

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY  
AND RECORD OF ACTION**

January 14, 2025

**FROM**

**DEREK ARMSTRONG, Director, Economic Development Department**

**SUBJECT**

Agreement with HUUB for the HUUB Annual Platform Subscription

**RECOMMENDATION(S)**

1. Approve **Agreement No. 25-29** with HUUB, LLC to license the use of the HUUB Platform, in the amount of \$412,500, for the contract period beginning on February 1, 2025 through January 31, 2027.
2. Authorize the Auditor-Controller/Treasurer/Tax Collector to post the necessary budget adjustments to the Economic Development Department's 2024-25 budget as detailed in the Financial Impact section (Four votes required).

(Presenter: Derek Armstrong, Director, 387-4386)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Promote the Countywide Vision.**

**Create, Maintain and Grow Jobs and Economic Value in the County.**

**Improve County Government Operations.**

**Operate in a Fiscally-Responsible and Business-Like Manner.**

**Ensure Development of a Well-Planned, Balanced, and Sustainable County.**

**FINANCIAL IMPACT**

Approval of this item will not result in the use of additional Discretionary General Funding (Net County Cost). The estimated cost of the 24-month subscription agreement that includes license and system terms and conditions of use (Agreement), with HUUB, LLC (HUUB) for the HUUB Platform (Platform) is \$412,500. The first-year costs are higher due to the initial setup.

<b>Fund Center</b>	<b>Commitment Item</b>	<b>Description</b>	<b>Action</b>	<b>Amount</b>
6014621000	52002115	Computer Software Expense	Increase	\$412,500
1000	37008776	Fund Balance-Assigned – Economic Development Program Needs	Decrease	\$412,500

**BACKGROUND INFORMATION**

The Economic Development Department (EDD) frequently receives requests for support from entrepreneurs and small businesses. This support ranges from grants, startup information, webinars and one-on-one assistance. The Platform leverages technology to streamline processes and provide essential supportive services, which will provide the assistance needed

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to county businesses and entrepreneurs. HUUB provides an all-in-one solution that simplifies how businesses access resources and assistance by serving as a centralized business portal where businesses can navigate trainings, local events, grants, and one-on-one technical assistance, offering a comprehensive ecosystem of support rather than focusing on specific services. This centralized approach is more cost-effective, as it eliminates the need for businesses and the County to seek out and manage multiple separate services or platforms, reducing administrative overhead and improving service delivery efficiency. By tailoring its services to the needs of local businesses, the Platform reduces the time it takes for businesses to connect with relevant services.

Many small business owners have reported positive growth within the first 30 days of joining the Platform. For example, some businesses have seen increased revenues, lowered expenses, and improved operations. The Platform also helps economic development teams to better measure, manage, and deploy impactful support, while increasing engagement between businesses and local government. The Platform has demonstrated its ability to foster inclusive economic growth by connecting businesses to valuable services and expert guidance

In comparison to similarly sized communities, the platform has supported thousands of businesses, with many users reporting increased revenue and operational improvements. Engagement has grown consistently over time, with significant participation in events and training programs. This trend suggests that consistent access to both live and on-demand resources fosters sustained participation. Additionally, the platform's targeted technical assistance has contributed to job creation, demonstrating its effectiveness as a tool for supporting economic growth and resilience.

By implementing this solution, the County can expand its outreach, strengthen its business support network, and promote job creation and economic resilience. Key features, such as multilingual support, tailored recommendations, and real-time updates, ensure that businesses have the tools and information they need to grow and succeed, reinforcing the County's commitment to sustainable economic development.

Approval of this Agreement with HUUB will allow the use of the Platform. EDD is requesting authorization for the EDD Director to renew this Agreement for two additional one-year terms at a maximum annual amount of \$195,000.

### **PROCUREMENT**

The Platform will provide EDD with the ability to assist entrepreneurs and small business owners with the tools to receive grant opportunities.

HUUB is the only Platform that supports multiple languages and one-on-one assistance. HUUB provides smart recommendations to businesses and on-demand support with live chat. It offers a website scraping tool to provide up-to-date grant opportunities for businesses. While there are other platforms, none have the same level of technical integration for local governments or robust impact-tracking dashboards tailored for business assistance programs. The Purchasing Department supports this non-competitive purchase from HUUB.

### **REVIEW BY OTHERS**

This item has been reviewed by Auditor-Controller/Treasurer/Tax Collector (Mima Ugbo, Manager, 382-3035) on December 13, 2024; Purchasing (Ariel Gill, Supervising Buyer, 387-

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2070) on December 13, 2024; County Counsel (Dawn Martin, Deputy County Counsel, 387-5455) on December 16, 2024; Innovation and Technology Department (Lynn Fyhrlund, Chief Information Officer, 388-5501) on December 19, 2024; Finance (Carl Lofton, Administrative Analyst, 387-5404) on December 20, 2024; and County Finance and Administration (Robert Saldana, Deputy Executive Officer, 387-5423) on December 26, 2024.

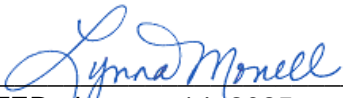
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Record of Action of the Board of Supervisors  
San Bernardino County

**APPROVED (CONSENT CALENDAR)**

Moved: Curt Hagman   Seconded: Joe Baca, Jr.  
Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY   
DATED: January 14, 2025



cc:   EDA - Armstrong w/agree  
      Contractor - c/o EDA w/agree  
      File - w/agree  
CCM  01/23/2025