

---

---

**CITY OF ALBUQUERQUE  
CITY COUNCIL**

---

---

**INTEROFFICE MEMORANDUM**

**TO:** Timothy M. Keller, Mayor

**FROM:** Stephanie Yara, Council Finance Officer *SY 11/15/18*

**SUBJECT:** Transmittal of Legislation

---

Transmitted herewith is Bill No. R-18-82 Directing The Economic Development Department To Collaborate With The City Council Office And Other Local And State Government Agencies To Convene A Micro-Enterprise Development Fair (Peña), which was passed at the Special Council meeting of November 5, 2018, by a vote of 9 FOR AND 0 AGAINST.

In accordance with the provisions of the City Charter, your action is respectfully requested.

SMY:mh  
Attachment



**[Bracketed/Underscored Material] - New**  
**[Bracketed/Strikethrough Material] - Deletion**

1 surrounding businesses, and create business clusters that diversify the local  
2 economy; and

3 WHEREAS, there are many vacant properties in various commercial  
4 districts throughout the City that could be activated by micro-enterprises in  
5 the same way San Antonio’s pop-up program encourages Downtown property  
6 owners to host short-term tenants in vacant spaces with all lease payments  
7 being waived and tenants only being responsible for insurance and signage;  
8 and

9 WHEREAS, micro-enterprises operating on sidewalks and other public  
10 spaces do not have to pay for rent and insurance, but can also pose a threat to  
11 the general public by causing congestion if not conducted responsibly or in  
12 coordination with nearby brick and mortar business owners and pedestrians;  
13 and

14 WHEREAS, the City of Albuquerque and other cities throughout the country  
15 have recently experienced an increase in the number of informal street  
16 vendors, street performers, and other self-employed individuals who rely on  
17 access to sidewalks and other public spaces to earn a living; and

18 WHEREAS, the City of Albuquerque would benefit from formalizing  
19 informal commerce into micro-enterprises that conduct business on sidewalks  
20 and public spaces because the City would not only be able to receive more  
21 revenue from individuals registering their businesses and purchasing  
22 solicitation permits, but it would also increase standards of behavior and  
23 safety while occupying those spaces; and

24 WHEREAS, for the purposes of this Resolution and according to the U.S.  
25 Census Bureau, the City of Albuquerque defines micro-enterprise as a  
26 business with five or fewer employees (one or more of whom owns the  
27 business), an operation that generally needs less than \$35,000 in loan capital,  
28 and an enterprise that does not have access to the conventional commercial  
29 banking sector; and

30 WHEREAS, cities like Albany, Georgia have been able to relax their  
31 business registration requirements or enable micro-enterprises to conduct  
32 business on the property of another business in order to provide low-income

[Bracketed/Underscored Material] - New  
[Bracketed/Strikethrough Material] - Deletion

1 individuals with a point-of-entry into the market place to start earning liquid  
2 income; and

3 WHEREAS, encouraging micro-enterprises to conduct business on  
4 sidewalks and other public spaces would provide low-income individuals with  
5 the most affordable option for bringing their products to the market, but might  
6 also pose a threat to the general public by causing congestion if not  
7 conducted responsibly or in coordination with nearby brick and mortar  
8 business owners (per § 13-3-1-1 of the City of Albuquerque’s Code of  
9 Ordinances); and

10 WHEREAS, convening a Micro-Enterprise Development Fair would provide  
11 an opportunity for low-income individuals to learn more about the business  
12 registration process, how to secure micro-enterprise loans, how to grow their  
13 businesses, and how to responsibly occupy sidewalks and other public  
14 spaces; and

15 WHEREAS, convening a Micro-Enterprise Development Fair would provide  
16 an opportunity for low-income individuals to provide public input on local and  
17 state regulation related to micro-enterprise development that City Council staff  
18 could use to inform the development of a longer-term plan; and

19 WHEREAS, a Micro-Enterprise Development Fair needs to involve a  
20 continuum of businesses of all sizes and types, micro-enterprise development  
21 organizations, financial institutions, merchant associations, intermediary  
22 organizations, and state and local public agencies in order to explore  
23 opportunities for encouraging more business-within-a-business practices; and

24 WHEREAS, a Micro-Enterprise Development Fair would help perpetuate a  
25 win/win/win situation in which the City of Albuquerque would benefit from  
26 increased revenue from business registrations, micro-enterprises would  
27 receive more education on how to start and grow their businesses, and brick  
28 and mortar business owners/property owners would have their properties  
29 being more fully utilized.

30 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
31 ALBUQUERQUE:

32 Section 1. City Council and Economic Development Department staff will  
33 convene the first Micro-Enterprises Development Fair before the end of 2018.

[Bracketed/Underscored Material] - New  
[Bracketed/Strikethrough Material] - Deletion

1 Section 2. City Council and Economic Development Department staff will  
2 collect all of the input received during the Micro-Enterprise Development Fair  
3 to create a long-term plan for supporting the City’s emerging micro-enterprise  
4 community and convening subsequent Micro-Enterprise Development Fairs in  
5 low-income neighborhoods throughout the City.

6 Section 3. City Council and Economic Development Department staff will  
7 assess which neighborhoods throughout the City of Albuquerque would most  
8 benefit from convening subsequent Micro-Enterprise Development Fairs. This  
9 will include identifying commercial districts that contain vacant buildings and  
10 spaces for encouraging business-within-a-business lease agreements to be  
11 established.

