

[For the best reading experience, view this email in your browser.](#)



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 in three ways, advocacy, resources, and building resilience in CalOSBA's programs with our Technical Assistance Network that supports growth and business sustainability statewide.

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

---

## **From The Advocate: What will California Dream Up Next? Governor Supports Entrepreneurship and Innovation Economies Across State**



Tara Lynn Gray, Director of the Office of the Small Business Advocate (CalOSBA)

For the current budget year, Governor Newsom approved a \$35 million direct investment in California startups. That program is called the Dream Fund and we just announced the 17 Small Business Centers that are going to be very busy this spring and summer training startup founders and seeding their efforts



with grants of up to \$10,000 each. (See “[CalOSBA Announces California Dream Fund Participating Centers](#)”).

In the same budget, the Governor also made a \$2.5 million investment to create a network of 10 Inclusive Innovation Hubs (iHub2). Our office is likewise about to announce the list of 10 recipients of those iHub2 grants. In next year’s budget, the Governor has proposed to expand this initial investment with an additional \$20 million investment over the next four years to (1) expand the number of Hubs from 10 to 13 regions across the state, and (2) establish the Entrepreneurship Fund to provide grants of up to \$100,000 per business for five new businesses incubated at each of the Hubs.

Together, the Dream Fund and iHubs2 are the foundation of a statewide network of economic clusters of innovation.

Let me explain what that means...and why it’s so critical to California’s strategy of growth and diversification on all fronts.

[Click here to read the full article on LinkedIn.](#)

---

## **Regional Advisors Corner**

### **Small Business Owners take Strength from Peer-to-Peer Learning**

It can be difficult for small business owners to find people who can understand and relate to their daily challenges. Traditionally, business owners categorize their peers as “the competition,” but that cuts off the best source of sharing and learning. The Solano-Napa SBDC is helping business owners think differently about leveraging the resources around them by creating a forum for them to help each other.

The Solano-Napa Small Business Development Center (SBDC) offers several business roundtables in both Solano and Napa counties for business owners to come together, share experiences, and receive guidance and advice from their peers.

“This is a safe place for our business owners, where they can interact and receive the guidance they need,” said Tim Murrill, Director of the Solano-Napa SBDC. “We all recognize that none of us is as smart as all of us.” In addition, members receive ongoing SBDC resources, and most are receiving one-on-one advising in between the roundtable meetings.

The Solano-Napa SBDC launched its first business roundtable for Vallejo businesses, in a virtual format in 2020. In 2021, in-person roundtables were added in Fairfield and Vacaville. In early 2022, a manufacturers roundtable began meeting in Vacaville and a women’s roundtable was launched in Napa County.



Click here to contact Solano SBDC for more information:  
[www.solanonapasbdc.org](http://www.solanonapasbdc.org)

## Redding Venture Conference Returns April 8



Shasta EDC team with last year's Redding Ventures pitch contest winner, Rente (<https://rente.ai>)

The Shasta Economic Development Corporation (EDC) is getting ready to matchmake startups and investors from across the state in its second annual event.

- Hear pitches from startups across California, Oregon, and Nevada competing for the chance to win a \$10,000 prize; founders from across the state of California with an open seed round are invited to apply to pitch your startup
- Hear from top startup leaders, including a keynote presentation from Ali Tamaseb, partner at DCVC in Silicon Valley and author of Super Founders: What Data Reveals About Billion-Dollar Startups along with a fireside chat with Sondre Rasch, founder of Y-Combinator backed startup SafetyWing.
- Learn about traditional investment in the world of blockchain and cryptocurrency, with a panel discussion led by Joe Ciccolo from Bit AML and ComplyFit covering compliance, risk, and the opportunities
- Get inspired by local founder and investor success stories, including Shasta Angels' Eric Hiatt and Limelight Health founder Garrett Viggers
- Network with founders and investors

### Event Details:

Friday, April 8, 2022

8 am - 6 pm

Sheraton Redding Hotel at the Sundial Bridge

Redding, CA

Click here to pitch your startup: [startupredding.com/pitch](http://startupredding.com/pitch)

Click here to purchase tickets: [www.startupredding.com/venture](http://www.startupredding.com/venture)

## Mother-Son Team's Winning Recipe for Entrepreneurship





Fourteen-year-old Fresno middle school student Jalen is already a serial entrepreneur.

