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The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation statewide. CalOSBA's core mission is to provide resources to all California small businesses, disabled veteran business enterprises (SB/DVBEs), minority and women-owned businesses, and those individuals who own and operate businesses located in low-wealth and rural communities.

CalOSBA supports outreach and engagement efforts through advocacy, sharing resources, and building resilience through programs and our Technical Assistance Network that supports growth and business sustainability.

This month's newsletter highlights the ecosystem and CalOSBA's efforts to serve California businesses statewide.

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**Sacramento County Small Business and Nonprofit Grant Program
(Sacramento County Only)**



What is it: Sacramento County received funding from the American Rescue Plan Act (ARPA) to support economic response and recovery efforts as a result of the COVID-19 pandemic.

The intent of the Small Business & Nonprofit Grant Program is to provide relief to small business and nonprofit organizations that have been negatively impacted by the COVID-19 pandemic and related health and safety restrictions.

How much is available: Eligible applicants may qualify for grants of \$10,000 each in one-time direct financial assistance. This is a grant program, not a loan, so funds will not need to be paid back.

Application period: July 5 through August 31, 2022.

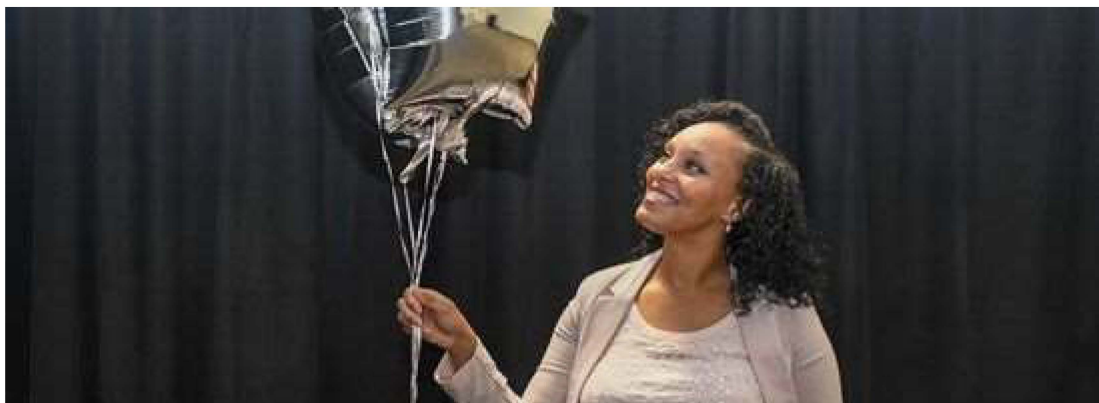
Deadline: Apply by August 31, 2022, at 5 p.m. PST. Apply through the sac4smallbiz.org website.

Sacramento County Small Business and Nonprofit Grant Program Resources:

- [Visit the Sac4SmallBiz website for more information](https://sac4smallbiz.org)

Central California

Fresno Small Business Thrives - Omega Party Zone



Many small businesses looking to launch their products or services to

communities they want to serve often encounter difficulties during that delicate time. Understanding the myriad of challenges that face any budding entrepreneur can feel daunting - understanding how to write a business plan, insurance requirements, marketing, advertising, permitting from the state and local jurisdictions, site selection, and many other factors come into consideration when finally deciding to launch that venture.

As we celebrate National Black Business month, we wanted to share how one black-owned business found success by following their purpose and passion.

Cassandra Rushdan of [Omega Party Zone](#) in Fresno, California, dubbed the “Party Queen” by family and friends, started her business, and watched as demand for her services increased. We encourage you to take a few minutes to read her story. Omega Party Zone was featured on the Fresno Metro Black Chamber of Commerce [website](#), which illustrates how important it is for new business owners to connect with available resources to guide them to success.

Whether it’s a local Chamber of Commerce, Small Business Development Center, or other small business technical support groups, connecting and networking within the small business ecosystem provides a pathway to success, therefore, we encourage you to get out there and network!

[Southern California](#)

Black Business Owners and Entrepreneurs Apply Now for the Back in the Black Tour and a Chance to Win \$10,000



What is it: The [Black Innovation Alliance \(BIA\)](#) has joined forces with Google to offer the [Back In The Black Tour](#), a joint effort to highlight the power of technology to help Black-owned businesses scale.

