



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## OUTREACH AND OUTCOMES REPORT

Published 01/18/2023

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>22,929</b>	<b>6,217</b>	<b>\$15,542,500</b>
African American	3,972	697	\$1,742,500
Alaskan Native	37	16	\$40,000
Asian	3,313	881	\$2,202,500
Hawaiian Native	184	24	\$60,000
Hispanic or Latino	5,317	1,891	\$4,727,500
Native American	176	72	\$180,000
Other Pacific Islander	2,338	886	\$2,215,000
Rural	1,679	669	\$1,672,500
Veteran	1,037	302	\$755,000
White	5,924	1,462	\$3,655,000
Women	11,319	3,349	\$8,372,500

Data as of 11/30/2022

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received**	Awards Made***
<a href="#">6</a>	Alameda	965	0
<a href="#">8</a>	Amador	41	0
<a href="#">10</a>	Butte	46	25
<a href="#">12</a>	Contra Costa	597	0
<a href="#">14</a>	El Dorado	82	0
<a href="#">16</a>	Fresno	733	376
<a href="#">18</a>	Imperial	90	0
<a href="#">20</a>	Kern	429	194
<a href="#">22</a>	Kings	124	63
<a href="#">23</a>	Lake	7	3
<a href="#">25</a>	Lassen	4	4
<a href="#">27</a>	Los Angeles	0	0
<a href="#">29</a>	Madera	19	17
<a href="#">31</a>	Marin *	204	111
<a href="#">32</a>	Mariposa *	16	8
<a href="#">33</a>	Mendocino	39	15
<a href="#">35</a>	Merced	141	64
<a href="#">37</a>	Modoc *	5	4
<a href="#">38</a>	Monterey	134	78
<a href="#">40</a>	Napa	203	0
<a href="#">42</a>	Nevada *	54	43
<a href="#">43</a>	Orange	3114	1204
<a href="#">45</a>	Placer	138	98
<a href="#">47</a>	Plumas *	18	9

Data as of 11/30/2022

\* County has concluded their MBCRG program and all funding has been expended.

\*\* 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="#">48</a>	Riverside	3884	198
<a href="#">50</a>	Sacramento	705	176
<a href="#">52</a>	San Benito	24	10
<a href="#">54</a>	San Bernardino	1616	506
<a href="#">56</a>	San Diego	4314	1179
<a href="#">58</a>	San Francisco	315	51
<a href="#">60</a>	San Joaquin	534	298
<a href="#">62</a>	San Mateo	622	116
<a href="#">64</a>	Santa Barbara	153	66
<a href="#">66</a>	Santa Clara	1574	735
<a href="#">68</a>	Santa Cruz *	131	119
<a href="#">70</a>	Sierra *	3	1
<a href="#">72</a>	Siskiyou	2	0
<a href="#">74</a>	Solano	679	47
<a href="#">76</a>	Sonoma	279	64
<a href="#">78</a>	Stanislaus	99	23
<a href="#">80</a>	Sutter	44	23
<a href="#">82</a>	Tehama	31	17
<a href="#">84</a>	Tulare *	363	200
<a href="#">85</a>	Ventura	639	255
<a href="#">87</a>	Yolo *	197	88
<a href="#">89</a>	Yuba	52	28
	<b>Total</b>	<b>22,929</b>	<b>6,217</b>

Data as of 11/30/2022

\* County has concluded their MBCRG program and all funding has been expended.

\*\* 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 first 19 days of October showed a push to finish out the first application cycle. During these 19 days, the Chabot-Las Positas CCD Microbusiness COVID-19 Relief Grant (MBCRG) Program team made a concentrated effort by phone to try and reach as many micro businesses as possible before the period ended. Continued social media pages were blasted on Facebook and Instagram to drive traffic to the MBCRG website.

Once round 1 closed on October 19th, a few weeks were spent vetting the applications and creating a list of those moving to the next step of authorization. In total, 965 applications were received, and 475 were unqualified which left 490 potential recipients. Chabot-Las Positas CCD has contracted with another non-profit group to help with boots on the ground during this round 2. It is anticipated that they will be able to dive farther into these hard-to-reach and multicultural areas. The MBCRG team contacted all 490 potential recipients, and additional verification was received. As of November 2022, the final list is being processed for payment and will be reflected in the December/January report.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 965

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Alameda  
FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Alameda County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Amador

FISCAL AGENT: Chabot-Las Positas Community College District

## KEY OUTREACH ACTIVITIES:

The first 19 days of October showed a push to finish out the first application cycle. Marketing occurred by physically walking into potential microbusinesses and hosting application training sessions explaining the grant parameters and application process.

During the remaining 19 days that the application period was open, the Chabot-Las Positas CCD Microbusiness COVID-19 Relief Grant (MBCRG) Program team made a concentrated effort by phone to try and reach as many microbusinesses as possible before the period ended. Continued social media pages were blasted on Facebook and Instagram to drive traffic to the MBCRG website. Once round 1 closed on October 19th, a few weeks were spent vetting the applications and creating a list of those moving to the next step of authorization. All total, 41 applications were received, and 5 were unqualified which left 36 potential recipients.