12 Section 4. The Economic Development Department will assess its business  
13 registration and solicitation permitting processes and explore opportunities  
14 for collecting a more comprehensive set of data related to applicants’  
15 business types, sizes, and needs. The goal of expanding upon these data sets  
16 is to strengthen the City’s ability to connect brick and mortar businesses with  
17 micro-enterprise vendors in a way that supports business-within-a-business  
18 practices. This is also intended to help identify opportunities for business  
19 clustering and the expansion of the City of Albuquerque’s continuum of  
20 commerce.

21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33


1 PASSED AND ADOPTED THIS 5<sup>th</sup> DAY OF November, 2018  
2 BY A VOTE OF: 9 FOR 0 AGAINST.

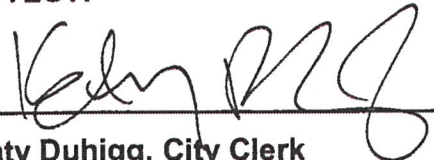
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33

  
\_\_\_\_\_  
Ken Sanchez, President  
City Council

APPROVED THIS 24 DAY OF November, 2018

Bill No. R-18-82

  
\_\_\_\_\_  
Timothy M. Keller, Mayor  
City of Albuquerque

ATTEST:  
  
\_\_\_\_\_  
Katy Duhigg, City Clerk

[ + Bracketed/Underscored Material + ] - New  
[- Bracketed/Strikethrough Material - ] - Deletion

# APPENDIX 2

## Small Business Resource Fair - Participant Survey

### 1. Email address \*

.....

### 2. What type of business do you operate in the City of Albuquerque? If you do not already operate a business, what industry are you interested in starting one in? (Please check all that apply)

*Check all that apply.*

- Apparel, Textiles, Crafts
- Packaged Foods
- Consultation Services, Tech Startup Services, Design
- Clothing
- Jewelry, Purses, Accessories
- Food & Beverage (Raw, Prepared, Processed)
- Visual Arts & Crafts (Drawing, Painting, Sculpture)
- Home Accents (Furniture, Lamps, Candles, Linens)
- Toiletries (Soap, Lotion, Hair Products)
- Books & Literature
- Live Performing Arts (Dance, Live Music, Theater)
- Performing Arts Products (CDs, Records)
- Furniture
- New Mexico or Albuquerque-Specific Products
- Professional Services (Legal, Accounting, Engineering, Architecture)
- Professional Services (Hair, Salon, Nails, Spa)
- Information Technology, Software, Computers
- Non-Professional Services
- Other: .....

### 3. What are the barriers to starting/continuing your business? (Please check all that apply)

*Check all that apply.*

- Choosing your business type (e.g. sole proprietorship, partnership, corporation)
- Acquiring a CRS Identification Number from New Mexico Tax and Revenue
- Getting a Federal Employer Identification Number (FEIN)
- Registering your business with the City
- Establishing a business plan
- Having enough upfront capital to invest in equipment, marketing, etc.
- Acquiring capital for growth
- Other: .....

**4. What were/are the barriers to registering your business with the City of Albuquerque? (Please check all that apply)**

*Check all that apply.*

- Acquiring a CRS Identification Number from New Mexico Tax and Revenue
- Completing the application form for registering your business with the City of Albuquerque
- Paying the \$35 fee for registering your business with the City of Albuquerque
- I did not face any barriers

**5. How do you currently conduct your business? If you aren't already operating a business, how would you like to operate it? (Please check all that apply)**

*Check all that apply.*

- Within the public right-of-way
- Brick and mortar business
- Business-within-a-business
- At local vending events
- Online

**6. How do you currently/plan to market your products and/or services? (Please check all that apply)**

*Check all that apply.*

- Social media
- Fliering and postering
- Website
- Word of mouth
- Traditional advertising, television, and newspaper
- Other: \_\_\_\_\_

**7. What is your race/ethnicity as well as the race/ethnicity of your fellow business owner(s) and employees? (Please check all that apply)**

*Check all that apply.*

- Hispanic/Latino
- White
- Native American
- Black
- Asian
- Native Hawaiian/Pacific Islander
- Two or more races/ethnicities
- Other

**8. How many people does your business employ or do you want to employ?**

\_\_\_\_\_



**9. How do you feel brick and mortar businesses, street vendors, and other forms of business support one another? (Please check all that apply)**

*Check all that apply.*

- They can financially benefit from one another
- They can promote one another
- They can mutually establish a broader customer base
- They do not support one another and create competition

**10. How can the City of Albuquerque better support you as a business?**

*Check all that apply.*

- Provide more technical assistance on business registration, development, etc.
- Connect you with local events/fairs/etc. for selling your products and/or services
- Provide more technical assistance on business transactions
- Connect you with more business development opportunities, including applying for micro-loans, grants, etc.

- Send me a copy of my responses.

