



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## OUTREACH AND OUTCOMES REPORT

Published 09/16/2022

The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and *ensures that ALL California small businesses and innovative startups have the information, resources and direct support* they need to better navigate resources, programs and regulations. CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PROGRAM OVERVIEW

The California Microbusiness COVID-19 Relief Grant is administered by the California Office of the Small Business Advocate (CalOSBA). The Program provides competitive micro grants of \$2,500 to eligible microbusinesses impacted by COVID-19 and the related health and safety restrictions. Amounts available for each County were based on population and determined by the latest population estimates from the California Department of Finance. The role of grantmaking entities was granted to County government agencies or a consortium of nonprofits through two rounds of applications.

Participating Counties, their award amounts, partner organizations, and planned outreach activities can be found online at [calosba.ca.gov/publications](https://calosba.ca.gov/publications)

Per statute, CalOSBA issues the second and subsequent reports to identify the outreach activities conducted by each participating grantmaking entity along with any current outcomes of awards made in each county and by demographics, when available.

Reports can be found online at [calosba.ca.gov/publications](https://calosba.ca.gov/publications)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>17,909</b>	<b>4,396</b>	<b>\$10,990,000</b>
African-American	3,293	562	\$1,405,000
Alaskan Native	44	16	\$40,000
Asian	2,677	684	\$1,710,000
Hawaiian Native	98	15	\$37,500
Hispanic or Latino	4,842	1,457	\$3,642,500
Native American	250	39	\$97,500
Other Pacific Islander	134	63	\$157,500
Rural	920	281	\$702,500
Veteran	774	183	\$457,500
White	5,409	1,300	\$3,250,000
Women	9,153	2,384	\$5,960,000

Data as of 07/31/2022

\* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
<a href="#">7</a>	Alameda	240	0
<a href="#">8</a>	Amador	9	0
<a href="#">9</a>	Butte	0	0
<a href="#">10</a>	Contra Costa	183	0
<a href="#">11</a>	El Dorado	11	0
<a href="#">12</a>	Fresno	624	268
<a href="#">14</a>	Imperial	0	0
<a href="#">15</a>	Kern	207	86
<a href="#">17</a>	Kings	124	59
<a href="#">19</a>	Lake	2	0
<a href="#">20</a>	Lassen	4	4
<a href="#">22</a>	Los Angeles	0	0
<a href="#">23</a>	Madera	10	7
<a href="#">25</a>	Marin	211	0
<a href="#">26</a>	Mariposa	16	8
<a href="#">27</a>	Mendocino	92	0
<a href="#">28</a>	Merced	121	51

Data as of 07/31/2022

\* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

\*\* Final awards are ongoing for many counties and will be reported in future reports.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
<a href="#">30</a>	Modoc	5	4
<a href="#">32</a>	Monterey	105	52
<a href="#">34</a>	Napa	0	0
<a href="#">35</a>	Nevada	54	43
<a href="#">36</a>	Orange	2,399	862
<a href="#">38</a>	Placer	108	73
<a href="#">40</a>	Plumas	18	9
<a href="#">42</a>	Riverside	2,877	134
<a href="#">44</a>	Sacramento	397	106
<a href="#">46</a>	San Benito	18	8
<a href="#">48</a>	San Bernardino	1,237	335
<a href="#">50</a>	San Diego	4,314	1,005
<a href="#">52</a>	San Francisco	0	0
<a href="#">53</a>	San Joaquin	404	203
<a href="#">55</a>	San Mateo	547	78
<a href="#">57</a>	Santa Barbara	80	20
<a href="#">59</a>	Santa Clara	1,207	440

Data as of 07/31/2022

\* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

\*\* Final awards are ongoing for many counties and will be reported in future reports.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
<a href="#">61</a>	Santa Cruz	117	0
<a href="#">62</a>	Sierra	1	0
<a href="#">63</a>	Siskiyou	0	0
<a href="#">64</a>	Solano	679	0
<a href="#">65</a>	Sonoma	251	46
<a href="#">67</a>	Stanislaus	50	0
<a href="#">68</a>	Sutter	26	0
<a href="#">69</a>	Tehama	0	0
<a href="#">70</a>	Tulare	363	200
<a href="#">72</a>	Ventura	639	255
<a href="#">74</a>	Yolo	132	40
<a href="#">75</a>	Yuba	27	0
	<b>Total</b>	<b>17,909</b>	<b>4,396</b>

Data as of 07/31/2022

\* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

\*\* Final awards are ongoing for many counties and will be reported in future reports.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Alameda

**FISCAL AGENT:** Chabot-Las Positas Community College District

## **KEY OUTREACH ACTIVITIES\*:**

The outreach strategy in Alameda County included a variety of tactics. Hundreds of flyers were mailed along with massive social media advertising. Telemundo TV recorded advertising to reach out to the Spanish-speaking microbusiness community. Three different swap meets were attended where hundreds of flyers were handed out to potential microbusinesses grant recipients.

This application period was extended to September 30th.

The Fiscal Agent will be scheduling multiple events for the microbusiness community to understand more about the program and obtain the answers common questions. The Chabot-Las Positas Community College District computer lab will be open during the day for microbusinesses to come and receive help with their application. A video is being recorded of the presentation and will be given out to all the partners for extended advertising. CLPCC's Grants Manager is working diligently with the partners to ensure that many microbusinesses apply for the program.

*\* CLPCCD is managing the Microbusiness COVID-19 Relief Grant Program for Alameda, Amador, Contra Costa, and El Dorado Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 240

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Amador

**FISCAL AGENT:** Chabot-Las Positas Community College District

## **KEY OUTREACH ACTIVITIES\*:**

Amador County launched the website application for the Microbusiness COVID-19 Grant Program on May 17, 2022. Zoom webinars were held with partners in Amador County prior to the launch explaining the program and strategizing ways to get the word out. CLPCC mailed flyers to churches, grocery stores, food banks, and other non-profit businesses.

CLPCC worked with the 4 partners for outreach to deliver material for targeted outreach to start. The outreach campaign which included social media, email contact, and hand delivery of flyers.

Plans are in place for television, radio, and bus advertising along with the delivery of flyers to swap meets.

*\* CLPCCD is managing the Microbusiness COVID-19 Relief Grant Program for Alameda, Amador, Contra Costa, and El Dorado Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 10

Final Awards Are Ongoing



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Butte

**FISCAL AGENT:** 3CORE Inc.

## KEY OUTREACH ACTIVITIES:

3CORE has continued to provide information on the CA Microbusiness COVID-19 Relief Grant (MBCRG) program to partner groups and organizations, in preparation for the upcoming start date. Due to the administration of several other grant programs, 3CORE has pushed the start date of the MBCRG program to September 1, 2022, and will have an active application period through October 31, 2022, or until funding has been fully disbursed.

To date, the organizations that 3CORE has provided this information to in Butte County are the North State Hispanic Chamber of Commerce, Team Chico (which includes Chico Chamber of Commerce, City of Chico, Alliance for Workforce Development (AJCC), Butte College The Training Place, Butte College SBDC, CSU Chico, The Downtown Chico Business Association, Explore Butte County, and the North State Planning and Development Collective). These organizations have already begun to announce the coming of the program, which has led to several calls and emails to 3CORE from interested small business owners looking for more information.

In August, 3CORE will finalize a website for the program, translate materials, and increase marketing outreach campaigns. The application in Butte County opens on September 1st, 2022.

\*3CORE is managing the Microbusiness COVID 19 Relief Grant Program for Butte and Tehama counties.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 0

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Contra Costa

**FISCAL AGENT:** Chabot-Las Positas Community College District

## **KEY OUTREACH ACTIVITIES\*:**

Marketing material was created, and translated into five languages, English, simple Chinese, Tagalog, Vietnamese and Spanish. All five of the flyers were e-mailed as pdf to partners and other non-profits.

The grant administrator continued outreach through e-mail, phone calls, mail, and television. In addition, boots on the ground strategy will occur in hard-to-reach areas along with Zoom training for potential recipients. Hundreds of flyers were mailed along with massive social media advertising. Telemundo TV recorded advertising to reach out to the Spanish-speaking microbusiness community.

The grant administrator will be scheduling multiple events for the microbusiness community to understand more about the program and obtain the answers common questions. The Chabot-Las Positas Community College District computer lab will be open during the day for microbusinesses to come and receive help with their application. A video is being recorded of the presentation and will be given out to all the partners for extended advertising. CLPCC's Grants Manager is working diligently with the partners to ensure that many microbusinesses apply for the program.

This application period was extended to September 30th.

