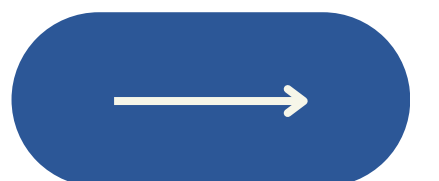


OAKLAND

CHAMBER *of* COMMERCE

2026 Small Business Survey Results



Index



Introduction

Objective and Goals

Reports and Results

Contact

Objectives and Goals

UNDERSTAND

Oakland Small Business Landscape

Key trends, opportunities, and challenges impacting business success

INFORM

Chamber Priorities & Programs

Support businesses across industries, sizes, and commercial districts.

ADVOCATE

Strengthen Small Business Landscape

Collect data to support policy recommendations at the local, regional, and state levels.

INVEST

Oakland's Business Ecosystem

Identify opportunities to strengthen workforce development, and commercial corridors

Who We Heard From

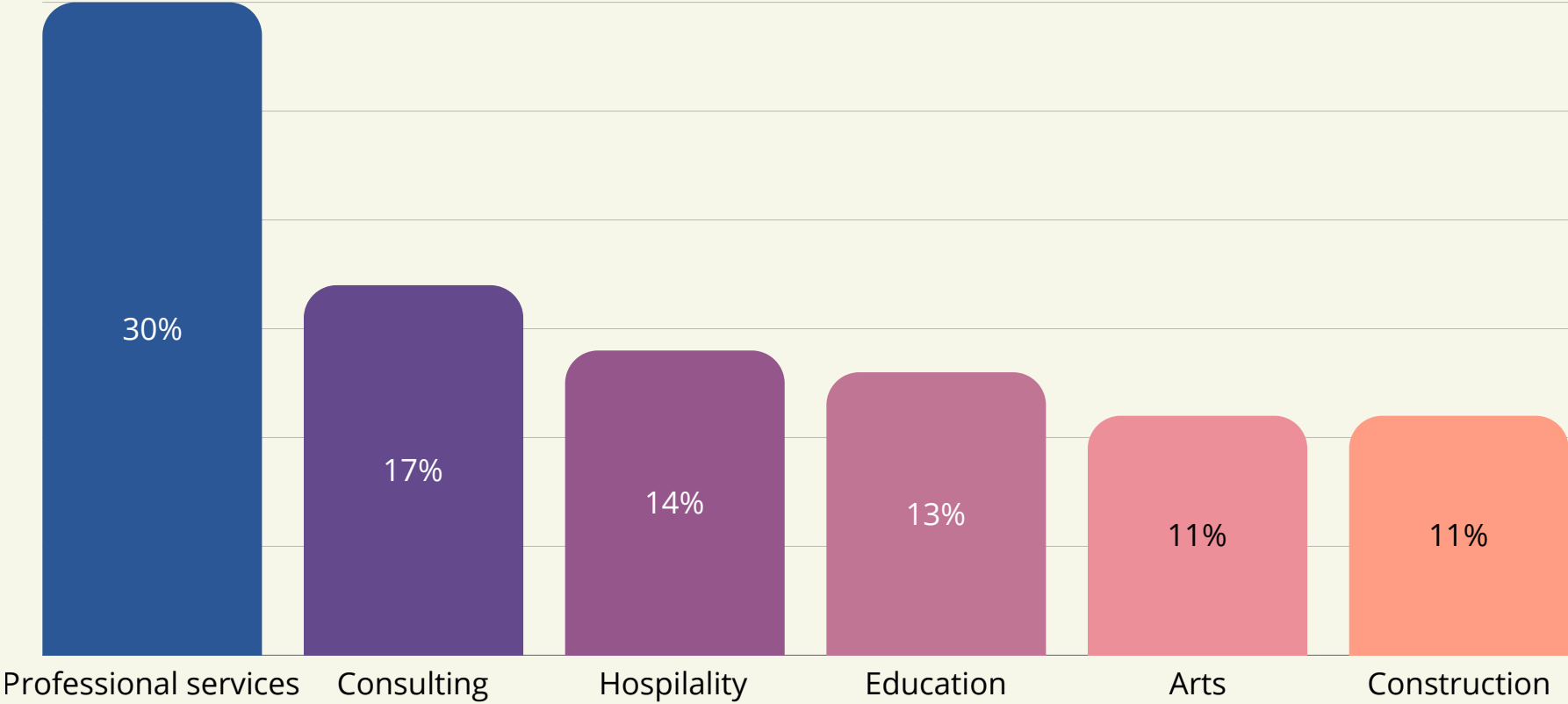
Industries:

- Professional services, food & beverage, and education were most represented.

