



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 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.

CalOSBA's monthly newsletter features the most recent announcements from the State of California, along with resources available for all small businesses across our diverse communities.

California's Small Business COVID-19 Relief Grant Program Update



On February 23rd, Governor Newsom [signed into law a comprehensive package](#) providing urgent relief for the small businesses of CA. The package provides an additional \$2.075 billion – a four-fold increase over the \$500 million currently being distributed – for grants up to \$25,000 for small businesses impacted by the pandemic, and allocates \$50 million of this total for non-profit cultural institutions.

There were four new funding rounds added to the California Relief Grant.

- **Round 3:**
 - **Who's eligible:** Waitlisted applicants from Rounds 1 and 2. (Lendistry is *not* accepting new applications during this funding round.)
 - Dates: Friday, March 5th through Thursday, March 11th, 2021
- **Round 4:**
 - **Who's eligible:** Non-profit cultural institutions only
 - Dates to apply: Tuesday, March 16th through Tuesday, March 23rd, 2021
- **Round 5**
 - **Who's eligible:** Current waitlisted small businesses and non-profits not selected in Rounds 1 through 3 and new applicants that meet eligibility criteria found at CAReliefGrant.com. Applicants not selected to receive a grant in Rounds 1, 2, & 3 do not need to reapply as they will be automatically moved into Round 5. New applicants will need to apply through a partner on the site at CAReliefGrant.com.
 - Dates: Thursday, March 25th through Wednesday, March 31st
- **Round 6**
 - **Who's eligible:** Current waitlisted small businesses and non-profits not selected in Rounds 1 through 5 and new applicants that meet eligibility criteria found at CAReliefGrant.com. Applicants not selected to receive a grant in Rounds 1, 2, 3 & 5 do not need to re-apply and will be automatically moved into Round 6. New applicants will need to apply through a partner on the site at CAReliefGrant.com.
 - Dates: To be announced soon

For more information on grant requirements and eligibility, along with links to application tips and webinars, visit CAReliefGrant.com.

**2 DAYS LEFT to Apply for Up & Running California: A New eBay Program Offering Free eCommerce Training for Small Businesses
Close Thursday, March 11, 2021**

Let's grow your business online.

Up & Running California

Apply by March 11.
ebay.com/california




The Up & Running California Program will offer participating businesses the

educational resources, interactive instruction and seller-to-seller coaching they need to compete on eBay's marketplace.

Participants will enjoy *full access to eBay Seller School*, eBay's interactive online learning platform. Seller School offers both **beginner-level and more advanced courses** to help all sellers accelerate and scale their eBay business, regardless of their time and experience on the platform.

Other program benefits include:

- Exclusive access to six weekly webinars, led by a dedicated growth advisor;
- Seller-to-seller coaching; 200 free insertion fees per month;
- A 90-day, eBay basic store subscription upon "graduation"; and
- A seller "starter kit" that includes various supplies to immediately begin selling online.

Applications are open until 11:59 p.m. PT on Thursday, March 11, 2021.

Celebrating the Inspirational Stories of Women-Owned Business Owners During Women's History Month

During Women's History Month, we're celebrating the true passion, tenacity, and resilience of some of the many women-owned businesses our network of small business advisors have assisted throughout the COVID-19 pandemic.

Meredith Maier and Talia Nachshon Clare, Six Rivers Brewery

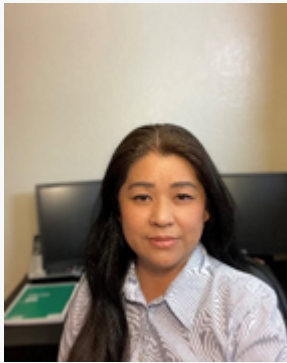


Fiercely women-owned, Six Rivers Brewery (restaurant and brewery) is meeting COVID-related HR, compliance, and funding challenges head-on with support from the North Coast SBDC, ensuring that they stay open, follow regulations like outdoor dining and curbside pickup, and continue to quench the thirst of their loyal community.



Nancy Pisacane, Taking Shape LLC dba Direct Supply Solutions

Taking Shape LLC dba Direct Supply Solutions is a woman-owned business that pivoted during the pandemic, entered a new market, worked hard, gained government contracts, and saw its sales go up 400%. CEO Nancy Pisacane said without the SBDC, that wouldn't have been possible.



Jane Tran, Benen Manufacturing, LLC.

Benen was excited to start ISO training with MANEX Consulting, through California Manufacturing Technology Consulting (CMTc). After completing Lean and Kaizen training, they have been able to identify wasteful habits, implement result driven solutions, and be a cohesive team. They anticipate improvement and growth in the field of machining.

Start your own success story

The state of California supports a network of small business technical assistance centers that provide services, including but not limited to, free one-on-one consulting and no-cost or low-cost trainings. Use our new tailored assistance tool to find a center in your area by visiting business.ca.gov/centers.

The Paycheck Protection Program (PPP) is Accepting Applications Until March 31, 2021



The U.S. SBA Paycheck Protection Program (PPP): SBA, in consultation with the U.S. Treasury Department reopened the Paycheck Protection Program (PPP) for First Draw PPP Loans the week of January 11, 2021. SBA began accepting applications for Second Draw PPP Loans, January 13, 2021. SBA is accepting applications through March 31, 2021.

For more information about First and Second Draw loans, eligibility, and how to apply [visit sba.gov/ppp](https://www.sba.gov/ppp) to learn more.

Upcoming Live Workshops with Small Business Experts



Here are some upcoming live workshops from California business centers across the state designed to give you relevant information on funding, PPP, EIDL disaster loans, operations, and more.

Disaster Relief Loan Updates & CASEFORCE

Get an in-depth look at what's new with the PPP and EIDL disaster loans and Attorney Coalition answers COVID-related business questions. Hosted by the Northern California Small Business Development Center in partnership with HSU Sponsored Programs Foundation.

Dates: March 10, 2021 and March 24, 2021

[Link to Register](#)

Managing Your Small Business Through The Pandemic #53

Hear the latest information on federal, state and local relief programs, reopening strategies, local and regional COVID info and opportunities along with advice for businesses that have been shuttered or struggling. Hosted by The CSU Bakersfield Small Business Development Center (SBDC)

Dates: Wed, March 17, 2021 at 12:00 pm

[Link to Register](#)

How to Pivot Your Business and SBA Resources for Business Recovery

Listen to a live discussion on the current state of business, and how small business owners have had to reinvent their business models. Hear suggestions and avenues to help you pivot your service or product delivery methods. Plus, you will learn how collaborations can provide unique success avenues.

In addition, a lead economic development specialist of the Small Business Administration (SBA) will share information on federal small business programs

and services available during the COVID-19 crisis. Hosted by the California Capital Women's Business Center and the SBA

Dates: March 10, 2021 at 1 pm

[Link to Register](#)

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

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