*\* CLPCCD is managing the Microbusiness COVID-19 Relief Grant Program for Alameda, Amador, Contra Costa, and El Dorado Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 183

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** El Dorado

**FISCAL AGENT:** Chabot-Las Positas Community College District

## **KEY OUTREACH ACTIVITIES\*:**

Numerous Zoom webinars were held with partners in El Dorado County prior to the launch explaining the program and strategizing ways to get the word out.

Hundreds of flyers were mailed along with massive social media advertising resulting in increased applications.

An event is planned Placerville so the microbusinesses can come in person to understand more about the program and obtain answers to common questions. This will aim to assuage any fear or distrust among businesses and increase the number of businesses that apply for the program. The partners will be given a new recording of the presentation which can be used to advertise the program.

The application period was extended to September 30th, 2022.

*\* CLPCCD is managing the Microbusiness COVID-19 Relief Grant Program for Alameda, Amador, Contra Costa, and El Dorado Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 11

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

**FISCAL AGENT:** County of Fresno and the Fresno Area Hispanic Foundation

## **KEY OUTREACH ACTIVITIES:**

Through this quarter, the Microbusiness COVID-19 Relief Grant Program (MBCRG) began buzzing all over the community as recipients received their awards and spread the word to friends and family. FAHF took a grassroots approach, going door to door and meeting business owners right at their business locations to inform, educate, apply on the spot, and collect documents. There was a point in which FAHF would do two or three site visits for owners to get familiarized with FAHF team and ease that connection for them to take advantage of what is available to them for business growth.

A handful of businesses did go through FAHF's Technical Assistance program to become educated on best practices to be utilized moving forward to facilitate business operations and future opportunities. FAHF continued partnerships with local community organizations:

1. Fresno Metro Black Chamber targeting the African-American business community
2. Hidden Wealth Foundation emphasizes the Southeast Asian business community
3. Fresno County EDC, embarking on rural communities
4. California Hmong Chamber of Commerce focused on the Asian business community in Fresno County.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 624

Final Awards Made - 268 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

**FISCAL AGENT:** County of Fresno and the Fresno Area Hispanic Foundation

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>624</b>	<b>268</b>	<b>\$670,000</b>
African-American	54	27	\$67,500
Alaskan Native	9	3	\$7,500
Asian	71	21	\$52,500
Hawaiian Native	1	0	\$0
Hispanic or Latino	408	184	\$460,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	266	63	\$157,500
Veteran	0	2	\$5,000
White	62	24	\$60,000
Women	365	160	\$400,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial

FISCAL AGENT: County of Imperial

*The Microbusiness COVID-19 Relief Grant Program is currently in development in Imperial County.*

*Outreach reporting was not available during the June - July reporting period.*

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

**FISCAL AGENT:** Kern County Employers' Training Resource and Kern Economic Development Foundation

## **KEY OUTREACH ACTIVITIES:**

The Small Business Development Center (SBDC) utilized their Webinar Wednesdays, "On Demand" Webinars, Popular Links, and social media pages to promote the program. SBDC made presentations to the Kern River Chamber of Commerce and the East Kern Economic Alliance and was interviewed by Kern Valley Sun for an article about the program which was published August 3rd.

Community Action Partnership of Kern (CAPK) took out social media advertising in both English and Spanish reaching over 1,100 people.

Kern Economic Development Foundation continued pushing the message about the Microbusiness COVID 19 Relief Grant (MBCRG) Program at meetings with Economic Development Agencies, the Tehachapi Rotary, and the East kern Economic Alliance. The agency also utilized LinkedIn and Facebook to disseminate information about the program.

Kern Women's Business Center (KWBC) shared the flyer for the program in their newsletter, which is sent to clients and community resource partners. KWBC also shared the microbusiness grant information at their BNI networking meetings, which were held weekly in June and July. KWBC distributed flyers and applications at "The Lot", which had approximately 30 vendors; presented information about the program at the Greater Bakersfield Chamber of Commerce Ambassador meeting, the Delano Chamber of Commerce mixer and at the KC Society of Human resource Management Mixer.

Employers' Training Resource (ETR) utilized the "Veteran Owned Business" (VOB) website to contact VOB's in Kern County. ETR also emailed the Jakara Movement asking for assistance in disseminating information about the mini grants to the Sikh Community. ETR and its partners discussed mailing postcards to the microbusinesses listed in the database downloaded from JobsEQ, which provides information on over 8,000 microbusinesses listed in Kern County.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 207

Final Awards Made - 86 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

**FISCAL AGENT:** Kern County Employers' Training Resource and Kern Economic Development Foundation

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>207</b>	<b>86</b>	<b>\$215,000</b>
African-American	24	11	\$27,500
Alaskan Native	0	0	\$0
Asian	4	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	24	21	\$52,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	41	17	\$42,500
Veteran	8	1	\$2,500
White	12	7	\$17,500
Women	126	57	\$142,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kings

**FISCAL AGENT:** County of Kings Job Training Office

## KEY OUTREACH ACTIVITIES:

Since the launch of the Microbusiness COVID 19 Relief Grant program in Kings County, as recipients received their awards and spread the word to friends and family, more applications rolled in. Per the last report, 35 applicants received payment; thus today, 59 applicants have received funding. That's \$147,500 deployed to micro businesses throughout Kings County!

All recipients expressed appreciation to the State and the Fresno Area Hispanic Foundation (FAHF) for the support given to their business in such a difficult time. FAHF feels accomplished and it's thanks to going back to grassroots and meeting business owners right at their business locations, to inform, educate, apply on the spot, and collect documents. There was a point in which the FAHF team would do two or three site visits for owners to get familiarized with the FAHF team and ease that connection (trust) for them to take advantage of what is available to them for business growth.

A handful of businesses went through the FAHF Technical Assistance program to become educated on best practices to be utilized moving forward to facilitate business operations and future opportunities. The FAHF team is grateful for the partnerships with local community organizations:

- Greater Kings County Chamber of Commerce focuses on the Lemoore business community
- Hanford Chamber of Commerce target the Hanford region
- Tulare Kings Hispanic Chamber of Commerce assisted with marketing throughout Kings County
- Corcoran Chamber of Commerce emphasizes the in home businesses in Corcoran.

Apart from the eligibility barriers, the FAHF faced some delays in receiving full packages from eligible applicants for disbursement. There have been technology barriers, cultural barriers, and less need. The remaining four (4) businesses are in line to receive funding and conclude this project.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 124

Final Awards Made - 59 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>124</b>	<b>59</b>	<b>\$147,500</b>
African-American	8	3	\$7,500
Alaskan Native	0	0	\$0
Asian	7	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	86	38	\$95,000
Native American	0	0	\$0
Other Pacific Islander	2	0	\$0
Rural	53	0	\$0
Veteran	0	0	\$0
White	21	16	\$40,000
Women	59	0	\$0

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lake

**FISCAL AGENT:** Lake County Economic Development Corporation

## **KEY OUTREACH ACTIVITIES:**

An in person outreach schedule has been drafted; this schedule includes several days during each week for the project manager and collaborating team members to visit farmers markets, microbusinesses throughout the county.

Outreach has started, and will continue on social media posts on Facebook and Instagram which have received positive feedback from interested participants. An informational webinar was held on August 15th for those interested in applying for the grant. Lake EDC staff has hired a Spanish interpreter to help with translation of the application, marketing and outreach. The LCEDC will continue to reach out to the community with visits to farmers markets and microbusinesses providing flyers with the particulars of the grant.

Translation services for application have occurred, and in person outreach to Spanish speaking business owners will continue in September when the contract interpreter returns from vacation.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 2

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lassen

**FISCAL AGENT:** Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Sierra Business Council (SBC) created buzz and anticipation amongst the community partners in the four county region about the Microbusiness COVID-19 Relief Grant Program. Engagement included direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of the Sierra Small Business Development Center advisor. The advisor personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 4

Final Awards Made - 4 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lassen

FISCAL AGENT: Sierra Business Council

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4</b>	<b>4</b>	<b>\$10,000</b>
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	4	4	\$10,000
Veteran	0	0	\$0
White	3	3	\$7,500
Women	3	3	\$7,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Los Angeles

**FISCAL AGENT:** County of Los Angeles

*The Microbusiness COVID-19 Relief Grant Program is currently in development in Los Angeles County.*

*Outreach reporting was not available during the June - July reporting period.*

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Madera

**FISCAL AGENT:** County of Madera

## KEY OUTREACH ACTIVITIES:

The four community based organizations (CBOs) that Madera County partnered with earlier in the year, continue to provide outreach in the community for the Microbusiness COVID 19 Relief Grant Program. The four CBOs work with underserved communities and individuals on a daily basis and continue to present the program to those they serve. Flyers were created for the program in both English and Spanish and provided to each of the four partners. These flyers continue to be posted on the CBOs' front desks and community boards and are distributed to the individuals they serve.

