



CITY COUNCIL

**Darryl Moore**  
Councilmember District 2

CONSENT CALENDAR  
April 1, 2014

To: Honorable Mayor and Members of the City Council

From: Councilmember Moore, District 2

Subject: Official City Sponsor of the Many Faces One Dream San Francisco Bay Area Event

RECOMMENDATION

1. Approve City sponsorship of the Many Faces One Dream San Francisco Bay Area Event; and
2. Adopt a Resolution designating April 21<sup>st</sup> and 22<sup>nd</sup> as “Many Faces. One Dream. Tour” Days in the City of Berkeley.

BACKGROUND

The National Black Justice Coalition (NBJC), the nation’s leading Black lesbian, gay, bisexual and transgender (LGBT) civil rights organization, has partnered with the U.S. Small Business Administration to launch an LGBT economic empowerment tour for communities of color. *Many Faces. One Dream.* seeks to bring focus on the communities’ economic power, innovation and creativity in the small business sphere. The tour will occur in 13 major cities throughout the country that have a significant LGBT presence in communities of color, including Atlanta, Chicago, Detroit, Ft. Lauderdale/Miami, Houston, Indianapolis, Los Angeles, New Orleans, New York City, Newark, Oakland, Philadelphia and Washington, DC.

The harsh reality is that workplace and employment discrimination have especially grim consequences in LGBT communities. The Williams Institute found that between 15 percent and 43 percent of gay and transgender workers have experienced some form of discrimination on the job solely because of their sexual orientation or gender identity. Furthermore, 8 percent to 17 percent of gay and transgender workers report being passed over for a job or fired because of their sexual orientation or gender identity. *Many Faces. One Dream.* serves as an innovative approach to creating sustainable economic opportunities in the LGBT community.

*Many Faces. One Dream.* participants will be grouped into two tracks: “Starting Your Business” and “Taking Your Business to the Next Level.” In the first track, training will be provided on the key elements of a business plan, loans, marketing, and SBA’s

program and services. The second track will be geared toward LGBT firms that are currently in business but want to expand and grow.

At the Oakland *Many Faces. One Dream* event, we will host a “Small Business Marketplace” featuring financial services and certification agents to support small business development. The marketplace will be a venue for LGBT-owned businesses of color to have access to the resources and tools needed to grow and sustain their enterprise. Key components of the marketplace include:

- Opportunities to exchange business-to-business products and services information
- The SBA and SCORE one-on-one counseling for entrepreneurs and small businesses
- The opportunity to learn about the various certification opportunities and how to do business with the local, state and federal government

Additionally, the Marketplace will provide value to corporate sponsors who can add to their supplier diversity databases while demonstrating their commitment to being a good corporate partner within LGBT communities of color.

The San Francisco Bay Area stop for *Many Faces. One Dream* will be held at the Oakland Marriott City Center from April 21-22, 2014. Event organizers will be doing outreach through local non-profits, media, Berkeley Chamber of Commerce and a variety of other avenues to ensure that the Berkeley small business community is fully engaged.

#### FISCAL IMPACT

Unknown

#### CONTACT PERSON

Darryl Moore, Councilmember, District 2, 510 981-7120

RESOLUTION NO. ##,###-N.S.

IN HONOR OF MANY FACES. ONE DREAM

WHEREAS, the City of Berkeley recognizes that small businesses are the backbone of our community, creating a majority of our city's jobs and preserving the character of our communities; and

WHEREAS, the City of Berkeley has long been an advocate for people of color and the LGBT community, being a center for the civil rights movement on the west coast and establishing the first domestic partnership registry in the country; and

WHEREAS, many in the LGBT community still face disproportionate hardship in the workplace, in gaining access to capital, and in identifying opportunities to network and build their capacity as business owners; and

WHEREAS, the National Black Justice Coalition, the nation's leading Black LGBT civil rights organization, is partnering with the U.S. Small Business Administration for an LGBT economic empowerment tour for communities of color entitled "Many Faces. One Dream." The tour stops for two days at the Oakland Marriott City Center, April 21-22, 2014; and

WHEREAS, event organizers will be doing outreach through local non-profits, media, Berkeley Chamber of Commerce and a variety of other avenues to ensure that the Berkeley small business community is fully engaged.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City of Berkeley hereby extend our gratitude to the National Black Justice Coalition and the U.S. Small Business Administration for selecting the Oakland/Bay Area as a regional stop on the "Many Faces. One Dream. Tour" and proclaim April 21-22, 2014, as "Many Faces. One Dream. Tour" Days in the City of Berkeley.

