U.S. Small Business Administration

News Release

PRESS OFFICE

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SBA Forms Strategic Alliance with City of San Diego

Ruben Garcia, San Diego District Director of the U. S. Small Business Administration (SBA), met last week with Mayor Jerry Sanders, (City of San Diego) to sign a strategic alliance memorandum (SAM).

The signed agreement is expected to allow SBA and the City of San Diego to work together to improve business access to SBA resources in order to strengthen and expand small business development in the local area.

"I am extremely pleased with the work that is being accomplished by the City of San Diego and their excellent leadership through Mayor Jerry Sanders" said District Director Garcia. "Mayor Jerry Sanders has a rich history of helping entrepreneurs take their place as business owners and I know that he will continue doing a great job of assisting potential owners to fulfill their dreams of small business ownership as well as providing contracting opportunities to existing local businesses."

This collaboration between the SBA and the City of San Diego is building a strong foundation for the future. Small business is the golden thread that ties the American dream into reality for many. Consumers are spending millions each year and business leaders are rushing to meet that demand. "This strategic alliance with the SBA enhances a strong foundation of services for existing businesses and future entrepreneurs," San Diego Mayor Jerry Sanders said. "San Diego's smaller contractors now have an excellent resource to ensure they're able to take advantage of state and federal contracting opportunities and be part of our nation's economic recovery."

To learn more about the SBA call 619-727-4883 or visit the web at www.sba.gov/ca/sandiego. To find out more about the City of San Diego contact Rachel Laing at 619- 236-6497 or on the web at www.sandiego.gov.

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Strategic Alliance Memorandum

with the

United States Small Business Administration

and the

City of San Diego

I. PURPOSE

The United States Small Business Administration (SBA) and the City of San Diego (each a "Party" or, collectively the "Parties") are joined by a common mission; **helping start, maintain, and expand small businesses.** The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

City of San Diego is dedicated to helping foster the region's economic base to improve the quality of life for its citizens and business community. Through many continuing programs and projects, the City creates opportunities for businesses to succeed.

Small businesses are the driving force of San Diego's economy, representing more than 70,000 businesses (approximately 92 percent of all businesses in the City) and about half of San Diego's job growth since 1991. The City of San Diego has created one of the first municipal Office of Small Business in California dedicated solely to helping small businesses succeed. The City of San Diego also sets aside millions of dollars each year for programs to help small businesses prosper.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and the City of San Diego in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits the City of San Diego to use the SBA logo or seal. The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to the City of San Diego.

In order to further their common goals, the Parties agree to the following:

II. SCOPE AND RESPONSIBILITIES

SBA Undertakings:

Within the limits of its available and/or appropriated resources, the SBA through its San Diego District Office will:

- Work with the City of San Diego in the spirit of cooperation and open communication, consistent with their respective governing laws, to help increase small business participation in Caltrans federal and State funded transportation related construction projects and all federal contracts. The goal of this Strategic Alliance Memorandum (SAM) is to help ensure qualified small businesses are able to obtain the necessary bonding that is required on Caltrans construction contracts and subcontracts. The assistance offered under this SAM will partner existing Caltrans and SBA services in an effort to better serve the small business community.
- Provide the City of San Diego with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise the City of San Diego of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in City of San Diego workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the City of San Diego's clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at the City of San Diego's location when appropriate.
- Provide a text-only hyperlink from SBA's website to the City of San Diego's website pursuant to SBA's linking policies.
- Provide information to the City of San Diego's staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the City of San Diego.

City of San Diego Undertakings:

Within the limits of its available resources, the City of San Diego will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform the City of San Diego's small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from the City of San Diego's website to SBA's website.
- Assign a local point of contact to serve as liaison between the City of San Diego and SBA.

III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

IV. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

V. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

VI. RELATIONSHIP

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to the City of San Diego and SBA.

VII. RESPONSIBLE OFFICIALS

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

City of San Diego:
Jerry Sanders
Mayor
City Administration Building
11th Floor, 202 C Street
San Diego, CA 92101
(619) 236-6330
(619) 236-7228
JerrySanders@sandiego.gov

U.S. Small Business Administration:
Ruben Garcia
District Director
550 West C Street, Suite
San Diego, CA 92101
(619) 727-4880
(619) 557-5894
ruben.garcia@sba.gov

VIII. SIGNATURES

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization:

U.S. Small Business Administration:

_____ _____
Mina Wales, (A) Director, Office of Strategic Alliances Date

_____ _____
Ruben Garcia, District Director Date
San Diego District Office

City of San Diego:

_____ _____
Jerry Sanders, Mayor Date