The website page initially launched March 10, 2022, contains information for the program including, guidelines, requirements, application form, and FAQs continues to be available on the Madera County Economic Development Commission's (MCEDC) website. MCEDC continues to offer support to non English speakers through their bilingual staff.

On July 15th, Madera County gave an interview to Despierta Valle Central, a morning informational show targeting the Hispanic population, and answered questions about the program and discussed eligibility. The interview was aired on television and posted on the channel's Facebook page. Community Action Partnership of Madera County (CAPMC) has the flyer posted on their various community boards and has sent flyers home with their headstart students. The Madera Workforce shared the flyer via email to their subscribers through an email blast. The Madera Chamber of Commerce (Chamber) continues to share the flyers with Madera Downtown Association members and with the list of businesses that are not Chamber members but received PPE distributions last year. The Chamber also has the flyer on display on their front counter. MCEDC shared the flyer with local business through in person visits and has it on display on their front counter.

Media engagements continue to consist of Facebook posts on the County of Madera page, the MCCJ page, the CAPMC page, the MCEDC page, and the Madera Workforce page. The Madera Workforce posted the flyer on their LinkedIn page. MCEDC has included information about the program on their monthly e newsletter.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 10

Final Awards Made - 7 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera

FISCAL AGENT: County of Madera

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>10</b>	<b>7</b>	<b>\$17,500</b>
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	5	4	\$10,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	0	0	\$0
White	5	3	\$7,500
Women	4	4	\$10,000

\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Marin

**FISCAL AGENT:** County of Marin

## **KEY OUTREACH ACTIVITIES:**

The County completed all major outreach in June as the application closed June 30, 2022. In July, the County spent the majority of the time in the review process, including reaching out to over half the applicants as many had incomplete documentation.

The County spent hours with clients helping them figure out what would qualify them for the program. The County worked with many individuals who didn't understand how to fill out forms properly and sometimes would help them resubmit documentation. The County did these services mainly in Spanish and English. With one client that spoke Chinese, the County found an interpreter to get on a call to help translate what was needed to receive from the business in order to qualify. This applicant is now in the pool to receive the award.

The County emailed or spoke on the phone with over half the applicants and was able to help some of these clients sign up for the SBDC services to better support their businesses. They intend to do more follow up to help business owners with marketing, hiring and other strategic support.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 205

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa

FISCAL AGENT: County of Mariposa

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>16</b>	<b>8</b>	<b>\$20,000</b>
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	1	1	\$2,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	16	8	\$20,000
Veteran	0	0	\$0
White	13	7	\$17,500
Women	12	6	\$15,000

*All funding for Mariposa County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the County.*

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mendocino

**FISCAL AGENT:** County of Mendocino and Economic Development and Financing Corporation

## **KEY OUTREACH ACTIVITIES:**

During the performance period of June and July of 2022, the County of Mendocino's Microbusiness Grant Program has continued to make strides toward accomplishing the goal of distributing 31 grants to microbusiness.

Though no final awards have been disbursed the program Administrator, EDFC, has spent many hours in direct technical assistance with applicants whom had completed the application but were lacking information in order to fully approve the grant application.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 92

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Merced

**FISCAL AGENT:** County of Merced Department of Workforce Investment

## **KEY OUTREACH ACTIVITIES:**

Merced County is in its third month since its original launch date in May 2022. Merced County and its five (5) community partners Central Valley Opportunity Center, Los Banos Chamber of Commerce, Merced County Hispanic Chamber of Commerce, Merced Lao Family, and the Fresno Area Hispanic Foundation, have all done various outreach and communications through social media, email marketing, face-to-face community engagement, and several organizations have hosted application sessions (in multiple languages) to assist those who are not tech savvy to complete and upload required documentation for the grant program. Several organizations have reached out to hard-to-serve business operators such as flea markets, food vendors, locally-owned daycare providers, self-employed contractors, barbers/stylists, and other small communities.

Merced County has participated in several key community events to promote the grant program to vendors, business owners, and other organizations to help spread the word. Merced County also aired the grant program on the local KYOS morning news talk station to give specifics about the grant and how to apply.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 121

Final Awards - 51 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Merced

**FISCAL AGENT:** County of Merced Department of Workforce Investment

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>121</b>	<b>51</b>	<b>\$127,500</b>
African-American	5	1	\$2,500
Alaskan Native	0	0	\$0
Asian	13	6	\$15,000
Hawaiian Native	3	1	\$2,500
Hispanic or Latino	72	32	\$80,000
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	57	28	\$70,000
Veteran	0	0	\$0
White	24	10	\$25,000
Women	82	32	\$80,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Modoc

**FISCAL AGENT:** Sierra Business Council

## **KEY OUTREACH ACTIVITIES\*:**

Sierra Business Council (SBC) created buzz and anticipation amongst the community partners in the four county region about the Microbusiness COVID-19 Relief Grant Program. Engagement included direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of the Sierra Small Business Development Center advisor. The advisor personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 5

Final Awards Made - 4 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Modoc

FISCAL AGENT: Sierra Business Council

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>5</b>	<b>4</b>	<b>\$10,000</b>
African-American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	4	\$10,000
Veteran	0	0	\$0
White	4	4	\$10,000
Women	3	2	\$5,000

*All funding for Modoc County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the Fiscal Agent.*

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Monterey

**FISCAL AGENT:** Monterey County Workforce Development Board

## **KEY OUTREACH ACTIVITIES:**

Monterey County Workforce Development Board (MCWDB) developed the grant application, flyers, PowerPoint presentations, live recordings of the informational webinars, and frequently asked questions (FAQs) in both English and Spanish. A dedicated webpage was also created that includes a widget to enable translations to other languages. Both the MCWDB team and partners continue to do outreach in-person and online through email blasts to various distribution lists, social media posts, and door-to-door visits. All partners are required to report their outreach efforts to the MCWDB team via an electronic form on a regular basis until the program ends. Doing so allows the MCWDB team to not only understand what businesses are being reached and where, but also for them to be able to cross-reference with their applicant database later to identify what percentage of those contacted had applied and been awarded.

Technical assistance is available in both English and Spanish and includes a walkthrough of the program requirements and help with submission of the application. The team and partners are available to applicants for assistance via email, telephone, and in-person. After an application is submitted, communication between the team and the applicant is done primarily via email to not only provide confirmation that their application was received, but to also send ongoing updates and ultimately notify them of their award status. Additional assistance is also given, in the event an application is missing one or more of the required documents. The intent of doing so is to ensure that each applicant fully understands what is required and has an opportunity to submit what is missing, should there have been a translation miscommunication the first go-round.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 105

Final Awards Made - 52 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>105</b>	<b>52</b>	<b>\$130,000</b>
African-American	5	3	\$7,500
Alaskan Native	1	1	\$2,500
Asian	5	0	\$0
Hawaiian Native	1	0	\$0
Hispanic or Latino	72	37	\$92,500
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	0	0	\$0
Veteran	3	0	\$0
White	18	9	\$22,500
Women	71	35	\$87,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Napa

**FISCAL AGENT:** County of Napa

## KEY OUTREACH ACTIVITIES:

Napa County partnered with the Solano-Napa Small Business Development Center (SBDC) to administer the \$173,400 Microbusiness COVID-19 Relief Grant (MBCRG) Program in Napa County. Prior to the grant application period opening July 11, leadership from Solano-Napa SBDC met with representatives from the Napa Hispanic Chamber of Commerce and the Community Resources for Children of Napa to discuss an outreach plan to reach underserved microbusinesses. A focus on this outreach was Hispanic-owned small businesses and childcare providers, populations that have each been significantly impacted by the pandemic. Marketing information was also shared with all chambers of commerce in the county, city economic development departments, and local newspapers.

Flyers were created in both English and Spanish and distributed amongst partners. A press release was sent to all Napa County newspapers. Social images were shared on multiple Facebook community groups with links to the grant application and website. A Solano-Napa SBDC business advisor recorded a radio spot on one of the county's most popular stations. The Napa Hispanic Chamber served as a contact for all Spanish-speaking microbusiness owners. Information on the microgrant appeared in multiple email newsletters from the Solano-Napa SBDC and the chambers. In the days following the grant application window opening, the Solano-Napa SBDC hosted two informational webinars in English. The Napa Hispanic Chamber of Commerce also hosted a webinar in Spanish. The Community Resources for Children of Napa is working with both the Hispanic chamber and the SBDC in its efforts to reach childcare providers in Napa County.