---

Powered by

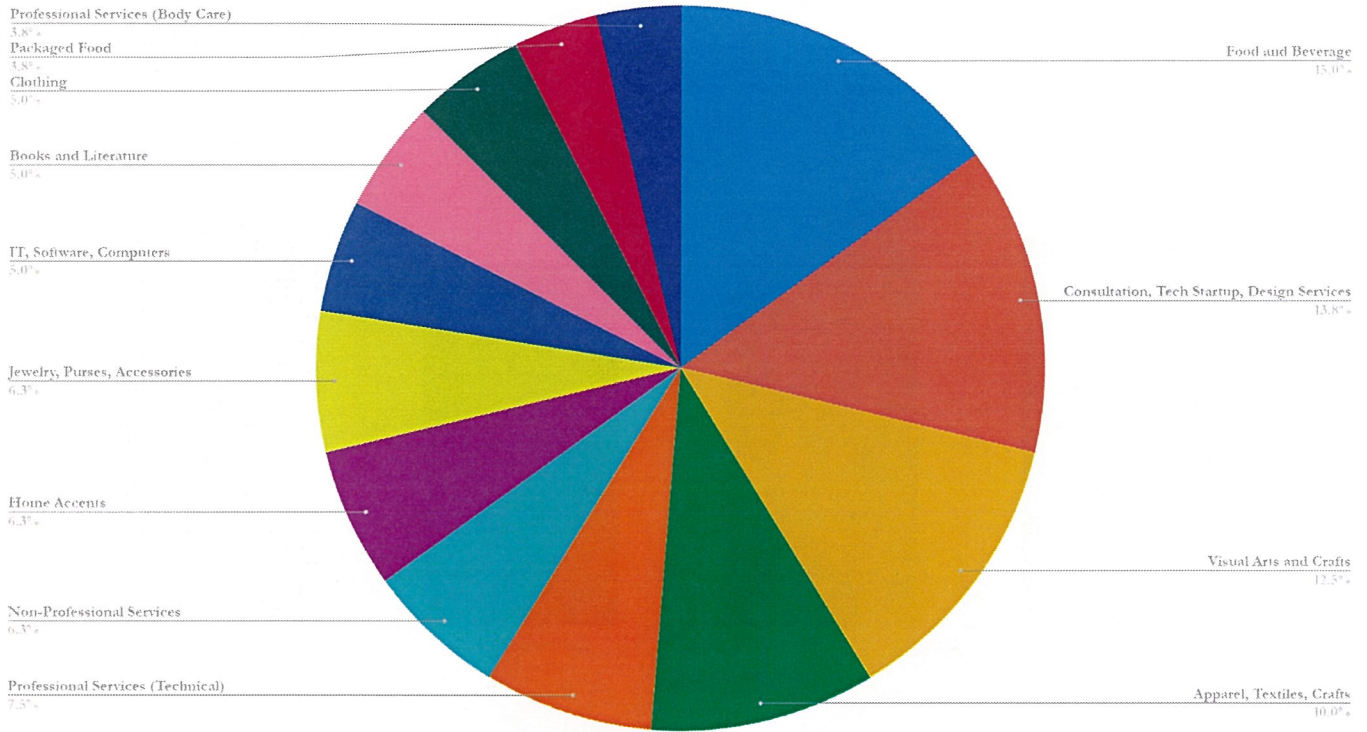




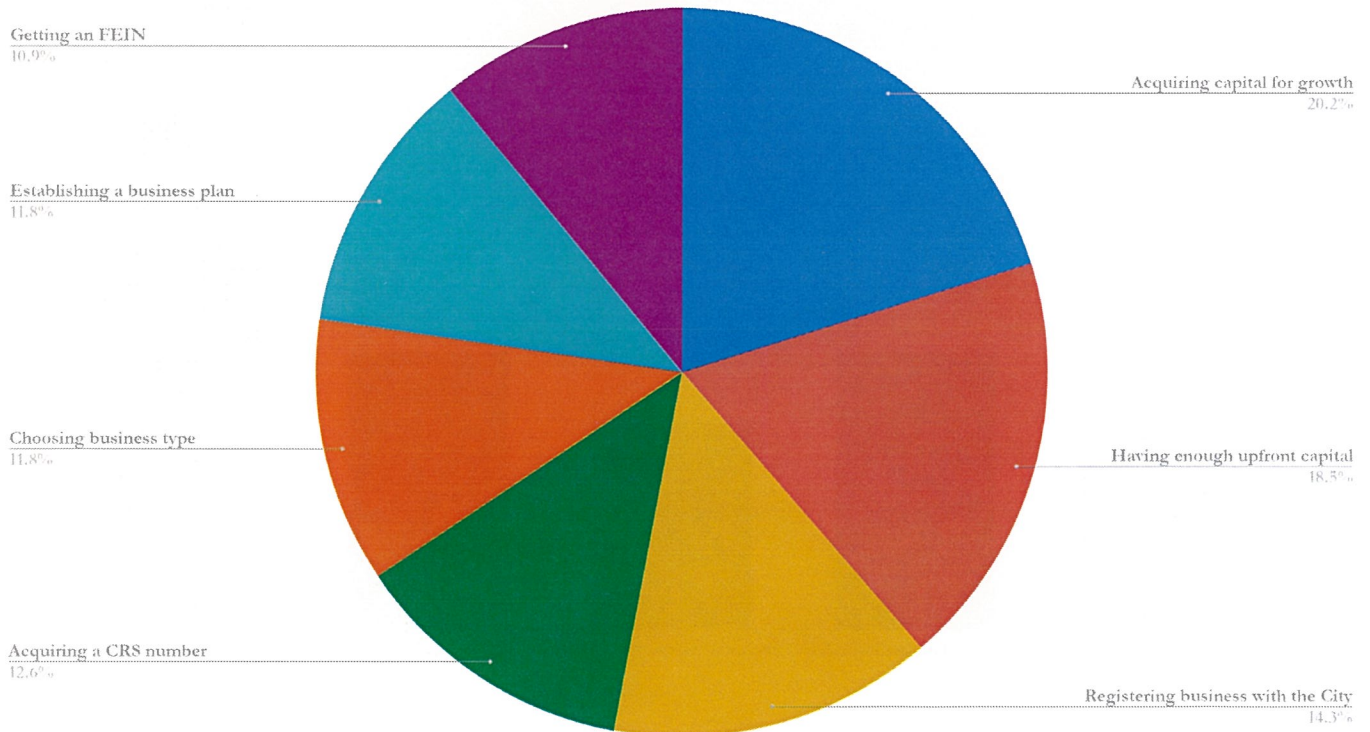
# APPENDIX 3

## SURVEY RESULTS