The MBCRG team contacted all 36 potential recipients and received additional verification. As of November 2022, the final list is being processed for payment and will be reflected in the December/January report.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 41

Final Awards Are Ongoing



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Amador

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Amador County.

# 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 COVID19 Relief Grant program to partner groups and organizations. 3CORE staff have also attended various community events throughout Butte County to provide information about the program to eligible vendors. This information has been provided in Spanish, English and Hmong, including program flyers to leave behind.

Events where outreach has taken place during this reporting period include a Chico Chamber Business Connection event, business walks in various areas of Chico, several "Evening Mixer" events with various organizations and an interview with the Oroville Chamber that was streamed online via their social media platforms.

To date, the partner organizations that 3CORE has provided this information to in Butte County include the North State Hispanic Chamber of Commerce, Team Chico (which includes Chico Chamber of Commerce, City of Chico, Alliance for Workforce Development (the local workforce development provider), Butte College The Training Place, Butte College Small Business Development Center, CSU Chico, The Downtown Chico Business Association, Explore Butte County, and the North State Planning and Development Collective).

3CORE staff, in partnership with the North State Hispanic Chamber of Commerce have provided information to minority owned businesses in Butte County by visiting with business owners in-person and providing technical assistance, as needed, for them to apply. This includes sitting down with the business owner and completing the application with them on a laptop. The Hispanic Chamber also provides information by periodically conducting live interviews in Spanish via their social media platforms. Interviews include 3CORE staff providing information on the CA Microbusiness Grant Program.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 46

Final Awards Made – 25 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte  
FISCAL AGENT: 3CORE Inc.

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>46</b>	<b>25</b>	<b>\$62,500</b>
African American	6	1	\$2,500
Alaskan Native	2	0	\$0
Asian	5	2	\$5,000
Hawaiian Native	1	1	\$2,500
Hispanic or Latino	8	6	\$15,000
Native American	1	0	\$0
Other Pacific Islander	1	1	\$2,500
Rural	20	8	\$20,000
Veteran	1	1	\$2,500
White	21	13	\$32,500
Women	23	12	\$30,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Contra Costa

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

## KEY OUTREACH ACTIVITIES:

The first 19 days of October showed a push to finish out the first application cycle. During these 19 days, the Chabot-Las Positas CCD Microbusiness COVID-19 Relief Grant (MBCRG) Program team made a concentrated effort by phone to try and reach as many microbusinesses as possible before the period ended. Continued social media pages were blasted on Facebook and Instagram to drive traffic to the MBCRG website. Partners hosted application sessions for those applicants that needed assistance.

Once round 1 closed on October 19th, a few weeks were spent vetting the applications and creating a list of those moving to the next step of authorization. All total, 597 applications were received, and 284 were unqualified which left 313 potential recipients. The MBCRG team contacted all 313 potential recipients, and additional verification was received. As of November 2022, the final list is being processed for payment and will be reflected in the December/January report.

Chabot-Las Positas CCD has contracted with another non-profit group to help with boots on the ground during this round 2. It is anticipated they will be able to dive farther into these hard-to-reach areas.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 597

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Contra Costa

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Contra Costa County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** El Dorado

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

## KEY OUTREACH ACTIVITIES:

The first 19 days of October showed a push to finish out the first application cycle. Marketing occurred by physically walking into potential microbusinesses and hosting application training sessions explaining the grant parameters and application process. Hard-to-reach locations were targeted during time in the field. The Chabot-Las Positas CCD Microbusiness COVID-19 Relief Grant (MBCRG) Program team was able to see an increase in applications from those towns in the following days.

During the remaining 19 days that the application period was open, the MBCRG team made a concentrated effort by phone to try and reach as many microbusinesses as possible before the period ended. Continued social media pages were blasted on Facebook and Instagram to drive traffic to the MBCRG website.

Once round 1 closed on October 19th, a few weeks were spent vetting the applications and creating a list of those moving to the next step of authorization. All total, 82 applications were received, and 28 were unqualified which left 54 potential recipients. The MBCRG team contacted all 54 potential recipients and received additional verification. As of November 2022, the final list is being processed for payment and will be reflected in the December/January report.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 82

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: El Dorado

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in El Dorado County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

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

## KEY OUTREACH ACTIVITIES:

The Fresno Area Hispanic Foundation (FAHF) and Fresno County launched the application for the Microbusiness Grant Program on March 1, 2022. The intent was to target those hard-to-reach businesses, i.e., street vendors, in-home childcare, and mobile vendors. However, all eligible industries were encouraged to apply.

The team at FAHF is constantly assisting small business owners with technical assistance with various programs of education, self-sufficiency, and access to capital and infusion. FAHF visited Reedley, Kingsburg, Selma, Squaw Valley, Fowler, Kerman, Mendota, Firebaugh, San Joaquin, Clovis, Huron, Coalinga, and Sanger to bring this opportunity to hard-to-reach businesses. The marketing strategy also included days for the team to visit swap meets and farmers' markets in Fresno, Coalinga, and Clovis. We distributed flyers through social media platforms, email communications, and door-to-door distribution. In addition, FAHF ran a campaign on TV and radio to promote the program with commercials airing daily, primarily during and after the 6 pm local news.