The application was made available in English, Spanish and Tagalog. The grant summary information on the website is available in English and Spanish.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 0

Final Awards are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>54</b>	<b>43</b>	<b>\$107,500</b>
African-American	1	1	\$2,500
Alaskan Native	0	0	\$0
Asian	2	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	2	2	\$5,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	43	43	\$107,500
Veteran	0	0	\$0
White	33	33	\$82,500
Women	28	28	\$70,000

*All funding for Nevada County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the County or its Fiscal Agent.*

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Orange

**FISCAL AGENT:** Orange County Workforce Development Board

## KEY OUTREACH ACTIVITIES:

The Orange County Workforce and Economic Development Division (OCWEDD) continues to partner with the Cities, Chambers of Commerce, Public Libraries, and other organizations throughout Orange County to provide outreach for the program. The program relaunched on Monday, May 09, 2022, and was announced on the OCWEDD website, partners social media, and partners websites. OCWEDD continues to host the series of informational webinars every two weeks and will continue to do so until the program funds have been fully awarded. In addition to answering any program questions, these webinars provide information about eligibility requirements, required documentation, disqualifying factors and resources available to assist owners submit their applications. OCWEDD continues to provide live support to applicants during normal business hours through the Economic and Business Recovery call center with translation services in more than 240 languages.

In efforts to better reach the programs target demographics program staff contacted the local Health Care Agency, local Ride Share companies, local Neighborhood Associations, and City Business Permit Departments to help share the opportunity with their contacts.

The County continued efforts to reach Spanish and Vietnamese speaking business owners including through interviews with two local Spanish-speaking news stations (Televisa Univision and Telemundo), two local Spanish-speaking radio stations, and one local Vietnamese-speaking podcast.

In addition to the outreach strategies mentioned above, street canvassing was performed by program staff in Orange County neighborhoods handing out flyers to sidewalk vendors. The County's libraries, Workforce Solutions Center and Mobile One-Stop center were all made available to applicants to provide access to the application site if needed.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 2399

Final Awards Made - 862 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>2399</b>	<b>862</b>	<b>\$2,155,000</b>
African-American	118	38	\$95,000
Alaskan Native	1	1	\$2,500
Asian	963	322	\$805,000
Hawaiian Native	3	2	\$5,000
Hispanic or Latino	533	219	\$547,500
Native American	24	7	\$17,500
Other Pacific Islander	12	4	\$10,000
Rural	204	65	\$162,500
Veteran	86	31	\$77,500
White	725	268	\$670,000
Women	1281	480	\$1,200,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Placer

**FISCAL AGENT:** Placer County and Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Placer County and its partners engaged in a widespread outreach campaign to ensure that the Microbusiness COVID 19 Relief Grant Program was being distributed across the entire county and especially to reach the underserved, smallest businesses in the county. Prior to opening Rounds One and Two of the program, the County entered into an intensive County wide marketing effort that included Spanish language radio ads, earned media, press releases, and more. The program has been re opened on a first come, first served basis until funds are expended and a new outreach effort was launched to reflect this new process of receiving applications.

Placer County partnered with Sierra Business Council (SBC) to administer the grant program and provide technical assistance. SBC created the application to protect against fraud, waste, and abuse, while ensuring the application remains as accessible and simple as possible. By implementing an eligibility quiz up front, applicants were unable to fill out an application that would later be ruled ineligible.

SBC staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear, and communicate quickly with applicants found ineligible to ensure no mistakes were made. As of 7/31/22 SBC has received 108 applications, of which 73 are eligible. Applications are now open on a first come, first served basis and are processed on a rolling timeline to ensure that grants are deployed quickly to eligible applicants.

Throughout Rounds One and Two of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included over 100 hours of direct, technical assistance for the program from 2/1/22 to 7/31/22 by staff and Small Business Development Center advisors. Many applicants required assistance gathering documentation to prove that the business was in operation in 2019 and provide an explanation of revenue that meets the required \$50,000 limit. SBC's technical assistance includes phone calls, zoom meetings, and emails.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 108

Final Awards Made - 73 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>108</b>	<b>73</b>	<b>\$182,500</b>
African-American	4	1	\$2,500
Alaskan Native	0	0	\$0
Asian	7	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	6	2	\$5,000
Native American	4	3	\$7,500
Other Pacific Islander	2	2	\$5,000
Rural	60	47	\$117,500
Veteran	5	2	\$5,000
White	67	48	\$120,000
Women	65	48	\$120,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Plumas

**FISCAL AGENT:** Sierra Business Council

## KEY OUTREACH ACTIVITIES\*:

Sierra Business Council (SBC) created buzz and anticipation amongst the community partners in the four county region about the Microbusiness Relief Grant Program. Engagement included direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of the Sierra Small Business Development Center advisor. The advisor personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 18

Final Awards Made - 9 (Concluded)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Plumas

FISCAL AGENT: Sierra Business Council

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>18</b>	<b>9</b>	<b>\$22,500</b>
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	2	1	\$2,500
Native American	2	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	17	9	\$22,500
Veteran	1	0	\$0
White	12	6	\$15,000
Women	10	7	\$17,500

*All funding for Plumas County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the Fiscal Agent.*

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Riverside

**FISCAL AGENT:** County of Riverside and Charitable Ventures

## KEY OUTREACH ACTIVITIES:

The County of Riverside Office of Economic Development (RivCoED), Microbusiness COVID-19 Relief Grant (MBCRG) Program community partners, outlined below, and additional county partners across the county continue to collaborate to provide outreach and technical assistance for the MBCRG Program. RivCoED and community partners have continued to promote the program regularly in newsletters and on social media platforms as well as with city and chamber partners countywide to include the county's Hispanic Chambers of Commerce. All social media marketing and print materials have been produced in both English and Spanish.

Media buys ran from early May till the end of June with three radio stations, two of which were Spanish language radio. Over 850,000 total radio campaign impressions were made through the radio advertising schedule. Additionally, RivCoED staff did eleven on-air radio interviews as well as two TV news station interviews with KESQ (ABC affiliate -English) and Telemundo (Spanish) about the MBCRG program.

On a continuous basis, community-based partners are engaging in in-person delivery of English and Spanish flyers at street vending locations and in key areas where vendors operate including parks, open lots, near swap meets and mechanic shops. More than 40,000 email recipients continue to receive information on the grant program from all partners combined, and over 30,000 subscribers are included in the mailing list for RivCoED.

RivCoED staff, the Coachella Valley Small Business Development Center (CVSBDC), and other community partners continue to promote the program on a regular basis via consultants' 1:1 appointments, events, office incoming calls, initial intakes, and any opportunity that might seem fit to mention the program. CVSBDC also outreached to Palm Springs Village Fest, Indio Open-Air Market, and the Street Fair, at College of the Desert to inform businesses of the MBCRG program. RivCoED staff researched and reached out to 15 swap meets throughout the county requesting support in sharing MBCRG program info with its participants. In the last 30 days, RivCoED Staff visited two large swap meets and other specials events, to include a town hall meeting and chamber mixers and conferences where the program was promoted.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 2877

Final Awards Made - 134 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>2877</b>	<b>134</b>	<b>\$335,000</b>
African-American	753	26	\$65,000
Alaskan Native	0	0	\$0
Asian	300	13	\$32,500
Hawaiian Native	52	4	\$10,000
Hispanic or Latino	1053	33	\$82,500
Native American	112	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	189	8	\$20,000
White	1656	83	\$207,500
Women	1845	90	\$225,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sacramento

**FISCAL AGENT:** County of Sacramento Office of Economic Development

## KEY OUTREACH ACTIVITIES:

Sacramento County, in partnership with the California Hispanic Chamber of Commerce, California Capital Financial Development Corporation, Sacramento Inclusive Economic Development Collaborative, and the Sacramento Metropolitan Chamber of Commerce; launched the Microbusiness COVID-19 Relief Grant Program (Program) application on April 1, 2022. Partners were selected based on their specialized skills with the diverse microbusinesses, their robust network communities and ability to provide in-language support services.

Sacramento County and partners (Partners) performed extensive outreach and marketing to the microbusiness community between June 1-July 31, 2022. Partners are continuing these efforts until all grant funds are committed. Sacramento County circulated news stories and participated in local news interviews. Program flyers were distributed to partner email lists, local ethnic community partners, 18 Property and Business Improvement Districts, 24 local and regional chambers of commerce, and city Economic Development partners from the County's seven incorporated cities. Partners also walked to over 500 microbusinesses, with a focus on disadvantaged and underserved communities, to distribute flyers in Spanish, Chinese, Vietnamese, and Russian. A digital billboard sign continued to advertise the Program, reaching approximately 441,000 drivers and passengers per week. Partners all posted ads on their websites and promoted the Program through Twitter, Facebook, and LinkedIn. Partners attended over 20 in-person events where the Program was highlighted and print material was distributed.