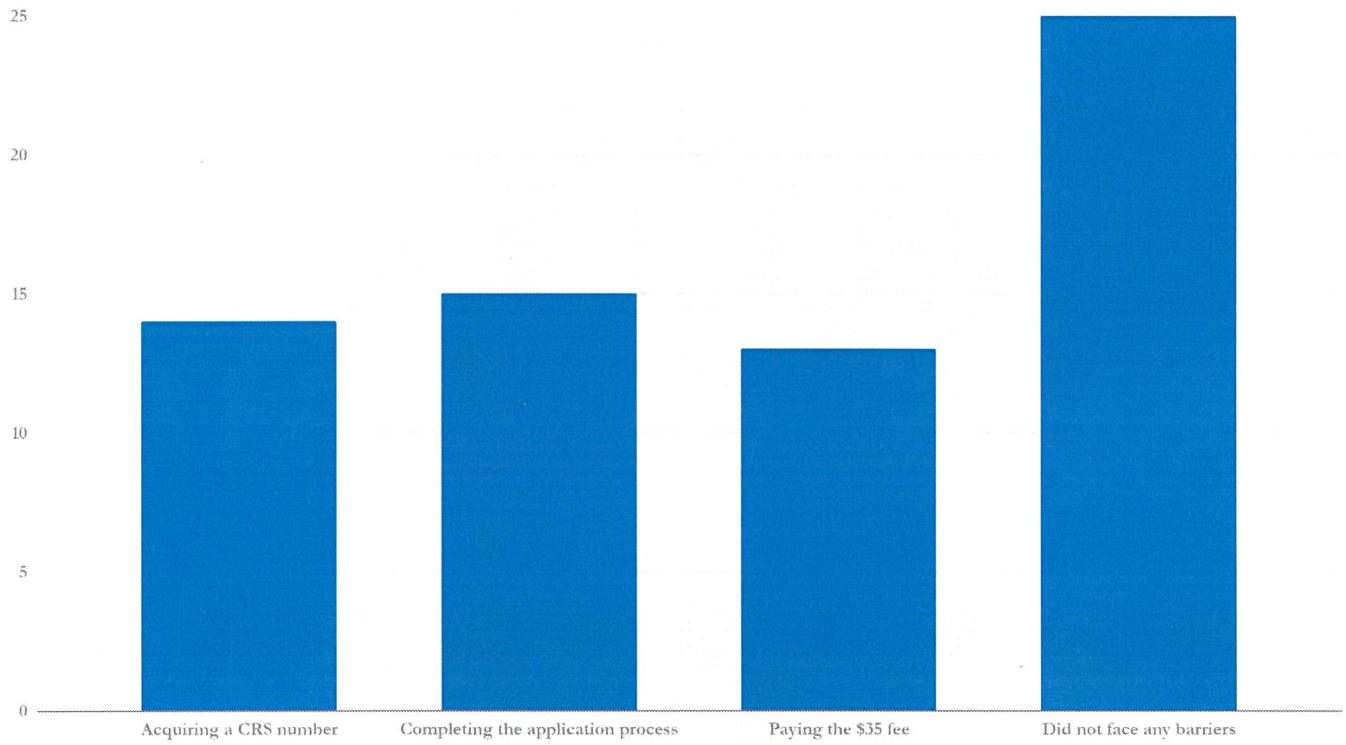
### 1. BUSINESS TYPES



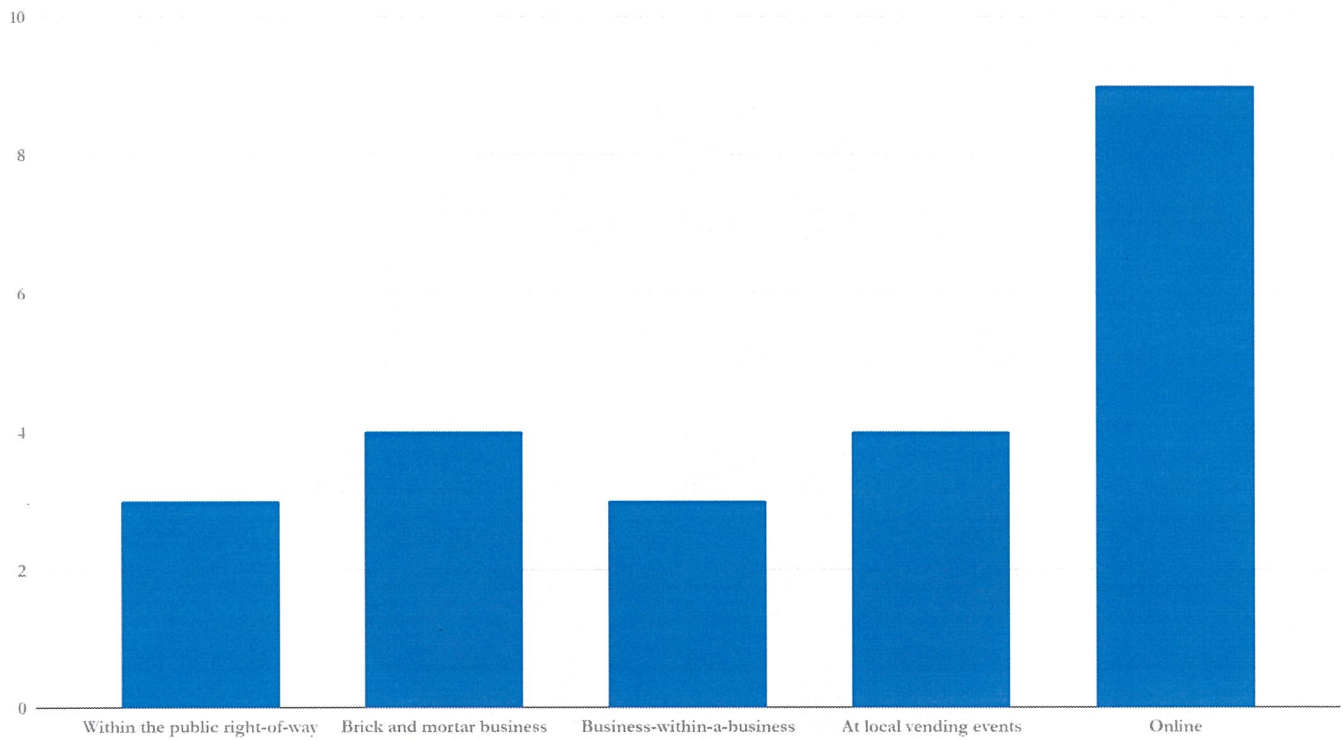
### 2. BARRIERS TO BUSINESS (PLEASE CHECK ALL THAT APPLY)