Jalen's Bakery

[www.jalensbakery.com](http://www.jalensbakery.com) is the fourth company he founded with his mom, Sharhonda Mahan, and the one to truly take off, as a national brand. They have received media attention from as far away as India.

One of their recent accomplishments is being named on the People for Ethical Treatment of Animals' list of Top Ten Vegan Sweets of 2022.

[www.peta.org/features/top-10-vegan-sweet-treats-of-2022](http://www.peta.org/features/top-10-vegan-sweet-treats-of-2022)

Drawing from her education in business, Sharhonda started to teach Jalen entrepreneurship as part of his home-schooling curriculum when he was only five. Now she thinks he may truly have found his path. "He likes being able to create something that people enjoy and make money from it as opposed to exchanging time for money," said Sharhonda.

The family received technical assistance from the California Manufacturers and Technology Association <https://cmta.net/>, which helped them build their website as well as with accounting and cash flow projections.

Although now enrolled in a local middle school, Jalen is still active in the company, for example, texting promotional messages to customers and designing new branded apparel. Jalen's Bakery also sells Sharhonda's books and other teaching tools at their website, Jalen's Bakery [www.jalensbakery.com/collections/business](http://www.jalensbakery.com/collections/business).

Sharhonda's biggest reward, however, is having the opportunity to mentor other children and teach them about the benefits of ownership and taking control of their own lives.

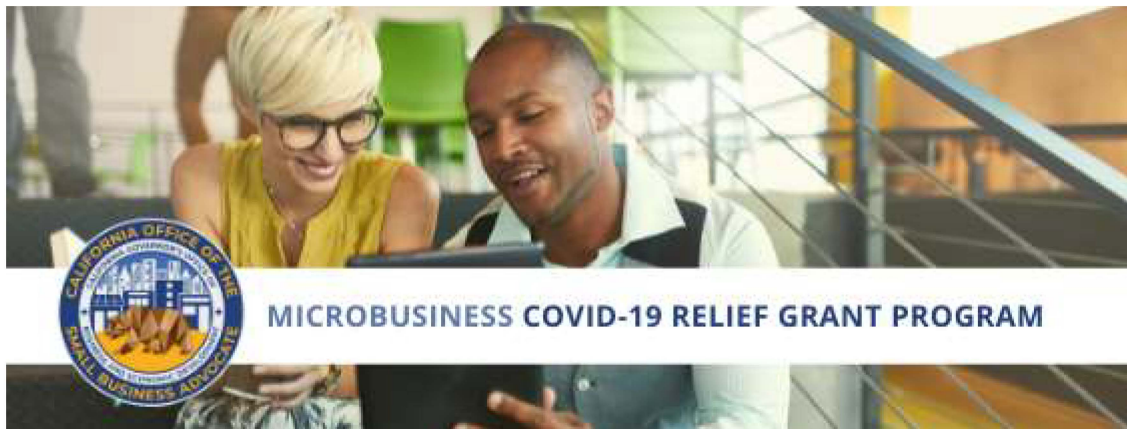
After a slowdown during COVID-19, Sharhonda, Jalen, and their 12-year-old family member AJ are doubling down on the business, hoping to land a big-box deal and build a higher education fund.

---

## Grant Programs

**Microbusiness COVID-19 Relief Grant Programs Rolling Out by County Agencies**





CalOSBA recently announced the first round of counties participating as grant administrators for the Microbusiness COVID-19 Relief Grant Program (MBCRG). Through this program, counties will be accepting applications from their local microbusinesses for grants of \$2,500. At this time, twenty-five counties are enrolled to participate with more anticipated to join over the next few weeks.

Many counties have already opened applications – these include Mariposa County, Placer County, San Diego County, Riverside County, Santa Barbara County, and Yolo County. Additional counties will begin accepting applications soon.

Please [click here](#) to see if your county is currently participating in the MBCRG program and who you should contact for additional information.