The grant website and all material about the Program was made available in; English, Arabic, Chinese, Farsi, Hmong, Punjabi, Russian, Spanish, Tagalog and Vietnamese. Partners provided technical assistance through live and recorded webinars, Facebook Live, in-person informational sessions, Zoom meetings, emails and phone calls. A Rapid Response Hotline responded to inquiries and provided in-language assistance.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 397

Final Awards Made - 106 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sacramento

**FISCAL AGENT:** County of Sacramento Office of Economic Development

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>397</b>	<b>106</b>	<b>\$265,000</b>
African-American	133	29	\$72,500
Alaskan Native	0	0	\$0
Asian	53	13	\$32,500
Hawaiian Native	11	2	\$5,000
Hispanic or Latino	58	13	\$32,500
Native American	6	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	17	7	\$17,500
Veteran	21	9	\$22,500
White	132	45	\$112,500
Women	111	55	\$137,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Benito

**FISCAL AGENT:** County of San Benito

## KEY OUTREACH ACTIVITIES:

From June 2022 through July 2022, County of San Benito staff continued to update the Oversight committee on the progress of the grant program. Per the County timeline of the program, grant applications were being accepted from April 1st until May 6th of, 2022. Outreach consisted of working with representatives from the incorporated cities and non profit organizations that had close ties to the community.

Some of the activities included:

- Dissemination of flyers and postings
- Announcements at public meetings
- Informational brochures
- A dedicated webpage with regularly updated information
- Social media postings via Twitter, Instagram, Facebook, etc.

Given the County's demographics, with 75.8% identifying white alone and 18.9% identifying as Hispanic or Latino, the County of San Benito offered materials in English and Spanish. The County also provided directions on how to access other languages, if necessary.

Continuing with the County's timeline, document review and follow up took place from May 9th through May 20th. Staff met with the oversight committee to finalize the award decisions and presented the recommendations to the Economic Development committee on June 23, 2022. The County received a total of 18 applications. 8 of the 18 were deemed as qualified applicants. Letters and notifications were sent to all applicants notifying them of the award decisions.

County staff presented a recommendation for a second round of the grant program to allow other entities an opportunity to apply. Following a June 23, 2022, Economic Development committee meeting, staff was directed to proceed with a second round of the California Microbusiness COVID 19 Relief Grant Program. The application period ran from June 27 through July 31, 2022. Outcomes for the second round of applications will be reported in the next report.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 18

Final Awards Made - 8 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito

FISCAL AGENT: County of San Benito

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>18</b>	<b>8</b>	<b>\$20,000</b>
African-American	3	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	9	4	\$10,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	15	8	\$20,000
Veteran	0	0	\$0
White	10	5	\$12,500
Women	11	5	\$12,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

**FISCAL AGENT:** San Bernardino County Economic Development  
Department

## **KEY OUTREACH ACTIVITIES:**

San Bernardino County Economic Development Department (SBCEDD) is able to report that the Microbusiness COVID-19 Relief Grant touched a large majority of the County's businesses. Outreach engagement during June and July included weekly drop-in hours for businesses, email communications, application assistance held by Small Business Development Center Inland Empire and visiting multiple farmers markets. Weekly the grant operations team meets to determine potential outcomes of the grassroots efforts set forth by the collective team. SBCEDD has doubled radio advertising and added additional Spanish radio stations. The SBCEDD Facebook marketing was also adjusted to include additional hashtags that target independent ride share drivers.

Through out June, July, and August SBCEDD continued to contact incomplete applications and offer one on one assistance from the team. SBCEDD reached out to County and local City agencies seeking contact information for home-based businesses through the municipalities permit offices. SBCEDD was able to contact over 3,000 home-based business through these efforts. The team enlisted the help of the legislative affairs department to find additional avenues of marketing, through this they made contact with ride share companies and have an ongoing dialogue to offer local independent contract drivers the opportunity to apply for the grant, this is still a work in progress.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 1237

Final Awards Made - 335 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

**FISCAL AGENT:** San Bernardino County Economic Development Department

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1237</b>	<b>335</b>	<b>\$837,500</b>
African-American	465	133	\$332,500
Alaskan Native	24	8	\$20,000
Asian	103	20	\$50,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	398	120	\$300,000
Native American	10	0	\$0
Other Pacific Islander	16	3	\$7,500
Rural	0	0	\$0
Veteran	43	13	\$32,500
White	201	78	\$195,000
Women	731	221	\$552,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Diego

**FISCAL AGENT:** County of San Diego

## KEY OUTREACH ACTIVITIES:

The County of San Diego directly performed outreach activities by working with the San Diego County Fair to provide information on the grant to the various vendors at the fair. Additionally, the County conducted in person outreach to various business to supplement the activities of the outreach partners. The County's website and flyers for the Microbusiness COVID-19 Relief Grant Program, were made in English, Spanish, Tagalog, Arabic, Vietnamese and Chinese (Mandarin), Somali, Farsi, and Korean

In addition to the County activities, four outreach providers were contracted to supplement the internal outreach activities and a grant administrator responsible for acceptance/review of the applications.

Below are activities that the outreach providers performed during Round 2:

- Assisted applicants with applications and submitting documentation for those awarded a grant. These activities were via phone, in-person, and Zoom.
- Business Canvassing.
- Social Media (Facebook, Linked-In, Twitter).
- Direct emails.
- Monthly newsletters.
- Provided office hours for in person/phone support to address questions.
- Made a computer lab available for entrepreneurs that wanted to come into the office and complete the application or submit documents.
- Direct outreach and assisted applicants with completing new applications and curing Round 1 items.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 4314

Final Awards Made - 1005 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Diego

FISCAL AGENT: County of San Diego

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4,314</b>	<b>1,005</b>	<b>\$2,512,500</b>
African-American	880	210	\$525,000
Alaskan Native	0	3	\$7,500
Asian	319	73	\$182,500
Hawaiian Native	13	4	\$10,000
Hispanic or Latino	579	172	\$430,000
Native American	20	0	\$0
Other Pacific Islander	14	0	\$0
Rural	0	0	\$0
Veteran	253	55	\$137,500
White	1,036	315	\$787,500
Women	1,697	501	\$1,252,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Francisco

**FISCAL AGENT:** Mission Economic Development Agency (MEDA)

## **KEY OUTREACH ACTIVITIES:**

Mission Economic Development Agency (MEDA) opened the San Francisco County Microbusiness COVID-19 Relief Grant (MBCRG) Program application portal on August 8, 2022 and is accepting applications until September 9, 2022. While the portal is open, the five program partners will continue to conduct outreach amongst their servicing communities in San Francisco county.

Up until the end of July, MEDA outreach activities included: creating marketing materials and a Social Media Toolkit – a social media messaging strategy and a program’s landing page on MEDA’s website, flyers, etc. All documents and messaging was created in Spanish and English, and will be adapted / translated to Chinese by participating partners to amplify the reach to the diverse communities that are non-English speaking throughout the county.

Similarly, MEDA hosted various informational sessions with program partners to thoroughly review the program, confirm responsibilities and roles, discuss timelines, share ideas around marketing and outreach, and answer program eligibility questions. These official partners include:

- Kultivate Labs
- SF LGBTQ Center
- SF Black Wall street
- Northeast Community Federal Credit Union
- Asian Inc.

MEDA has also hosted additional informational sessions with other local partners and coalitions that serve the Latino community in the city, primarily in the Mission District, including the Latino Task Force.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 0

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Joaquin

**FISCAL AGENT:** County of San Joaquin

## KEY OUTREACH ACTIVITIES:

San Joaquin County has awarded over 203 grants in the amount of \$5000, due to the local county match, as of July 31, 2022. The County continues to advertise through social media, on its main grant page, and with CalOSBA. To make sure all awards get disbursed to local businesses, the County expanded the application period one final time to be open until all awards have been distributed. This change was shared with the community through an email blast and communication with partner organizations.

News of how many grants remain is shared on a regular basis with cities and partner organizations. In turn, partners share this information with their residents and members. This has led to a steady stream of applications being sent in.

The County reports that, "One of the most rewarding grants we have given out, a true success story has come from the relationship we have built with CalOSBA, our local organizations, and cities. Our Small Business Development Center (SBDC) was contacted by CalOSBA regarding a business that would be shut down by the end of July, which was in fifteen days, if they could not find a new location. The SBDC quickly reached out to San Joaquin County's Economic Development Association and our Spanish-speaking staff acted quickly to get the business owner, Mr. Cesar Oropeza, in contact with local realtors. Due to this grant and the relationships built, Mr. Oropeza's restaurant, El Siete Mares has plans to reopen soon at a central location in downtown Stockton."