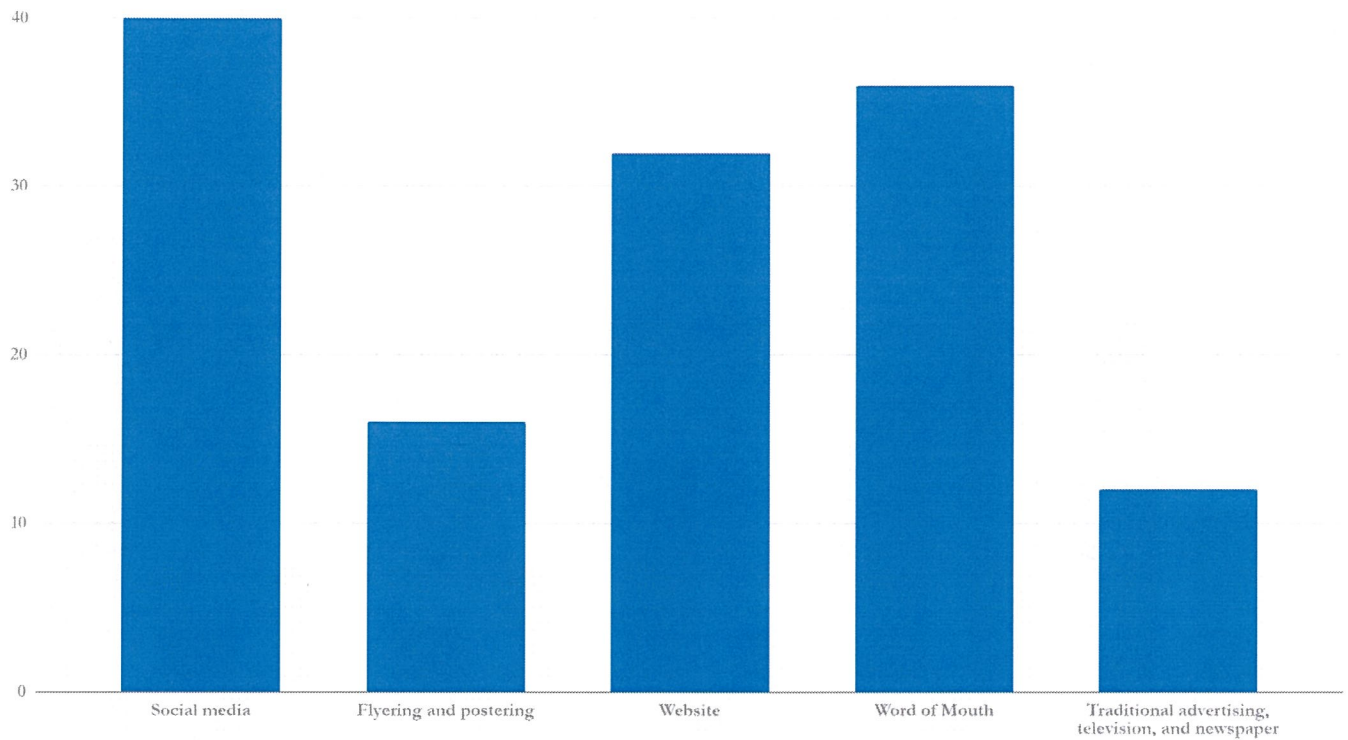
### 3. BARRIERS TO BUSINESS REGISTRATION (PLEASE CHECK ALL THAT APPLY)



