development, developing business plans, researching and choosing business names, tax ID numbers, how to find funding, retaining a labor force, and LA County licensing and permitting. Library staff gives a short presentation on free business resources the Library offers, such as

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online classes and access to business databases. Guest speakers from the Office of the Assessor and Treasurer and Tax Collector are also often present to provide additional tax information and ensure new businesses are in compliance. Nonprofit organizations, like SCORE, also help connect entrepreneurs with expert business mentors. All presenters share a variety of free resources available to business owners. *Small Business Saturdays* provides a relaxed and approachable setting in the library to help directly connect entrepreneurs with government agencies, giving them a strong foundation for success. Many counties offer business resources and services, but it can be difficult for potential entrepreneurs to sift through various webpages and forms on their own. Gathering experts together at a convenient space and time allows for a greater depth of engagement with constituents. This program simultaneously fulfills DCBA’s goals of connecting directly with small business leaders and the Library’s strategic goals, including affirming the library as a center for learning and a place for community engagement. Networking is an additional benefit, as sessions allow entrepreneurs to meet one another and form connections, support groups, and mentorships to ensure success.

BENEFITS

In 2016, 10 events were hosted from January through October, each at a different library, with 2 in each of LA County’s 5 Supervisorial Districts. DCBA and the Library co-coordinated dates, while the Library orchestrated spaces and DCBA arranged additional speakers. The first year, 220 individuals attended, averaging 22 people per event—a sizeable group that allowed for one-on-one conversation, but indicated the sessions met an important need. In 2017, 10 more workshops were held, and attendance remained steady, serving 227 total, averaging 23 per event. In 2018, program managers implemented new promotional strategies, including partnering with key community organizations, like SCORE, to co-promote the program on their website, reaching out to local and adjacent cities, chambers of commerce, and other business organizations. The departments also began tracking how people heard about the programs, to better promote future events. New efforts resulted in an attendance boost – for the 10 events in 2018, total attendance surged to 390, or 39 people per event, with some workshops drawing numbers in the 60s. In 2019, due to increased attendance, the workshops were extended from 2 to 2.5 hours to allow for an additional 30 minutes of individual questions and answers with Library and DCBA staff. Only 5 events have been held so far in 2019, but averages are tracking in the mid-30s, indicating continued popularity of the workshops. DCBA recently introduced online registration for the events to improve information capture and better assess event promotion needs for dates with lower registration. Due to online registration, DCBA and the Library can roughly anticipate attendance and better determine which event dates need additional marketing support. Spanish language workshops are currently in the works for 2020, to reach additional County populations.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12 point font.

This project supports County strategy plan Goal II, *Foster vibrant and resilient communities*. Specifically, it aligns with sub-goal II.1.2, *Support Small Businesses and Social Enterprises*. *Small Business Saturdays* was developed specifically to support regional economic growth and provide greater depth of service to local small business owners or potential business owners by collecting various County departments at one event, who can answer entrepreneurial questions in-person, and further support business development by strengthening understanding of the steps needed to start a business in LA County.

Additionally, the project aligns with sub-goal II.1.3, *Coordinate Workforce Development*, which aims to provide career pathways for high-needs, priority populations. Because workshops are located at LA County Library locations, many of which are located in high-needs areas that struggle economically, the workshops are geographically focused on target demographics to better guide career pathways.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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FOR COLLABORATING DEPARTMENTS ONLY

(For single department submissions, do not include this page)

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS Department of Consumer & Business Affairs (DCBA) 500 W. Temple St., B-96, Los Angeles, CA 90012	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE Chavon Smith  EMAIL: CSmith@dcbalacounty.gov	DEPARTMENT HEAD'S NAME AND SIGNATURE Joseph Nicchitta  EMAIL: JNicchitta@dcbalacounty.gov
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD'S NAME AND SIGNATURE EMAIL: _____
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD'S NAME AND SIGNATURE EMAIL: _____
DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD'S NAME AND SIGNATURE EMAIL: _____
DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD'S NAME AND SIGNATURE EMAIL: _____
DEPARTMENT NO. 7 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE EMAIL: _____	DEPARTMENT HEAD'S NAME AND SIGNATURE EMAIL: _____