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 404

Final Awards Made - 203 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Joaquin

FISCAL AGENT: County of San Joaquin

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>404</b>	<b>203</b>	<b>\$507,500</b>
African-American	133	49	\$122,500
Alaskan Native	1	0	\$0
Asian	86	29	\$72,500
Hawaiian Native	5	2	\$5,000
Hispanic or Latino	158	63	\$157,500
Native American	10	3	\$7,500
Other Pacific Islander	11	3	\$7,500
Rural	23	11	\$27,500
Veteran	13	8	\$20,000
White	130	49	\$122,500
Women	233	120	\$300,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

\*\*\* The dollars awarded is representative of the share of award provided through funding from the State of California. San Joaquin County supplemented the funding available to their awardees to provide grants of \$5,000.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

**FISCAL AGENT:** County of San Mateo and Renaissance Entrepreneurship Center

## **KEY OUTREACH ACTIVITIES:**

Outreach activities informing businesses about the grant waned between June 1 and July 31, 2022 but did not stop. Outreach was done primarily in person by visiting specific businesses in business districts in Brisbane, Daly City, San Bruno, Redwood City, and the Coastsides. Face-to-face outreach was conducted in English, Spanish, and Vietnamese.

In this reporting period, all outreach activities were conducted by staff or consultants from Renaissance Entrepreneurship Center.

Outreach activities continued to focus on getting full applications and required documentation from businesses. Per the initial plan and from previous grantmaking, Renaissance Entrepreneurship Center knew that email was not the most effective form of communication for many potentially eligible entrepreneurs.

Given this, the follow-up plan for initially eligible businesses was as follows:

1. Send the initial eligibility email with information outlining documents required to receive the grant.
2. Send a reminder via email after 2-3 weeks.
3. Call after another week - and repeat at least two times.
4. Go in person to the business address given to follow-up.

Renaissance Entrepreneurship Center discovered that especially the Spanish-speaking businesses were not submitting the materials needed via email or the online form despite multiple outreaches via email and phone. To get more submissions, Renaissance Entrepreneurship Center identified businesses who said they were still interested and intended to do the paperwork, and Renaissance Entrepreneurship Center staff went to their business address to make an appointment to complete the application together. This has resulted in at least 10 additional businesses granted.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 547

Final Awards Made - 78 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

**FISCAL AGENT:** County of San Mateo and Renaissance Entrepreneurship Center

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>547</b>	<b>78</b>	<b>\$195,000</b>
African-American	31	3	\$7,500
Alaskan Native	0	0	\$0
Asian	178	27	\$67,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	200	20	\$50,000
Native American	4	1	\$2,500
Other Pacific Islander	5	0	\$0
Rural	13	1	\$2,500
Veteran	10	1	\$2,500
White	168	28	\$70,000
Women	317	55	\$137,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

**FISCAL AGENT:** County of Santa Barbara and the Santa Barbara Foundation

## **KEY OUTREACH ACTIVITIES:**

Santa Barbara Foundation and the County of Santa Barbara continue the collaborating efforts with the local Chamber of Commerce's organizations and the Economic Development Office in Santa Barbara County to do direct outreach to engage eligible microbusinesses, prioritizing those that have faced barriers to obtaining capital during COVID-19, including microbusinesses owned and operated by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes.

The boots on the ground outreach have been focused on in northern Santa Barbara County areas where the team is engaging business owners living in rural areas, especially in Guadalupe, Lompoc, and Santa Maria. The outreach efforts consist of passing out informative flyers about the grant program and engaging in conversations with business owners at farmers markets, food truck and street food gathering events to invite them to learn more about the grant opportunity.

In addition, through collaborating efforts with program partners, the County of Santa Barbara continues outreach efforts through social media like Nextdoor App, Facebook Marketplace, and Instagram. The team also continues to offer office hours at various locations around the County where they provide direct application guidance and technical support for potential applicants.

As a result of these outreach efforts, the Santa Barbara Foundation has obtained more interest in the target rural areas. Outreach in Guadalupe has provided connection with nonprofit veteran groups as well as senior service nonprofits. The collaborating efforts with the City of Guadalupe has received positive feedback and through their engagement and outreach they have attracted businesses that provide professional services, market produces, dog training professionals and outdoor fitness professionals.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 80

Final Awards made - 20 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

**FISCAL AGENT:** County of Santa Barbara and the Santa Barbara Foundation

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>80</b>	<b>20</b>	<b>\$50,000</b>
African-American	2	1	\$2,500
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	13	8	\$20,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	2	\$5,000
Veteran	2	1	\$2,500
White	22	14	\$35,000
Women	35	14	\$35,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

**FISCAL AGENT:** County Of Santa Clara and Enterprise Foundation

## KEY OUTREACH ACTIVITIES:

Between June 1 and July 31, 2022, the Enterprise Foundation continued to review, verify, and award grants on behalf of the County of Santa Clara to microbusinesses that applied prior to the May 9th closing of the initial grant application portal.

With the original applicant list of 1207 total applications, the goal and efforts focused on approval and disbursement of grant awards to all eligible microenterprises by August 2022.

By July 31, the team awarded and disbursed 440 grants to qualified microbusinesses totaling \$1,100,000. The team will have awarded at least an additional 60 grants during the first two weeks of August to achieve its interim goal of 500 grant awards for the first phase of the grant program. Beginning on August 11, 2022, the County and the Enterprise Foundation reopened applications for the Microbusiness COVID 19 Relief Grant Program. The County issued a widespread press release, used its mailing lists and departmental newsletters to again distribute information on the program. The Enterprise Foundation conducted additional radio and television interviews in both Spanish and Vietnamese.

Targeted outreach to specific industries and specific zip codes have garnered the most qualified applicants. Through outreach efforts to sidewalk vendors, particularly hot dog vendors, with the assistance of the San Jose Police Department, the County of Santa Clara was able to acquire several applications and resulted in awarding 49 grants to these vendors from June 1, 2022 July 31, 2022. These sidewalk vendors sell hot dogs, tacos, desserts, flowers, etc. and are from low income, underserved, BIPOC communities.

Enterprise Foundation, through their SBDC program, have assisted many grant applicants by explaining the eligibility requirements in the applicants' language and explaining the application process and expectations. These applicants had a better understanding as to what documentation they needed to provide to qualify for the program. They also had a better understanding as to why they qualified or did not qualify for the program. Therefore, Enterprise Foundation plans to do more in person outreach and Zoom informational meetings to provide technical assistance to grant applicants. Applicants are also encouraged to stop by the Enterprise Foundation offices if they need additional support in understanding and completing the grant application.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 1207

Final Awards Made - 440 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

**FISCAL AGENT:** County Of Santa Clara and Enterprise Foundation

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1,207</b>	<b>440</b>	<b>\$1,100,000</b>
African-American	58	6	\$15,000
Alaskan Native	0	0	\$0
Asian	265	112	\$280,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	298	243	\$607,500
Native American	0	0	\$0
Other Pacific Islander	3	0	\$0
Rural	21	9	\$22,500
Veteran	1	1	\$2,500
White	60	3	\$7,500
Women	341	181	\$452,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Cruz

**FISCAL AGENT:** Cabrillo Community College District

## KEY OUTREACH ACTIVITIES:

The Santa Cruz County Microbusiness COVID 19 Relief Grant (MBCRG) Program completed the first round of application acceptance on June 30, 2022. The Santa Cruz County Small Business Development Center (SBDC) received 77 applications during the first round and has concluded initial processing of applications. The SBDC has sent requests for final documents to all approved applicants and finalized paperwork for 71 applicants. The remaining applicants have until August 15th to submit their final paperwork before the SBDC submits documents to accounting for check processing.

Round two of application concluded on August 15, 2022. The SBDC received 41 round two applications prior to July 31, 2022 and will begin processing on August 16th. The SBDC has partnered with the County of Santa Cruz and El Pajaro Community Development Corporation to promote and administer the Microbusiness COVID 19 Relief Grant Program. While all microbusinesses may be underserved to some extent, the SBDC's partnership with the El Pajaro Community Development Corporation will ensure that the County's most underserved businesses and communities will be specifically targeted during this program through area and language specific outreach in South Santa Cruz County.