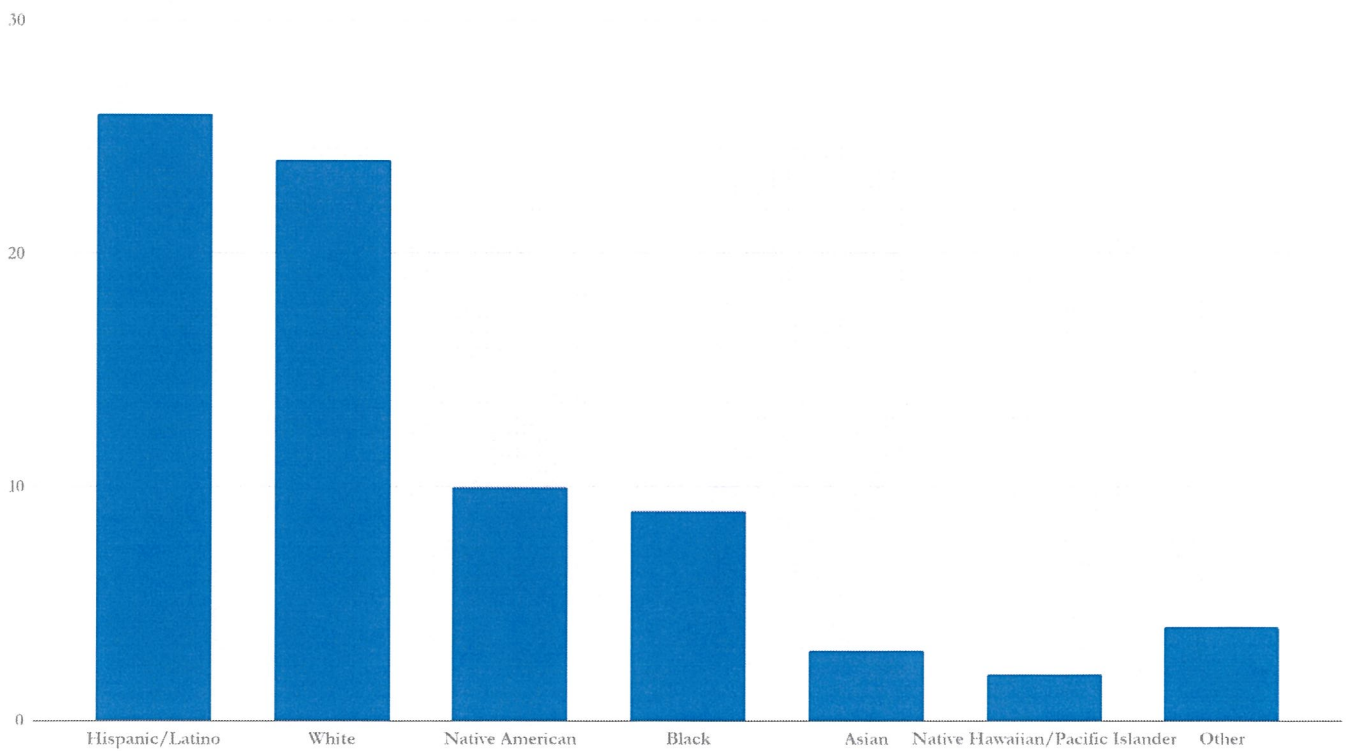
### 4. CURRENT BUSINESS OPERATIONS (PLEASE CHECK ALL THAT APPLY)



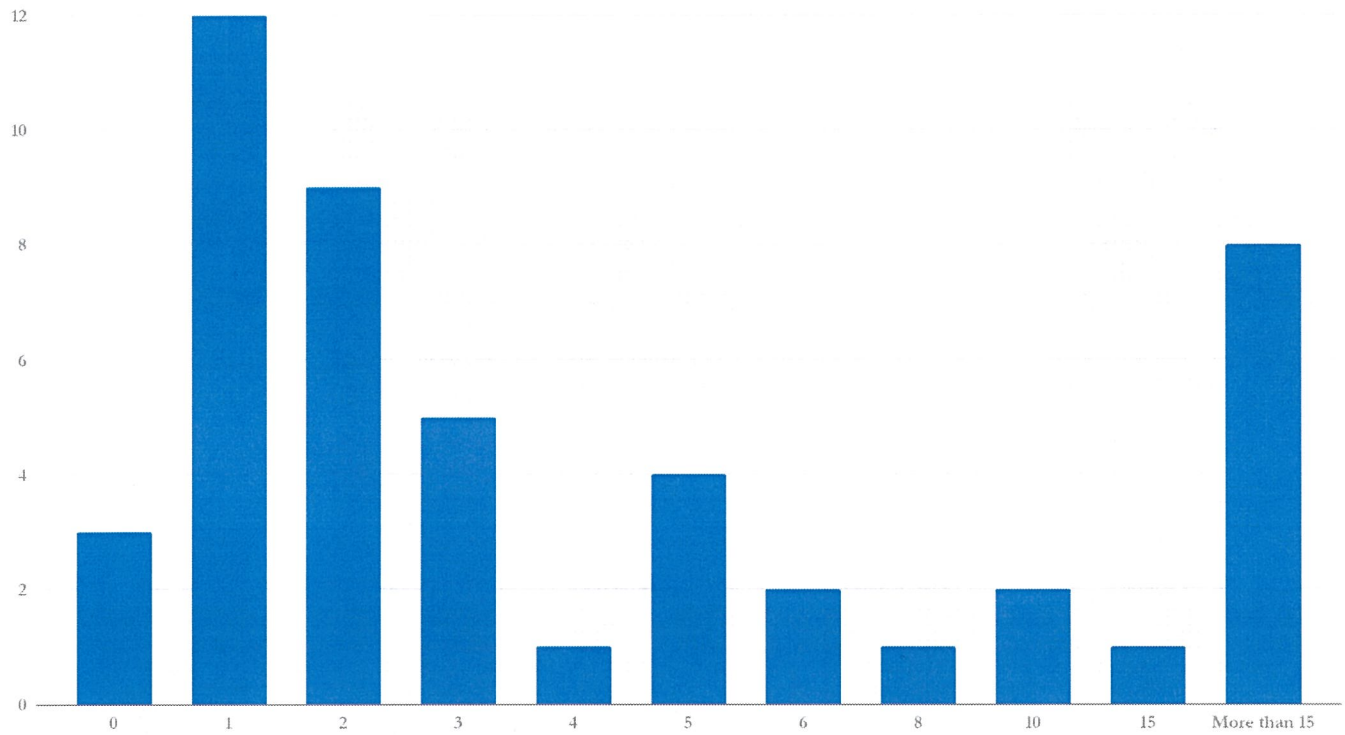
### 5. CURRENT MARKETING TOOLS (PLEASE CHECK ALL THAT APPLY)