FAHF partnered with local community organizations with a strategy to inform all business demographics about the support the State is providing to micro businesses. Local organizations included:

- Fresno Metro Black Chamber targeting the African-American business community. The FMBCC reached businesses in their database by sending personal emails, site visits, and social media posts.
- Hidden Wealth Foundation emphasizes the Southeast Asian business community. The hidden wealth foundation targeted the Southeast Asian community by promoting the program on their daily podcast channel and through phone calls, emails, and in-person visits.
- Fresno County EDC, embarking on rural communities; To reach a broad and diverse business audience, EDC performed outreach to Chambers of Commerce, community-based organizations, city leaders, and local businesses in Fresno County. EDC made outreach efforts through emails, phone calls, and in-person visits. Flyers were distributed while emphasizing the assistance provided for businesses seeking to apply.
- California Hmong Chamber of Commerce focused on the Asian business community in Fresno County. The CHCC outreach efforts consisted of posting the flyer on Facebook, LinkedIn, and Instagram daily; stopping by businesses to talk to them about the grant; dropping off flyers; and emailing the flyer to the members and client list.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 733

Final Awards Made – 376 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Fresno

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

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>733</b>	<b>376</b>	<b>\$940,000</b>
African American	66	36	\$90,000
Alaskan Native	10	3	\$7,500
Asian	80	26	\$65,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	486	275	\$687,500
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	266	89	\$222,500
Veteran	0	2	\$5,000
White	67	27	\$67,500
Women	444	220	\$550,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Imperial

**FISCAL AGENT:** County of Imperial

## **KEY OUTREACH ACTIVITIES:**

With a Round 1 Program start date of September 30, 2022 and a conclusion date of November 11, 2022, a marketing flyer was developed that overviewed the Imperial County Microbusiness COVID-19 Relief Grant (MBCRG) program and its eligibility requirements. The flyer was quickly placed in circulation within the business community through social media, local partners, and at local small business events. The County of Imperial distributed the flyer on all County social media platforms reaching an audience of approximately 17,000 followers. Additionally, the following Chambers of Niland, Calipatria, Brawley, Imperial Valley Regional, Holtville, and Calexico were contacted and provided a file of the flyer in order to share in their publications for Chamber members. Furthermore, the MBCRG flyer was included in an Imperial Valley Small Business Development Center (IVSBDC) newsletter for the month of October. IVSBDC staff and the Imperial County Workforce and Economic Development Office (ICWEDO) attended several community events geared towards small businesses and marketed the program one-on-one with event attendees.

Regarding technical assistance, IVSBDC staff scheduled one-on-one appointments every Tuesday from 10 a.m. to 3 p.m. with interested microbusinesses wanting assistance with completing the online application process. The strategies of outreach and technical assistance were a huge success.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 90

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial

FISCAL AGENT: County of Imperial

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Imperial County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

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

## KEY OUTREACH ACTIVITIES:

Kern County Employers' Training Resource's outreach efforts have been targeted towards those in the Beauty industry because they were unable to conduct business during the shutdown. Once an applicant in the Beauty industry gets their application approved and receives their grant, the awardee spreads word of the Microbusiness Grant which attracts potential applicants. Also, Employers' Training Resource is working to improve and increase their television and radio segments, and their social media presence to broadcast information regarding the Microbusiness Grant in areas with language barriers.

Employers' Training Resource has partnered with four different non-profit organizations to outreach to underserved areas of the community:

- The Community Action Partnership of Kern (CAPK) has had a focus on social media outreach. They had two ads running in November both in English and Spanish. The English ads have reached 1,770 and 125 people have engaged with the ad. The Spanish ads have reached 1,675 and 97 have engaged with it.
- During October and November, Kern Economic Development Foundation (KEDF) focused its outreach efforts on local salons and barbershops with boots on the ground. They physically made themselves available to help applicants complete the application process.
- The Small Business Development Center (SBDC) has conducted webinars where they conducted virtual outreach on October 5th, 7th, 12th, 19th, 26th, and November 2. On October 22, they attended the Downtown Bakersfield Development Corp. Board Meeting. On November 2nd, they attended the Greater Tehachapi Economic Development Corporation where they did a presentation. On November 29, they attended the 2nd Annual Kern Entrepreneurship Expo.
- Kern Woman Business Center (KWBC) continues to do outreach with boots on the ground. Their focus is physically going into the community to provide information about the Microbusiness Grant through word of mouth and by handing out flyers.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 429

Final Awards Made – 194 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

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

**AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>429</b>	<b>194</b>	<b>\$485,000</b>
African American	65	38	\$95,000
Alaskan Native	0	0	\$0
Asian	23	10	\$25,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	91	60	\$150,000
Native American	2	0	\$0
Other Pacific Islander	0	0	\$0
Rural	65	32	\$80,000
Veteran	17	5	\$12,500
White	38	26	\$65,000
Women	233	113	\$282,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>124</b>	<b>63</b>	<b>\$157,500</b>
African American	8	5	\$12,500
Alaskan Native	0	0	\$0
Asian	7	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	86	40	\$100,000
Native American	0	0	\$0
Other Pacific Islander	2	0	\$0
Rural	53	32	\$80,000
Veteran	0	0	\$0
White	21	16	\$40,000
Women	59	43	\$107,500

All funding for Kings 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.