The SBDC leveraged its network of partners to cross promote grant marketing materials in English and Spanish language through digital and physical fliers as well as social media posts. In addition to regular and continued social media posts marketing the Microbusiness COVID 19 Relief Grant Program, multiple E newsletters have been distributed to the SBDC network throughout the grant application time frame and physical flyers were distributed to flea markets, farmers markets and partner agencies throughout the County. SBDC advisors have been available to assist grant applicants by one on one meetings, emails, and phone calls beginning June 1st and were available throughout the course of the second round of grant administration and beyond. The Santa Cruz County Microbusiness COVID 19 Relief Grant Program first round of digital applications received a total of 351 views with a conversion rate of 12% leading to a total 81 responses and 77 of those being completed to the extent required to begin processing. The second round of digital applications received a total of 233 views with a conversion rate of 15% leading to a total 43 responses.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 117

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sierra

**FISCAL AGENT:** Sierra Business Council

## **KEY OUTREACH ACTIVITIES\*:**

Sierra Business Council (SBC) created buzz and anticipation amongst the community partners in the four county region about the Microbusiness COVID-19 Relief Grant Program. Engagement included direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of the Sierra Small Business Development Center advisor. The advisor personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

*\* Sierra Business Council is managing the Microbusiness COVID-19 Relief Grant Program for Lassen, Modoc, Plumas, and Sierra Counties.*

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 1

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Siskiyou

**FISCAL AGENT:** County of Siskiyou

*The Microbusiness COVID-19 Relief Grant Program is currently in development in Siskiyou County.*

*Outreach reporting was not available during the June - July reporting period.*

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Solano

**FISCAL AGENT:** County of Solano

## **KEY OUTREACH ACTIVITIES:**

Solano County partnered with the Workforce Development Board of Solano County (WDB) and the Solano-Napa Small Business Development Center (SBDC) to administer the Microbusiness COVID-19 Relief Grant (MBCRG) Program in Solano County.

Due to the outreach efforts and grant partnerships conducted during the last reporting period, 679 applications were received. Over half of the applicants were minority business owners and more than 420 were female business owners. Over 360 applicants identified as Black/African-American and nearly 100 were Hispanic/Latino. The list of 180 businesses eligible for grant funds was published on June 1st and awardees were notified in June to begin the contract process for grant payment.

Since award notification, WDB staff have been providing technical assistance to applicants on providing documentation needed for verification purposes. Technical assistance has included understanding the tax documents needed to show eligibility. If tax documents were not available, staff have provided technical assistance on alternative means of showing the business is a qualified microbusiness.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 679

Final Awards Made - 0 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

**FISCAL AGENT:** County of Sonoma and Working Solutions CDFI

## **KEY OUTREACH ACTIVITIES:**

Sonoma County, together with Working Solutions CDFI, conducted a series of community events in which Economic Development Board (EDB) staff members presented information about the grant program and disbursed flyers. These events included the Wednesday Night Market, which was attended by approximately 8,000 attendees, the 52nd annual MLK and Juneteenth Celebration, which was attended by approximately 1,500 attendees, the Small Business Hardship Fund Business and Community Expo, which was attended by approximately 1,500 attendees.

In addition, the County conducted a series of outreach activities including contacting local cultural organizations about the grant program. These organizations included: 100 Black Men of Sonoma County, Alliance for California Traditional Arts, California Indian Museum and Cultural Center, Community Action Partnership, Community Foundation Sonoma County, Federated Indians of Graton Rancheria, Kashia Band of Pomo Indians, La Luz Center, Latino Alliance, Latino Service Providers, Latinos Unidos Del Condado De Sonoma, Los Cien Sonoma County, Raizes Collective, Red LatinX the Hub, North Bay Veterans Resource Center, Saint Seraphim of Sarov Orthodox Church, Sonoma County Black Forum, Sonoma County Pride, and Sonoma County Veterans Service Office

Over the course of the next reporting period, the County will be reaching out to all licensed Mobile Food Vendors in Sonoma County to see if they are interested/qualify for this grant program.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 251

Final Awards Made - 46 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

**FISCAL AGENT:** County of Sonoma and Working Solutions CDFI

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>251</b>	<b>46</b>	<b>\$115,000</b>
African-American	14	3	\$7,500
Alaskan Native	0	0	\$0
Asian	23	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	56	9	\$22,500
Native American	3	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	2	\$5,000
White	93	22	\$55,000
Women	136	28	\$70,000

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Stanislaus

**FISCAL AGENT:** Stanislaus Equity Partners

## KEY OUTREACH ACTIVITIES:

Stanislaus Equity Partners along with partners Valley Sierra Small Business Development Center (SBDC) and Central Valley Hispanic Chamber continue to bring awareness of the Microbusiness COVID-19 Relief Grant Program to diverse underserved populations in the County.

The following are marketing activities executed by Stanislaus Equity Partners:

- Bridging the Gap Business Resource Day in the City of Ceres where 30 business owners were in attendance. Ceres is a rural community with a population of under 50K
- Boots on the ground efforts in June and July visiting businesses and dropping off flyers in southern rural agricultural towns with majority Spanish speaking residents in Stanislaus County such as Newman (pop. 11,500), Patterson (pop. 22,310), Grayson (pop. 1,600), Westley (pop. 689)
- Boots on the ground efforts in July visiting and dropping off flyers in northern rural Stanislaus County Riverbank (pop. 24,620) and Oakdale (pop. 22,930)

The following outreach activities were led by Valley Sierra SBDC:

- 2nd Business Summit event in the City of Turlock - 42 business owners attended
- Social Media Posts

The following outreach activities were led by Central Valley Hispanic Chamber:

- West Modesto Collaborative Business mixer event - 32 business owners and residents attended
- Shared MBCRG information about the grant during business mixers and ribbon cutting events that were scheduled in June and July.

Stanislaus Equity Partners has trained three MBCRG bilingual (English & Spanish) intake officers to provide technical assistance. There is a dedicated phone line for the MBCRG created in English and Spanish. The technical assistance has mostly been in Spanish and for those who are not tech. savvy. The intake team will assist in scanning and uploading documents. The team also reaches out to applicants with missing documents and sending status updates.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 50

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sutter

**FISCAL AGENT:** Yuba-Sutter Economic Development Corporation

## KEY OUTREACH ACTIVITIES:

In June and July, Yuba Sutter Economic Development Corporation (YSEDC) partners Alliance for Hispanic Advancement (AHA) and Punjabi American Heritage Society (PAHS) completed the Translation of all materials and forms necessary for the Yuba Sutter Microgrant Program. These forms included Application, Frequently Asked Questions, Application Checklist, and Excluded Businesses. In addition, The YSEDC website was updated to include a dedicated page to the Microbusiness COVID 19 Relief Grant Program. This update included all graphics and forms potential applicants would need to make application and are available in English, Spanish and Punjabi.

Outreach efforts began and are ongoing. Most efforts were regionally based rather than county based except for direct marketing to Yuba and Sutter public information officers, county one stops and county children services commission. All Social media collateral was provided in English, Spanish and Punjabi. Eighteen local Community Based Organizations (CBOs), service providers, local private and public sector organizations were provided social media collateral to assist in social media marketing and email blasts to their client base. Two email campaigns were conducted via Constant Contact and were sent to 3,108 businesses.

YSEDC contracted with AHA and PAHS to conduct in person visits to small businesses in their communities as well as promote the program at eight regional social events that were conducted in the Yuba Sutter region. Social events included the Yuba City Summer Stroll, Espinola Novadades Grand Opening, Million Cups social meeting, Western Farm Workers Association Dinner, Yuba Sutter Chamber of Commerce ribbon cutting event, Hispanic Chamber of Commerce meeting, TANF open house event, and Punjabi American Festival.

YSEDC contracted with Punjabi Radio, Radio Mexicana and KUBA for language specific promotion of the program. KUBA radio PSA has been running since July 15 and runs 7 times per day. Punjabi Radio and Radio Mexicana paid radio spots will begin running in August.

*\* YSEDC is managing the Microbusiness COVID-19 Relief Grant Program for Sutter and Yuba Counties.*

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 26

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Tehama

**FISCAL AGENT:** 3CORE Inc.

## **KEY OUTREACH ACTIVITIES:**

3CORE has continued to provide information on the Microbusiness COVID-19 Relief Grant (MBCRG) program to partner groups and organizations, in preparation for the upcoming start date. Due to the administration of several other grant programs, 3CORE has pushed the start date of the MBCRG program to September 1, 2022, and will have an active application period through October 31, 2022, or until funding has been fully disbursed.

To date, the organizations that 3CORE has provided this information to in Tehama County include the North State Hispanic Chamber of Commerce and the Red Bluff Chamber of Commerce. These organizations have already begun to announce the coming of the program, which has led to several calls and emails to 3CORE from interested small business owners looking for more information.

In August, 3CORE will finalize a website for the program, translate materials, and increase marketing outreach campaigns. The application in Tehama County opens on September 1st, 2022.

\*3CORE is managing the Microbusiness COVID 19 Relief Grant Program for Butte and Tehama counties.

## **AWARDS SUMMARY (AS OF 07/31/2022):**

Applications Received - 0

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Tulare

**FISCAL AGENT:** County Of Tulare Workforce Investment Board

## KEY OUTREACH ACTIVITIES:

The Workforce Investment Board (WIB) of Tulare County launched its online application for the Tulare County Microbusiness COVID Relief Grant on Friday, April 1, 2022, and exhausted all funding on June 30, 2022. A Support Line was offered to English and Spanish speakers Monday to Friday, 8 am to 5 pm.