The BIA will host town halls in four cities (Macon, GA, Twin Cities, MN, San Diego, CA, and Philadelphia, PA) to highlight business owners who have leveraged technology to survive and thrive through the COVID-19 pandemic. The town halls will also provide local entrepreneurs with tactical strategies to activate key platforms, products, and online tools to take their business to the next level, build generational wealth, and spur economic development.

How much is available: There will be four winners from each of the four town hall cities (Philadelphia, Macon, Twin Cities, San Diego). Each winner will

receive \$10,000 and will be invited to share their story at their city's town hall.

In addition, there will be one national winner to receive \$10,000 and will be invited to share their story on BIA's social media platforms.

Application period: August 11 through August 24, 2022.

Deadline: August 24, 2022, at 11:59 p.m. EST.

- Black business owners and entrepreneurs located in the City of San Diego are invited to [apply here](#) to be considered for the city award.
- Black business owners and entrepreneurs located in other parts of the state are invited to [apply here](#) to be considered for the national award.

Los Angeles County Making Big Moves to Support Small Business



On July 21st, Amber Tarrac, CalOSBA Southern California Local Engagement Specialist went to Los Angeles to celebrate with Los Angeles County officials and team members the launch of the county's Department of Economic Opportunity.

At the event, over 60 attendees heard from Natalie Palugyai, Secretary of the California Labor & Workforce Development Agency. Secretary Palugyai was appointed by Governor Newsom on July 14, 2021 and is the first Latina to serve as California Labor Secretary.



Pictured: Natalie Palugyai (left) and Kelly LoBianco (right).

Last year, the Los Angeles County Board of Supervisors [launched the establishment of the Economic and Workforce Development Department](#), and recently the name was changed to the Department of Economic Opportunity. The goal of the reorganization is to combine economic development with workforce development efforts thereby creating economies of scale and more collaborative and unified programming and services for the county.

Furthermore, the county also [announced a new Executive Director of Economic and Workforce Development](#), [Kelly LoBianco](#).

Los Angeles County job seekers and small business owners are encouraged to contact the newly created Department of Economic Opportunity for resources and assistance [here](#).

CalOSBA Staying Connected with SoCal Local Government Professionals to Support Small Business



On July 28th, Amber Tarrac, CalOSBA Southern California Local Engagement Specialist attended the [Municipal Management Association of Southern California](#) (MMASC) annual Summer Session in Diamond Bar, CA, an event designed to connect and facilitate training for local government and nonprofit professionals representing municipalities within a nine-county area of Southern California. More than 120 local government professionals in attendance received information about pandemic recovery efforts, and economic outlook projections. Additionally, attendees also learned more about the small business support CalOSBA provides, including grant programs and the technical assistance network to help small businesses succeed statewide.



As a second-generation San Diegan, Amber (pictured far-right above along with City of South Pasadena team members, Tiara and Mary) has served in local and state government and nonprofits for the past decade-plus, which brings a wealth of knowledge and local expertise to her role with CalOSBA. These relationships continue to prove invaluable to share CalOSBA information and resources with small businesses and partners throughout Southern California, like the MMASC.

To learn more, contact our office [here](#).

Caltrans District 11 hosting 18th Annual Procurement and Small Business Resource Fair



Caltrans District 11, in partnership with the San Diego Public Agency Consortium, presents the 18th Annual Procurement and Resource Fair. Caltrans procurement buyers and resource partners will provide a list of goods and contracts they are seeking to procure at the Fair. The event is a great networking opportunity for your small business.

Small Businesses can expect to connect with Caltrans District 11 Purchasers from every Division, 30+ Public Agencies, Construction, Architectural, and Engineering Primes, and, of course, CalOSBA. Be sure to stop by CalOSBA's booth at the event!

When: Wednesday, August 31, 2022, from 9 a.m. to noon

Where: District 11 Courtyard - 4050 Taylor Street, San Diego, CA 92110

Register to attend: [Here](#)

Check out the latest workshops, trainings, and webinars from CalOSBA's technical assistance partners by clicking [here](#) to view the statewide calendar.

For more small business resources and information, visit calosba.ca.gov

No-cost and low-cost training is available through Technical Assistance Centers across the state. Browse the training schedule on the CalOSBA website by [clicking here](#).

[Submit a request to CalOSBA](#)

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