### **CalOSBA Announces California Dream Fund Participating Centers**



The California Dream Fund is a one-time \$35 million grant program to seed entrepreneurship and small business creation in the State of California. New entrepreneurs and small business owners will be eligible to apply for a microgrant of up to \$10,000 following the completion of an intensive training program through select participating centers of the Technical Assistance Expansion Program (TAEP).

For years, these technical assistance centers have provided small businesses with in-depth training and counseling to learn how to start, manage, and grow



their business – and now, for the first time, the California Dream Fund provides small businesses with the added opportunity to reduce their startup cost burden through a one-time grant to help develop and grow their entrepreneurial dream!

Please [click here](#) to find a list of Dream Fund Participating Centers that will provide eligible training programs. Also, review the interactive map to find the center nearest to you.

Centers are standing by to assist you with making your California Dream (Fund) come true!

### **CalMoneySmart Applications Open for Financial Education Grants**

CalMoneySmart is a grant program for non-profits to develop and deliver free financial education and empowerment programs in unbanked and underbanked communities. Administered by the Department of Financial Protection and Innovation (DFPI), the program offers grants of up to \$200,000; the DFPI can award up to \$2 million in grants per year until the program sunsets in 2030. The 2022-23 CalMoneySmart Grant Application is now open; the deadline to apply is April 29, 2022.

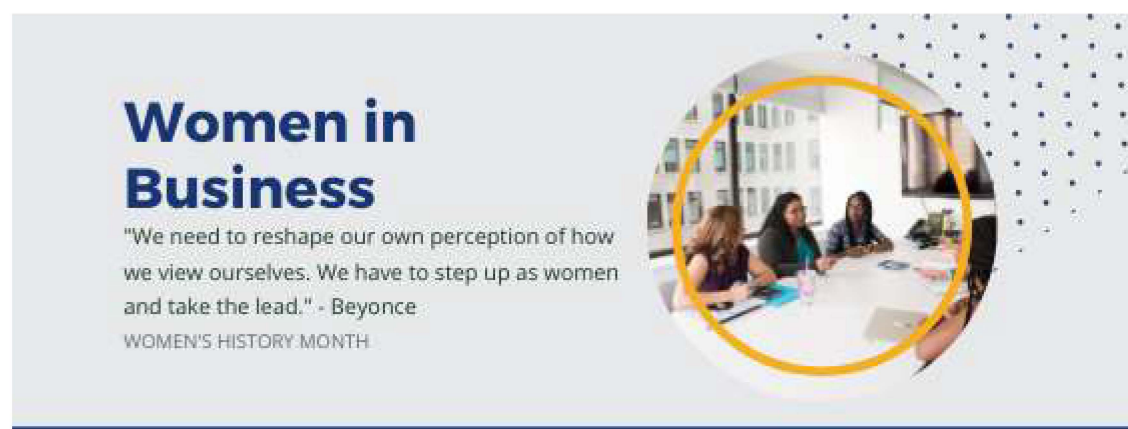
CalMoneySmart | The Department of Financial Protection and Innovation

<https://dfpi.ca.gov/calmonneysmart/>

---

## **Resiliency and Outreach**

### **CalOSBA Celebrates Women's History Month**



During Women's History Month, CalOSBA celebrates entrepreneurial women who have worked hard to make their small business dreams come true.

Lisa Burtis, the owner of [Bitter Root Family Therapy](#), started her business in 2019. One year after receiving technical assistance from [Mendocino SBDC](#), Lisa generated enough revenue to leave her previous place of employment and



go full-time in her practice.

Julie Freeman, the owner of [Mindful Wellness](#), worked with the [San Diego and Imperial Women's Business Center \(San Diego WBC\)](#) to get help growing her business. Since then, she's added \$38K in revenue. Julie says, the San Diego WBC helps her feel, "understood, supported and guided to be who I am meant to be in this world."

CalOSBA supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs, and regulations. CalOSBA serves as the voice of small businesses, 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.

For more small business resources and information, visit [calosba.ca.gov](https://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](#).

1325 J. Street, Sacramento, CA, 95814

[Submit a Request to CalOSBA](#)

---

*Copyright © 2022 California Governor's Office of Business and Economic Development, All rights reserved.*

Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