The WIB team began marketing and outreach efforts immediately following the launch and distributed flyers, brochures, email marketing, and weekly social media posts in English and Spanish. WIB team's marketing strategy relied heavily upon utilizing the County's local community partners to target a select audience of eligible businesses.

WIB collaborated with community partners to help share grant information with those small businesses that could potentially meet the requirements. For example, all cottage food vendors with \$50,000 or less in revenue must hold a special permit with the Tulare County Health and Human Services (HHSA). WIB asked HHSA to share the grant with their list of vendors, knowing most could meet the requirements.

The WIB also partnered with the following local community organizations to inform Spanish speaking business owners in underserved communities where the COVID 19 pandemic had a significant impact:

1. Tulare Kings Hispanic Chamber of Commerce (TKHCC)
2. Valley Community's Small Business Development Center (SBDC)
3. CSET Community Initiatives
4. Proteus Inc.
5. Mexican Consulate

Program partners conducted outreach throughout the county, going door to door and attending weekly local swap meets and markets in Porterville, Dinuba, Lindsay, Tulare, and Visalia to share program information while assisting individuals with completing online applications. One consultant contacted the local Spanish radio station to air information about the grant to their Spanish speaking listeners.

WIB staff, program partners, and consultants outreached to the County's rural communities to connect with small scale business owners. Program consultants scheduled meetings at their offices to provide technical assistance one on one with business owners in Spanish who did not have access to the internet or computers and needed further assistance gathering the required documents. On a general basis, business owners could access the Support Line by calling or texting for additional support when needed in English or Spanish. Direct access to support helped business owners feel safe in sharing their personal information so WIB could provide the required assistance.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 363

Final Awards Made - 200 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>363</b>	<b>200</b>	<b>\$500,000</b>
African-American	17	9	\$22,500
Alaskan Native	0	0	\$0
Asian	13	6	\$15,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	254	138	\$345,000
Native American	4	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	3	1	\$2,500
Veteran	4	4	\$10,000
White	56	35	\$87,500
Women	209	122	\$305,000

*All funding for Tulare County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the County or its Fiscal Agent.*

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Ventura

**FISCAL AGENT:** County of Ventura

## KEY OUTREACH ACTIVITIES:

The County of Ventura successfully awarded 255 qualified microbusinesses a \$2,500 grant from the California Microbusiness COVID 19 Relief Grant Program.

The outreach campaign included (but was not limited to) advertising in local Spanish language newspapers, phone canvassing with bilingual staff to revenue qualified business owners, multiple bilingual email blasts to over 140,000 community members, social media postings, radio interviews, and outreach through a network of trusted community partners.

The grant website and call center were available in more than 100 languages. The Call Center was coordinated through our local nonprofit economic development corporation. This allowed applicants who called the assistance line to be connected to other business support services.

Some of the highlights from the community outreach efforts include:

- The Westside Community Development Corporation (WCDC), a non profit working specifically in a very underserved community located on Ventura Avenue called and canvassed more than 649 businesses. They provided technical assistance to apply and placed the information prominently on their website and social media.
- Women's Economic Ventures, a nonprofit organization that provided business technical support and capital to women owned businesses heavily promoted the grant information with their client list of more than 3,600.
- Local Chambers of Commerce organizations promoted the program to all members using their newsletters and websites.
- Local cities participated in outreach using their newsletters and websites. The City of Fillmore did in person canvassing of local businesses.
- The Ventura County Arts Council reached its network of over 5,140 art organizations and independent artists.
- The County of Ventura, with the assistance of a grassroots nonprofit and the local Boys and Girls Club coordinated a walk in clinic to help business owners apply for the grant. The clinic was held over two days and didn't require an appointment to attend. Microbusiness owners were able to come in and have a live person review their documents, scan and upload them, and submit an application.

The County Environmental Health Department (EHD) was a key part of the outreach effort. EHD placed phone calls to small operators such as food trucks/carts, temporary food permit holders, cottage kitchen permits, and businesses with commissary addresses. This campaign reached 538 targeted microbusinesses. They also engaged operators of Certified Farmer's Markets, food truck commissaries and swap meet operators who shared the information with vendors. EHD staff also personally visited food truck/cart commissaries and swap meets in person and dropped off printed copies of the flyers (in English and Spanish).

As the application deadline approached, the County of Ventura placed 185 calls to applicants who had not finished their MBCRG application to encourage and assist them to submit it before the deadline. Once applications were submitted the County of Ventura assigned a team to work directly with applicants who were potentially eligible but whose applications had incorrect or incomplete information. This bilingual team called applicants and provided technical support to bring the application into compliance.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 639

Final Awards Made - 255



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Ventura

FISCAL AGENT: County of Ventura

## AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
<b>Total</b>	<b>639</b>	<b>255</b>	<b>\$637,500</b>
African-American	20	5	\$12,500
Alaskan Native	0	0	\$0
Asian	91	27	\$67,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	207	77	\$192,500
Native American	27	10	\$25,000
Other Pacific Islander	4	0	\$0
Rural	15	5	\$12,500
Veteran	29	5	\$12,500
White	415	182	\$455,000
Women	360	157	\$392,500

\* Total applications received may include ineligible applications.

\*\* Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yolo

**FISCAL AGENT:** County of Yolo

## KEY OUTREACH ACTIVITIES:

Yolo County continues to collaborate with four organizations to conduct outreach to reach and engage eligible microbusinesses that have faced historical barriers to obtaining capital, including microbusinesses owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low wealth areas on low incomes. The nonprofit community based organizations are Rural Innovations in Social Economics In. (RISE Inc.), the Yolo County Farm Bureau, Yolo County Children's Alliance, and Children's Home Society.

Each organization has taken outreach approaches tailored to best suit the diversity of Yolo County and the communities they serve. Yolo County staff continues to support the organizations with the information and digital materials needed for successful outreach to eligible microbusinesses, including translations to Spanish. From urban West Sacramento with a large Russian speaking population, to the rural Capay Valley where Spanish is commonly spoken, the collaborating nonprofits have worked to engage eligible microbusinesses and distribute program information. Rural Innovations in Social Economics have distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and have distributed program information in the publication 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their March newsletter and in their regular email distributions. Children's Home Society has supported distribution to childcare providers across Yolo County via email blasts and mailing flyers to childcare providers in the County. In addition to community outreach in hard to reach communities in West Sacramento, Yolo County Children's Alliance has assisted with the development of application and outreach materials in Russian.

Yolo County staff have fielded calls and emails from interested microbusinesses to assist them in applying and navigate the program's eligibility requirements. Staff have also assisted applicants turn in attachments as part of their application when technical difficulties are presented. Additionally, staff have built a webpage to host all program information in one place, including applications in English, Spanish, and Russian.

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 132

Final Awards Made - 40 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yuba

**FISCAL AGENT:** Yuba-Sutter Economic Development Corporation

## KEY OUTREACH ACTIVITIES:

In June and July, YSEDC partners Alliance for Hispanic Advancement (AHA) and Punjabi American Heritage Society (PAHS) completed the Translation of all materials and forms necessary for the Yuba Sutter Microgrant Program. These forms included Application, Frequently Asked Questions, Application Checklist, and Excluded Businesses. In addition, The YSEDC website was updated to include a dedicated page to the Microbusiness grant program. This update included all graphics and forms potential applicants would need to make application and are available in English, Spanish and Punjabi.

Outreach efforts began and are ongoing. Most efforts were regionally based rather than county based except for direct marketing to Yuba and Sutter public information officers, county one stops and county children services commission. All Social media collateral was provided in English, Spanish and Punjabi. Eighteen local Community Based Organizations (CBOs), service providers, local private and public sector organizations were provided social media collateral to assist in social media marketing and email blasts to their client base. Two email campaigns were conducted via Constant Contact and were sent to 3,108 businesses.

YSEDC contracted with AHA and PAHS to conduct in person visits to small businesses in their communities as well as promote the program at eight regional social events that were conducted in the Yuba Sutter region. Social events included the Yuba City Summer Stroll, Espinola Novadades Grand Opening, Million Cups social meeting, Western Farm Workers Association Dinner, Yuba Sutter Chamber of Commerce ribbon cutting event, Hispanic Chamber of Commerce meeting, TANF open house event, and Punjabi American Festival.

YSEDC contracted with Punjabi Radio, Radio Mexicana and KUBA for language specific promotion of the program. KUBA radio PSA has been running since July 15 and runs 7 times per day. Punjabi Radio and Radio Mexicana paid radio spots will begin running in August.

*\* YSEDC is managing the Microbusiness COVID-19 Relief Grant Program for Sutter and Yuba Counties.*

## AWARDS SUMMARY (AS OF 07/31/2022):

Applications Received - 27

Final Awards Are Ongoing