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lake

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

## **KEY OUTREACH ACTIVITIES:**

Lake County Economic Development Corporation continues to prioritize outreach and marketing efforts to identify and engage eligible micro-business owners. Continuing outreach includes social media postings on Facebook, working with small minority groups and business groups. Partnering with some of our local associations and groups, such as, Lakeport Main Street Association Lake County Business Networking, La Pulga de Clearlake, La Pulga de Lake County, Latinos United of Lake County and Migrant Education to help with push notifications on their Facebook pages. Lake County EDC is also focused on bridging the gap with our minority, women, veteran, and undocumented businesses owners. Along with an interpreter, Lake County EDC has gone door to door to micro-businesses that Lake County EDC believes are owned by citizens that have limited proficiency with English, in order to provide them with information regarding the grant.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 7

Final Awards Made – 3 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lake

FISCAL AGENT: Lake County Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>7</b>	<b>3</b>	<b>\$7,500</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	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	7	3	\$7,500
Veteran	0	0	\$0
White	7	3	\$7,500
Women	7	3	\$7,500

\* 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.

\*\* Total applications received may include ineligible applications.



# 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 community partners in the four county region about the Microbusiness Relief Grant Program. There was much interest in the program when SBC was initially collecting partnership agreements, so when the program went live, SBC's focus was on reengaging those partners through direct email, newsletter blasts, phone calls, and social media. The program has been announced multiple times throughout the Sierra Business Council e-news blast, which has a reach of over 2,500 readers.

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.

By leveraging the deep contacts of the SBDC Business Advisor and Outreach Specialist, the program was able to fully expend funding in Plumas, Modoc, and now Sierra Counties. Outreach over the October and November period was especially targeted towards Sierra County with only one eligible grant. Upon each new intake to the SBDC advising program, intake staff informed the clients of the open MBCRG opportunity in Sierra and Lassen Counties. Sierra County received its one and only grant application in November thanks to this targeted outreach and is now closed.

The MBCRG Program is now open only in one county, Lassen. In response to this smaller footprint, more in-person outreach is possible. The outreach specialist, visited Lassen County Chamber of Commerce and Westwood Chamber of Commerce, attending Chamber meetings in both communities to spread the word and distribute flyers. Over the past 6 months, over 65 hours has been spent on technical assistance, outreach, and reporting for this program. SBDC staff is currently providing technical assistance to another applicant from Lassen County, that application is expected shortly.

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

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 4

Final Awards Made – 4 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lassen

FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

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

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Los Angeles

**FISCAL AGENT:** County of Los Angeles

## **KEY OUTREACH ACTIVITIES:**

The Department of Economic Opportunity (DEO) began outreach on the Economic Opportunity Grant Program (EOG) which includes the California Microbusiness COVID-19 Relief Grant Program (MBCRG) on November 2, 2022. The DEO in partnership with its contractor, the Small Business Development Centers (SBDC), created a robust outreach plan designed to reach the most vulnerable microbusinesses across the County of Los Angeles. The plan will promote the EOG/MBCRG through SBDC's extensive network of small businesses and partners with include groups such as Chambers of Commerce, Councils of Government, Town Councils, and Cities. DEO will promote through its Office of Small Business (OSB), America's Job Centers of California (AJCC), County's Workforce Development Boards (WDB), County Film Office, Board of Supervisors offices, Countywide Communications, and County departments.

The outreach currently includes a social media kit with a link to an EOG interest form where businesses can sign up for future updates on the EOG grant application portal scheduled to open in late January 2023. Those that signed up will also be given the opportunity for one-on-one technical assistance with applying to the MBCRG and other EOG grants.

Additionally, the EOG/MBCRG outreach will target businesses in the High, Highest, and Moderate low income and COVID impacted areas of the County using the County's own Equity Explorer Tool. The campaign will prioritize reach to high impacted industries including, nonprofits serving youth workforce capacity, food industry businesses and historically underserved populations. Through our TA and TPA providers we will identify women, veteran, LGBTQ+, Disabled and BIPOC led or owned firms to ensure equitable access and distribution.

By December 30, 2022, SBDC will begin holding monthly webinars in each Supervisorial District, conduct street level direct outreach to small businesses via subcontracts with local CBOs, one on one technical assistance with applicants, and participate with DEO and OSB on EOG/MBCRG outreach throughout the County via events, openings, and other DEO activities.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Application period has not yet opened

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Los Angeles

FISCAL AGENT: County of Los Angeles

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Los Angeles County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Madera

**FISCAL AGENT:** County of Madera

## **KEY OUTREACH ACTIVITIES:**

Madera County partnered with four community-based organizations (CBO's) at the start of this program to provide outreach in the community. The four CBO's: Community Action Partnership of Madera County, Madera Chamber of Commerce, Madera Coalition for Community Justice, and Madera Workforce, were strategically selected as they work with underserved communities and individuals on a daily basis, they continue to present the program to those they serve, when applicable. Flyers continue to be provided for distribution to each of the four partners in both English and Spanish. These flyers are posted on each of the CBO's front desks and community boards and are distributed to the individuals they serve.