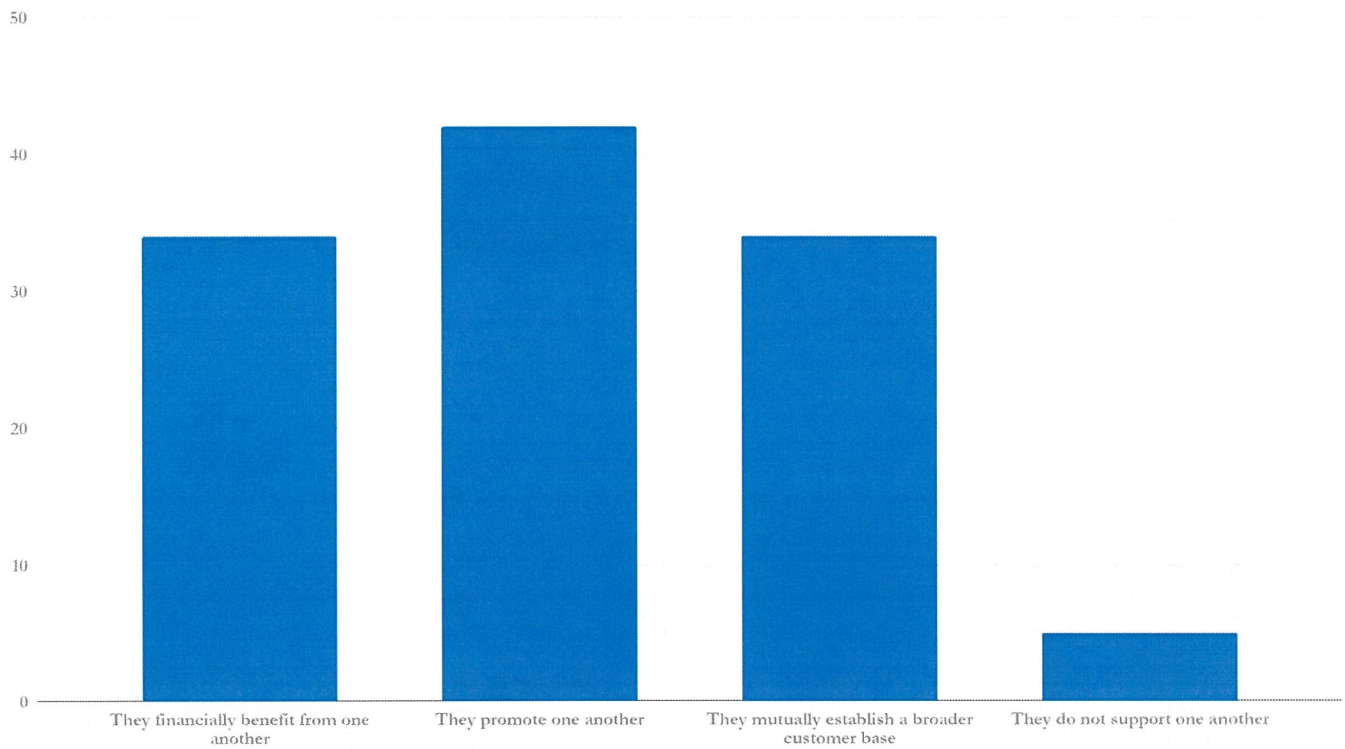
### 6. BUSINESS OWNER & EMPLOYEE RACE/ETHNICITY (PLEASE CHECK ALL THAT APPLY)



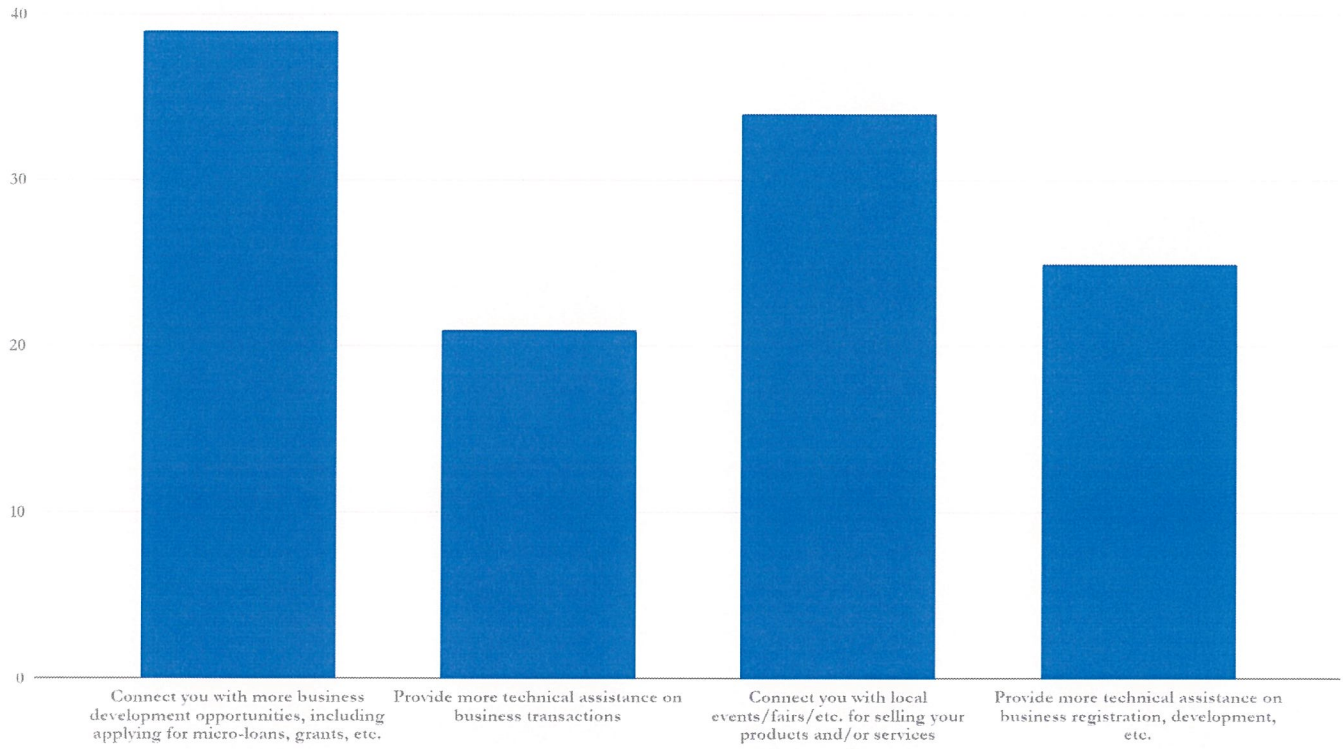
## 7. CURRENT/DESIRED NUMBER OF EMPLOYEES