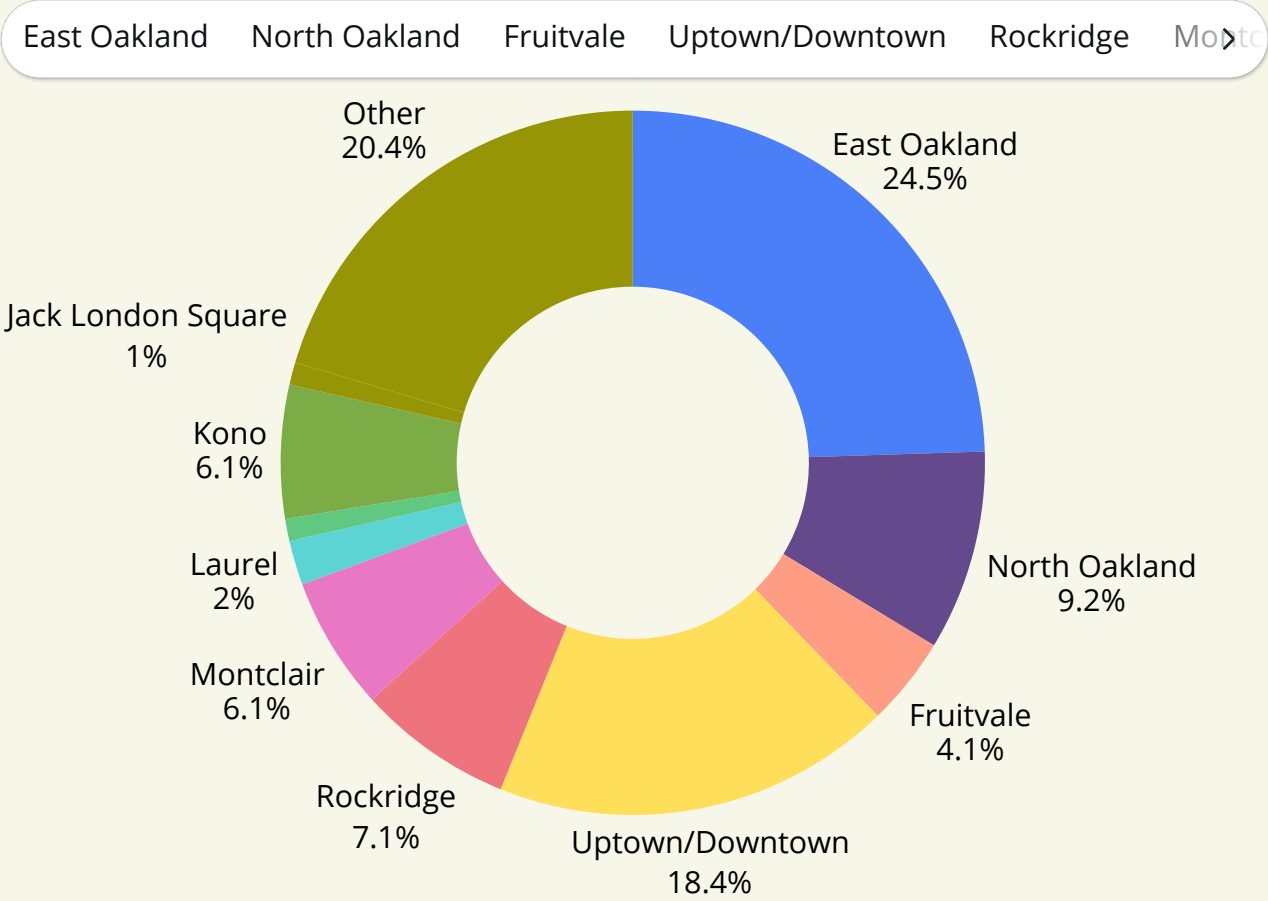
Location:

- Responses came from across Oakland, with the strongest representation from East Oakland and Uptown/Downtown.