The website page launched on March 10, 2022 and remains up and running. The website contains updated information for the program including guidelines, requirements, application form, and FAQs. Madera County Economic Development Commission offers support to non-English speakers through their bilingual staff.

MCEDC continues to reach out to microbusinesses that received a grant from the County's CARES Small Business Assistance Program from 2020, that could potentially qualify for this program. The County recently kicked off its ARPA Small Business Assistance Program and MCEDC has shared Microbusiness Grant Program information with those applying to the County's ARPA program.

Community Action Partnership of Madera County (CAPMC) has the flyer posted on their various community boards, has sent flyers home with their headstart students on various occasions, and has discussed the program with individuals requesting other forms of assistance. 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. The Chamber also has the flyer on display on their front counter. MCEDC has the flyer on display in their front counter.

Media engagements consist of Facebook posts on the County of Madera page, the MCCJ page, the CAPMC page, the MCEDC page, and the Madera Workforce page. 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 11/30/2022)**

Applications Received – 19

Final Awards Made – 17 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera  
FISCAL AGENT: County of Madera

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>19</b>	<b>17</b>	<b>\$42,500</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	6	5	\$12,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	0	0	\$0
White	9	7	\$17,500
Women	10	10	\$25,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Marin  
FISCAL AGENT: County of Marin

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>204</b>	<b>111</b>	<b>\$277,500</b>
African American	17	12	\$30,000
Alaskan Native	1	0	\$0
Asian	20	7	\$17,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	43	30	\$75,000
Native American	5	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	17	13	\$32,500
Veteran	11	6	\$15,000
White	103	52	\$130,000
Women	126	68	\$170,000

*All funding for Marin 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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa  
FISCAL AGENT: County of Mariposa

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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.*

\* 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.

\*\* Total applications received may include ineligible applications.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mendocino

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

## KEY OUTREACH ACTIVITIES:

The County of Mendocino's Microbusiness COVID-19 Relief Grant Program continues to progress towards the goal of distributing thirty-five (35) grants to microbusinesses. The Economic Development and Financing Corporation (EDFC) has awarded 16 grants to local businesses across the County. 142 microbusiness started applications, many of which continue to work with EDFC staff to provide the required documentation to determine eligibility.

Outreach efforts have been made to a local group of Hispanic businesses that host a La Familia Market and service groups affiliated with local Native American tribes. Flyers were shared with food vendors in areas throughout the County that groups gather to sell their goods, at the Farmers Market, community billboards and personally delivered. Community partners such as the Chamber of Commerce, Small Business Development Center (SBDC), Workforce Development, the County and Women's Business Center (WBC) share the grant opportunity in social media campaigns with their audiences. Monthly, EDFC sends updates to 856 newsletter subscribers. Public service announcements have been shared in both English and Spanish.

Outreach activities are ongoing and include the following activities:

- 12/21/2022 – EDFC newsletter campaign
- 01/04/2023 – Round Valley MAC Meeting
- 01/31/2023 – In-person and Zoom Information sessions in English and Spanish

The grant portal will remain open until all funds are exhausted. Staff will continue to work with applicants in providing the required documentation to determine eligibility.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 39

Final Awards Made – 15 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mendocino

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

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>39</b>	<b>15</b>	<b>\$37,500</b>
African American	2	0	\$0
Alaskan Native	1	1	\$2,500
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	4	4	\$10,000
Native American	4	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	39	15	\$37,500
Veteran	2	0	\$0
White	23	6	\$15,000
Women	21	10	\$25,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Merced

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

## **KEY OUTREACH ACTIVITIES:**

Merced County approved extending the Microbusiness COVID-19 Relief Grant Program to June 2023. Merced County has sent out 64 awards to eligible micro-business owners who have met the requirements to receive funding for assistance. With the approval to extend the grant program, Merced County is preparing to launch Round 2 for the Microbusiness Grant Program starting in January 2023.

The Round 2 launch will expand its outreach to small business owners who have not applied for funding – allowing the County and its partners to reach its goal of 115 grants awarded in Merced County. New ads are in the works to showcase a Round 2 promotion in multiple languages. The promotion will be displayed on the County's social media, partner's social media, and website, and extend other marketing techniques to reach out to further rural areas in need of assistance. Merced County will meet with its partners in January to go over a game plan regarding outreach, application assistance, technical help, rural flea market greet and assist, and meet with City and County economic development partners to identify established micro-businesses that operate its establishments from their mobile or homes.