## 8. BRICK AND MORTAR/STREET VENDOR SYNERGY (PLEASE CHECK ALL THAT APPLY)



9. SUPPORT NEEDED FROM THE CITY OF ALBUQUERQUE (PLEASE CHECK ALL THAT APPLY)







# APPENDIX 4

## Summary of Navigator Operations

The Small Resource Fair being an abbreviated encounter for the Navigator did not allow for us to provide the full sphere of the program operations. However, normally clients are individually profiled within each category of AMP namely Accept, Manage and Prosper. The Client Profile includes a condensed baseline data report that includes revenue streams, obstacles, and assistance requested; and client baseline story. The narrative is furthered by Navigation Point, which is the Navigation Team assessment of the business that includes the business potential to fulfill CABQ initiatives: Increment of One, Buy Local Initiative and Pop – Up. Finally, a SWOT analysis based on metrics pre-determined by CABQED and recorded within Sourcelink, the business tracking software provided by CABQED is added to complete the substantiation of the individual and team's assessment of the business.

We would conclude the Client Profile with a correlating list of Navigator recommendations, and CABQ Supports for the business to reach the assessed level of capacity and sustained profitability.

Growthwheel Screening is an assessment tool that includes twenty common areas or tasks undertaken by any business no matter the industry of involvement. Clients rate themselves within these twenty areas on a scale ranging from 25% to 100% and then identifies three areas to focus efforts to improve business operations and profitability. Growthwheel provides a client a birds eyes view of their business allowing them to create decisions and actions to make progress towards improvement.

The Navigator services and program are currently temporal; thus it very vital for partnerships with community organizations such as WESST, SVED, and others so that support for the small businesses and the community has a continuum. Furthermore, all the partners share and utilize the same tools including Growthwheel and Sourcelink.



# Small Business Resource Fair Saturday April 6, 2019

This briefing will utilize the City Navigator AMP report to provide a full overview of Navigator activity during the Resource Fair.

## What is AMP



AMP is an economic assessment moniker used to determine “capacity” of an individual business entity as regards its capacity to either Accept, Manage and Prosper with a short – term or long-term investment of city resources. The team developed this system to provide means to categorized different stages existing among the numerous business operating in Albuquerque.

- Accept is the determination that a business does, in fact, have the capacity to receive services and/or resources to start or grow a business operation.
- Manage is the determination that a business does have the capacity to sustain and/or further its operations along with increase hiring and may additionally advantage procurement opportunities.
- Prosper is the determination that business with additional investment can achieve growth, grow exponentially, maintain and advance the economic well-being of the immediate community, provide multiple long -term employment opportunities, and contribute to the city revenue based exponentially.

Thus, the moniker AMP.

Furthermore, AMP is also a gauge to assess a business’ overall capacity to advantage CABQ procurement opportunities as well as compete for the same. The categories Manage and Prosper are within themselves dual as a business receiving an assessment of Manage does, in fact, has the capacity to Receive an investment. While a business receiving the assessment of Prosper has the capacity to both Receive and Manage an investment.

Capacity for the purposes of AMP and this report define a business’s overall ability to utilize an initial investment of City Navigator Services to increase their net worth and gross revenue that immediately impact the current ecosystems within their community.

## **Navigator Activity**

The Navigators met with 11 businesses entities. 7 identified as New Business Owners and 4 as Existing Business Owners. A business baseline data collection was not conducted in lieu of time constraints. We allocated 15 minutes for a Growthwheel 360 Screening and 360 Action Planning. The purpose of this exercise is to allow the business owner to focus his efforts and mental energies to most important areas that will realize profitability.

## **Accept**

We found that 6 individuals demonstrated capacity to accept resources to start and develop a sustainable business.

## **Manage**

We found that 2 individuals demonstrated capacity to manage resources to sustain and grow a business.

## **Prosper**

We found 1 individual demonstrated capacity to manage resources, accept and manage funding to growth and increase profitability of a business. Additionally, business can advantage Procurement and Pop- Up opportunities.

The remaining 2 individuals were deemed not to have the capacity to AMP but are viable candidates for incubation and development having a business concept and a base structure.