BUISNESS INDUSTRIES



BUISNESSESS GEOGRAPHIC AREAS



Who We Heard From

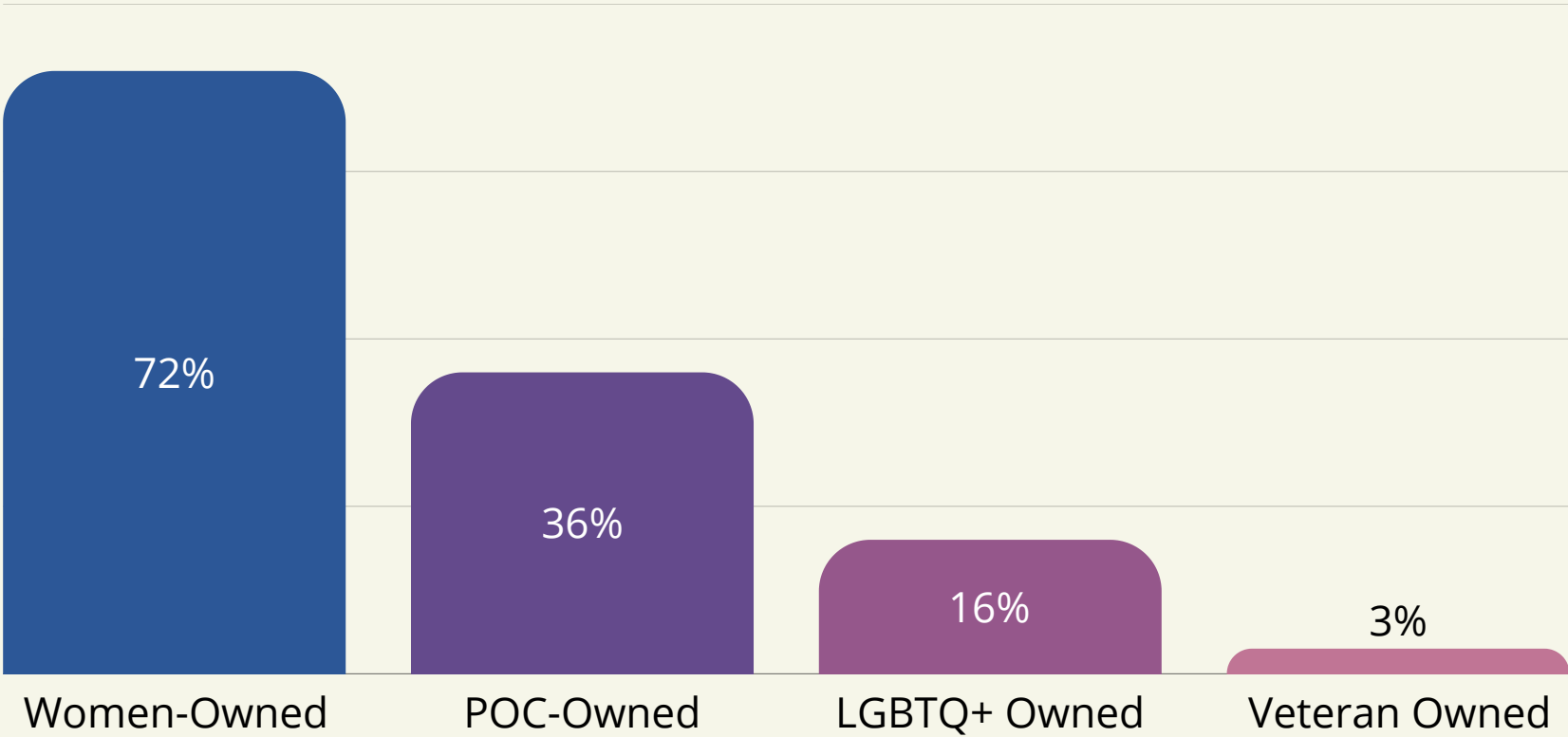
Diverse Business Community:

- Responses reflect Oakland’s mix of women-owned and POC-owned businesses, representing a range of racial and ethnic backgrounds.