Merced County will be communicating with its partners to identify upcoming events that host micro-business owners participating in their venue, allowing County to assist applicants who may be interested. The Merced County's Microbusiness COVID-19 Relief Grant website will also see minor adjustments to highlight Round 2. County will make some minor edits to its application to ensure applicants submit the required documentation for the program. The next round will launch on Monday, January 9, 2023.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 141

Final Awards Made – 64 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>141</b>	<b>64</b>	<b>\$160,000</b>
African American	8	3	\$7,500
Alaskan Native	0	0	\$0
Asian	15	7	\$17,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	80	38	\$95,000
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	66	31	\$77,500
Veteran	0	0	\$0
White	32	14	\$35,000
Women	89	38	\$95,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Modoc  
 FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Monterey

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

## KEY OUTREACH ACTIVITIES:

### OUTREACH

The resources the County has developed include the application, flyers, PowerPoint presentations, live recordings of the informational webinars, and frequently asked questions (FAQs) in both English and Spanish. A dedicated webpage (<https://www.montereycountywdb.org/monterey-county-works/small-business-grants/>) was also created that includes a widget to enable translations to other languages. Both the County 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 our team via an electronic form on a regular basis until the program ends. Doing so allows the County team to not only understand what businesses are being reached and where, but also for to be able to cross-reference with our applicant database later to identify what percentage of those contacted had applied and been awarded.

### TECHNICAL ASSISTANCE

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 County team and partners are available to applicants for assistance via email, telephone, and in-person. After an application is submitted, communication between the County team and the applicant is done primarily via email to not only provide confirmation that the application was received, but to also send ongoing updates and ultimately notify the applicant 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. To assist the County team with tracking applicant data and reviewing applications for eligibility, an internal database and application review process was also established.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 134

Final Awards Made – 78 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>134</b>	<b>78</b>	<b>\$195,000</b>
African American	6	4	\$10,000
Alaskan Native	1	1	\$2,500
Asian	7	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	95	59	\$147,500
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	0	0	\$0
Veteran	3	0	\$0
White	21	12	\$30,000
Women	88	52	\$130,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Napa

**FISCAL AGENT:** County of Napa

## **KEY OUTREACH ACTIVITIES:**

Outreach for the Napa Microbusiness COVID-19 Relief Grant began in June, with the application window set for July 11 to Aug. 15. Napa County contracted with the Solano-Napa Small Business Development Center (SBDC) and Workforce Development Board (WDB) of Solano County to administer this microgrant. The Solano-Napa SBDC/Solano WDB partnered with the Napa Hispanic Chamber of Commerce and the Community Resources for Children (CRC) Napa to reach underserved microbusinesses, particularly those in the childcare industry and Hispanic business owners.

When the window opened July 11, applications began to come in slowly. The Solano-Napa SBDC/Solano WDB shared flyers and press releases with all chambers of commerce in Napa County, the city economic development departments, and local newspapers. An article appeared in the Napa newspaper and a Solano-Napa SBDC business advisor was interviewed on a Napa radio station. The Solano-Napa SBDC also sent out multiple e-newsletters to business clients to share information about this grant. English informational webinars were on July 11 and July 13. Altogether, only five people attended both webinars. A Spanish webinar on July 26 had eight participants.

The Solano-Napa SBDC/Solano WDB continued to work with community partners, especially the CRC Napa. CRC Napa communicated with childcare owners around the county and provided services in both Spanish and English. Altogether, CRC Napa assisted 25 childcare businesses submitting applications.

With approval from Napa County, the grant application re-opened for the month of November. Outreach was expanded and visits made to area farmers markets and pop-up business events to promote the grant. By the beginning of November, an additional 80 applications were received. At this time, the County is currently vetting those 80 applications. As of Dec. 16, 42 Napa County businesses have qualified for the microgrant. Napa County will continue vetting businesses through Dec. 31, 2022.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 203

Final Awards Are Ongoing



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Napa

FISCAL AGENT: County of Napa

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Napa County.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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	43	43	\$107,500
Rural	0	0	\$0
Veteran	33	33	\$82,500
White	28	28	\$70,000
Women	0	0	\$0

*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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 closed on Friday, September 30, 2022. After said deadline the County still had about \$667,500 left to award, so they reopened the application on November 03, 2022. OCWEDD continues to provide live support to applicants and awardees 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 Orange County CEO Executives conducted a social media campaign by sharing the program on all social media platforms. The County has also shared it with our board members so they can share the relaunch with their networks. The County continues to post information on their social media and website so that they may distribute the remaining funds in a timely manner.

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 11/30/2022)**

Applications Received – 3,114

Final Awards Made – 1,204 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3,114</b>	<b>1,204</b>	<b>\$3,010,000</b>
African American	170	61	\$152,500
Alaskan Native	1	1	\$2,500
Asian	1,173	413	\$1,032,500
Hawaiian Native	37	2	\$5,000
Hispanic or Latino	33	13	\$32,500
Native American	20	9	\$22,500
Other Pacific Islander	2,239	826	\$2,065,000
Rural	700	316	\$790,000
Veteran	273	102	\$255,000
White	109	49	\$122,500
Women	1,642	653	\$1,632,500

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 MBCRG 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.

The Mosquito Fire interrupted the County's outreach efforts during the months of September and October. The large wildfire impacted a significant portion of the County and as such was a top priority. Later in October, the County's Public Information Office brought renewed energy to the program with brand new digital marketing efforts which are listed below. In December, two additional rounds of radio ads are planned. One will be in Spanish, and one will be on the local radio station for Tahoe, which is Eastern Placer County.

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 11/30/22 SBC has received 138 applications, of which 98 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 120 hours of direct, technical assistance for the program from 2/1/22 to 11/30/22 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 11/30/2022)**

Applications Received – 138

Final Awards Made – 98 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>138</b>	<b>98</b>	<b>\$245,000</b>
African American	6	3	\$7,500
Alaskan Native	0	0	\$0
Asian	10	5	\$12,500
Hawaiian Native	1	0	\$0
Hispanic or Latino	9	5	\$12,500
Native American	6	5	\$12,500
Other Pacific Islander	2	2	\$5,000
Rural	72	55	\$137,500
Veteran	8	5	\$12,500
White	84	63	\$157,500
Women	81	61	\$152,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Plumas  
 FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# 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), 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 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. Advertising funds have been fully expended and no additional paid media buys will be made.

Community-based partners:

- Asociación de Emprendedor@s
- Coachella Valley SBDC
- Get In Motion Entrepreneurs
- Microenterprise Collaborative of Inland Southern California
- Small Business Majority

Community-based partners continue to engage 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. In the last 30 days, RivCoED attended several special events to where the program was promoted.

Now that Riverside County has committed to extending the MBCRG program through February 2023, we plan to do a heavy push of the program again starting in the 2023 New Year.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 3884

Final Awards Made – 198 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3,884</b>	<b>198</b>	<b>\$495,000</b>
African American	963	3	\$7,500
Alaskan Native	0	0	\$0
Asian	371	20	\$50,000
Hawaiian Native	67	5	\$12,500
Hispanic or Latino	1,312	63	\$157,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	284	10	\$25,000
White	2,131	118	\$295,000
Women	2,331	132	\$330,000

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 have 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 October 1-November 30, 2022. Partners are continuing these efforts until all grant funds are committed. Partners circulated 31 news stories and participated in 2 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 walked over 350 microbusinesses, with a focus on disadvantaged and underserved communities, to distribute flyers in Spanish, Chinese, Vietnamese, and Russian. 3 digital billboard signs continued to advertise the Program, reaching approximately 925,064 drivers and passengers per week. Partners posted ads on their websites and promoted the Program through 15 Instagram, 10 Twitter, 19 Facebook, and 9 LinkedIn posts. Partners attended 24 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 13 live and recorded webinars, A Rapid Response Hotline responded to 68 inquiries and provided in-language assistance.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 705

Final Awards Made – 176 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sacramento

FISCAL AGENT: County of Sacramento Office of Economic Development

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>705</b>	<b>176</b>	<b>\$440,000</b>
African American	197	37	\$92,500
Alaskan Native	0	0	\$0
Asian	104	3	\$7,500
Hawaiian Native	16	2	\$5,000
Hispanic or Latino	103	27	\$67,500
Native American	2	0	\$0
Other Pacific Islander	0	0	\$0
Rural	45	9	\$22,500
Veteran	24	9	\$22,500
White	259	67	\$167,500
Women	192	67	\$167,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Benito

**FISCAL AGENT:** County of San Benito

## **KEY OUTREACH ACTIVITIES:**

From October 2022 through November 2022, minimal outreach was conducted as the County of San Benito had concluded their second round of the grant program within the community and had prepared an overview presentation to the economic development committee of the grant program outcome. Upon notice of the state extending the program, staff and committee members took action to open a third round of the California Microbusiness COVID-19 Relief Grant Program for the County of San Benito.

The team presented the logistics of the third round and shared information via formal committee meetings that were opened to the public; new flyers were distributed to partnering organizations and county department heads to display in publicly accessible areas. Further outreach utilized included Nixle, social media platforms, and community word of mouth. The County strives to aid with the application process and answer any questions or concerns from potential eligible businesses to allocate the remaining available grants fully. The County has also created a banner on the county home page to guide community members to our respective Microbusiness COVID-19 Relief Grant webpage.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 24

Final Awards Made – 10 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito

FISCAL AGENT: County of San Benito

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>24</b>	<b>10</b>	<b>\$25,000</b>
African American	3	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	14	6	\$15,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	20	10	\$25,000
Veteran	1	1	\$2,500
White	14	7	\$17,500
Women	13	5	\$12,500

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 is able to report that the Microbusiness COVID Relief Grant touched a large majority of the County's microbusinesses. Outreach engagement during November and December included weekly drop-in hours for businesses, email communications, application assistance held by AmPac Business Capitol and the San Bernardino County Economic Development Department. Weekly, the grant operations team meets to determine potential outcomes of the grassroots efforts set forth by the collective team. San Bernardino County Economic Development Department has reached out to local cities and community-based organizations to continue to get the word out about the grant and its availability.