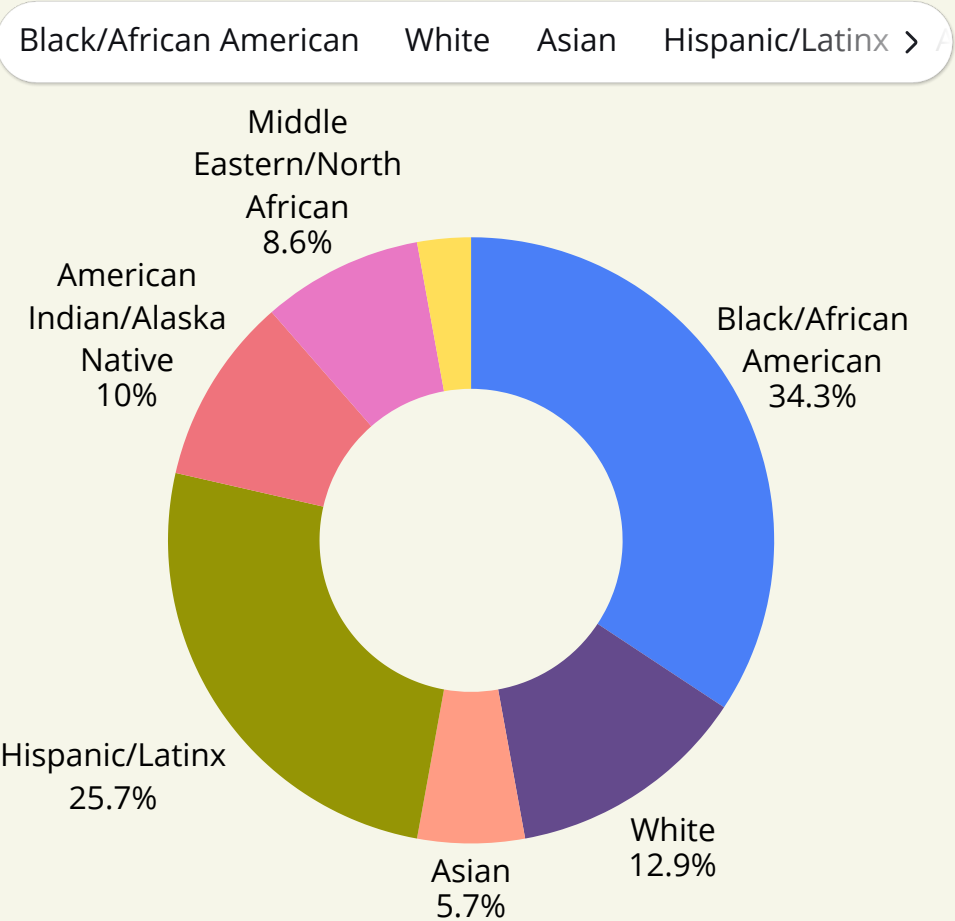
Supporting Diverse Businesses:

- Resources should reflect this diversity through language access, culturally relevant outreach, and equitable growth opportunities.

BUISNESS COMMUNITY



RACIAL DEMOGRAPHICS



Buisness Economy Snapshot

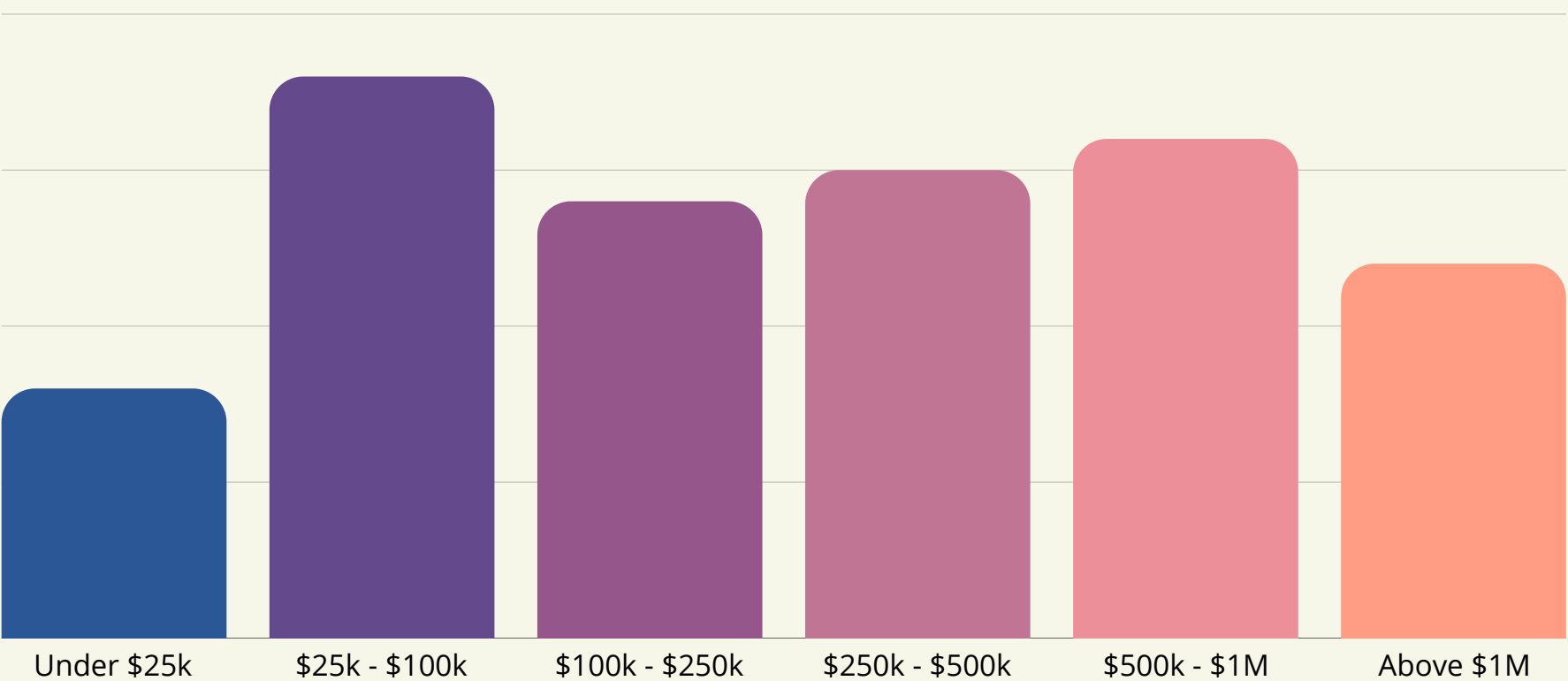
Small-Business Economy:

- Most respondents reported \$25K–\$1M in annual revenue, highlighting the scale of **Oakland’s small and microbusiness community**.

Different Businesses, Different Needs:

- The wide range of revenues highlights the **importance of flexible, tailored resources** that meet businesses where they are.

BUISNESSES AVERAGE ANNUAL REVENUE



MEASURE C

MOST RESPONDENTS FALL WITHIN THE UNDER-\$1M ELIGIBILITY RANGE, MAKING THE 2027 TAX RELIEF ESPECIALLY RELEVANT TO SURVEYED BUSINESSES.

Business Needs & Challenges

The survey points to a dual need: helping businesses grow while reducing the pressures that make daily operations harder.

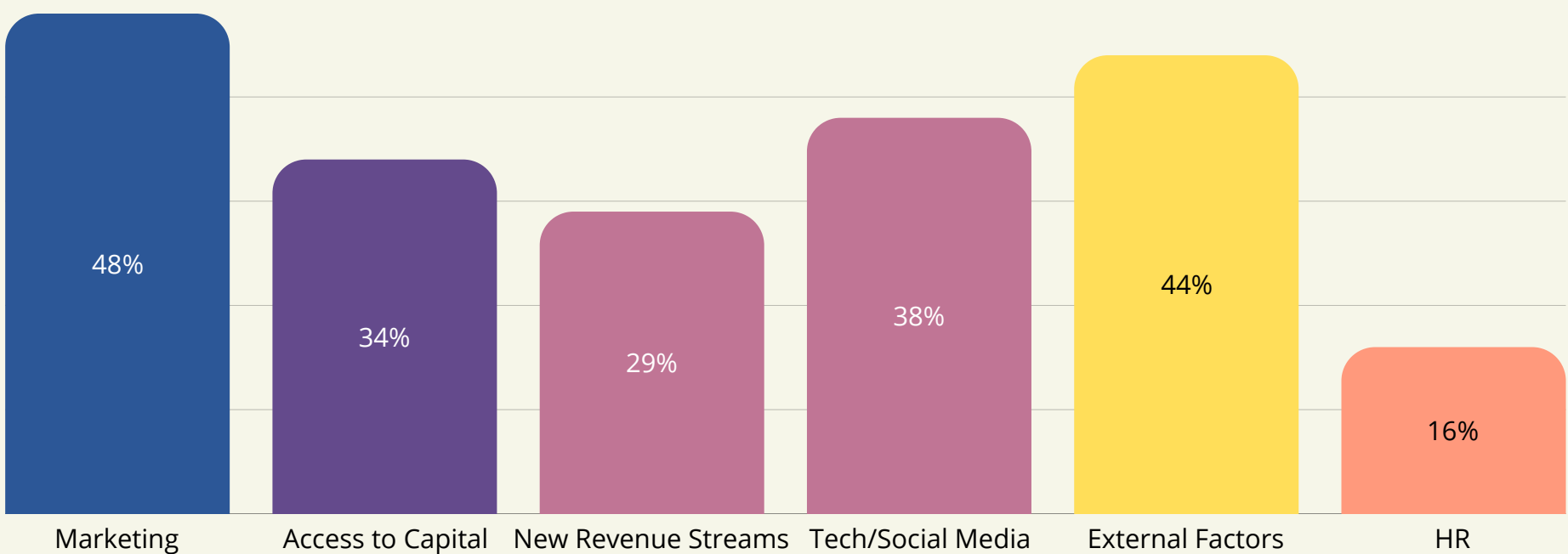
- **Growth:** Marketing, digital tools, and customer outreach
- **Business Conditions:** Homelessness, public safety, and economic pressures
- **Capital:** Funding remains a barrier to growth
- **Oakland Commitment:** Many businesses want to stay and grow in Oakland

71%

RESPONDENTS

EXPRESSED POSITIVE SENTIMENT TIED
TO STAYING IN OAKLAND

BUSINESSES CHALLENGES



92%

RESPONDENTS

IDENTIFIED EXTERNAL CONDITIONS AS
NEGATIVELY IMPACTING THEIR
BUSINESS.

Growth & Opportunities

COMMUNITY MATTERS

Businesses cited community engagement and connection to Oakland as important positive factors.

MOMENTUM EXITS

Economic growth and government support were viewed positively, though sentiment was mixed.

30%
RESPONDENTS

**EXPRESSED INTEREST IN
JOINING THE SMALL
BUSINESS SLACK CHANNEL.**

Priority Areas Identified

BUILD SKILLS

Training and technical assistance, particularly in marketing, AI, and digital tools.

REDUCE BARRIERS

Support long-term stability and help businesses navigate operating challenges.

CREATE OPPORTUNITIES

Connect businesses to revenue growth, contracts, networks and new customers.

OMCC Next Steps

PROGRAM

Prioritize marketing, AI/digital skills and revenue-growth support.

ADVOCACY

Use survey data to strengthen evidence-based policy conversations.

CONNECT

Expand business-to-business networking and practical resource sharing.

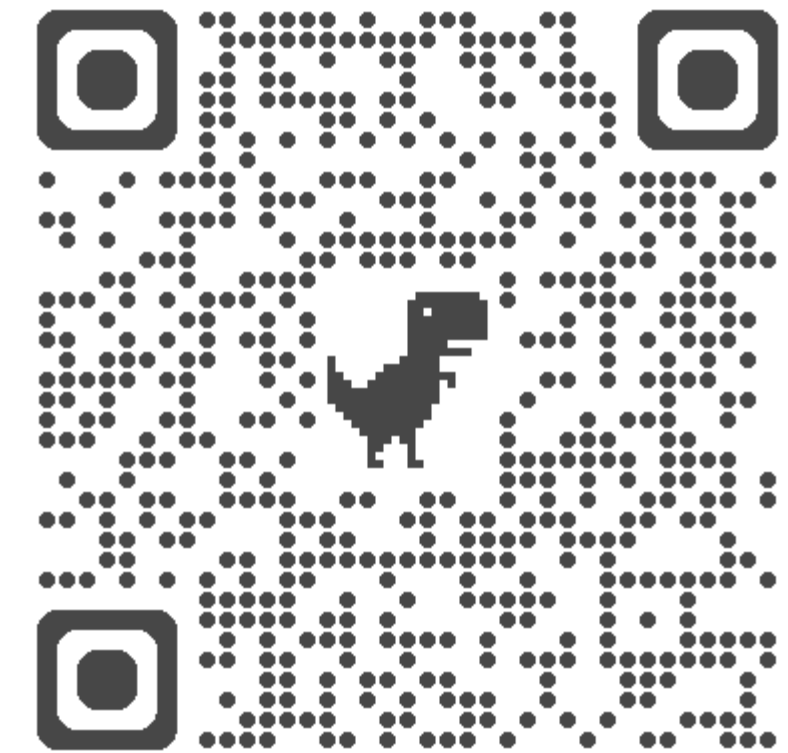
MEASURE

Continue surveying to track how needs and sentiment change.

STAY CONNECTED

SMALL BUSINESS SLACK CHANNEL

Join the Oakland business community on Slack to stay up to date on Chamber news, resources, events, and opportunities.



**SCAN THE QR CODE TO
JOIN THE CONVERSATION!**



ogutierrez@oaklandchamber.com