Throughout October, November, and December San Bernardino County Economic Development Department continued to contact incomplete applications and offer one on one assistance from the team. San Bernardino County Economic Development Department reached out to County and local City agencies seeking contact information for home-based businesses through the municipalities permit offices. The County continued to reach out and contact their growing list of home-based business through these efforts. The team enlisted the help of the workforce development department to find additional avenues of marketing, through this they have contacted several companies and have an ongoing effort to reach more businesses.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 1616

Final Awards Made – 505 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Bernardino

FISCAL AGENT: San Bernardino County Economic Development  
Department

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1,616</b>	<b>505</b>	<b>\$1,262,500</b>
African American	399	164	\$410,000
Alaskan Native	18	10	\$25,000
Asian	94	24	\$60,000
Hawaiian Native	14	4	\$10,000
Hispanic or Latino	292	135	\$337,500
Native American	18	10	\$25,000
Other Pacific Islander	14	2	\$5,000
Rural	0	0	\$0
Veteran	33	20	\$50,000
White	197	100	\$250,000
Women	585	255	\$637,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Diego

**FISCAL AGENT:** County of San Diego

## **KEY OUTREACH ACTIVITIES:**

During this reporting period the County of San Diego did not conduct any additional outreach activities for the purpose of obtaining additional applications. The activities this period were focused on the curing all applications that were awarded a grant, submitting for the funding process, and Round 2 applications.

The County utilized the services of the outreach partners to assist in contacting applicants via phone or email to explain what documentation was incorrect or missing in the applicant's documents. As needed, the County provided phone assistance to applicants and the outreach partners met with the applicants in person and assisted them with uploading complete documents, if needed.

Also, during this reporting period, the County sent an Intent to Award notification to the Round 2 applicants that met the eligibility criteria. Of the Round 2 applicants, approximately 708 applicants were invited to submit documents for the remaining grant funds. Applicants were instructed that the limited funds would be made available on a first-come first-complete basis, which means that full and complete document submission would be processed first. The outreach partners began assisting Round 2 individuals with uploading required documents and answering questions as needed.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 4,314

Final Awards Made – 1,179 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Diego  
FISCAL AGENT: County of San Diego

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4,314</b>	<b>1,179</b>	<b>\$2,947,500</b>
African American	879	229	\$572,500
Alaskan Native	0	0	\$0
Asian	318	117	\$292,500
Hawaiian Native	26	7	\$17,500
Hispanic or Latino	578	224	\$560,000
Native American	19	6	\$15,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	252	76	\$190,000
White	1,035	366	\$915,000
Women	1,696	598	\$1,495,000

\* 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.

\*\* Total applications received may include ineligible applications.

# 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) started receiving applications for the program on August 8 and (to date) has opened the application period two times - the last round closed at the end of November. During the past 3 months, MEDA has continued with direct outreach in the City of San Francisco with the help of their partner organizations. These marketing initiatives include distributing flyers in person in the Mission District, presenting at other organization's meetings about the program, connecting with other programs at MEDA that could lead to new potential applicants, in addition to initiatives already covered in previous reports. Similarly, MEDA's official Partners Kultivate Labs, SF LGBTQ Center, SF Black Wallstreet, Northeast Community Federal Credit Union and Asian Inc. continue to use the MEDA Marketing and Social Media Toolkit to promote the program within their corresponding networks.

All of these marketing efforts have resulted in 700+ profiles created on our application management platform Lenderfit, with 347 applications received (including applications from businesses not in San Francisco, and not including duplicate applications), and 51 disbursed grants.

Outreach and additional activities conducted during the reporting period include:

- Social media / email push across MEDA and five partners' channels
- Presenting at Calle24 merchant meetings for Street Vendors
- Connect directly with Food Street Vendors in the Mission District, and other neighborhoods
- Continuing door to door outreach in the Mission District, and other neighborhoods
- Connect with other counties in the Bay Area that are implementing the program to share best practices, marketing initiatives, etc.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 315

Final Awards Made – 51 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Francisco

FISCAL AGENT: Mission Economic Development Agency (MEDA)

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>315</b>	<b>51</b>	<b>\$127,500</b>
African American	19	1	\$2,500
Alaskan Native	0	0	\$0
Asian	21	10	\$25,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	44	30	\$75,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	2	0	\$0
White	50	8	\$20,000
Women	86	31	\$77,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Joaquin

**FISCAL AGENT:** County of San Joaquin

## **KEY OUTREACH ACTIVITIES:**

San Joaquin County has awarded 298 grants in the amount of \$5000, due to the local county match, as of September 30, 2022. The County continued to advertise through social media, on the main grant page, and with the California Office of the Small Business Advocate (CalOSBA). To ensure the County could get all awards out to their local businesses, the grant period remains extended until all awards have been exhausted.

As the County neared closer to meeting the goal of 316 businesses towards the end of September 2023, the County's social media campaign came to an end. This allowed the County to focus on the applications they had received that were still pending review or needed additional documentation submitted.

*\*The report above was submitted for the reporting period ending September 30, 2022.*

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 534

Final Awards Made – 298 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Joaquin  
FISCAL AGENT: County of San Joaquin

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>534</b>	<b>298</b>	<b>\$745,000</b>
African American	152	83	\$207,500
Alaskan Native	0	0	\$0
Asian	86	40	\$100,000
Hawaiian Native	5	2	\$5,000
Hispanic or Latino	144	93	\$232,500
Native American	11	3	\$7,500
Other Pacific Islander	4	5	\$12,500
Rural	31	14	\$35,000
Veteran	21	11	\$27,500
White	138	67	\$167,500
Women	311	174	\$435,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

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

## KEY OUTREACH ACTIVITIES:

Staff and consultants from San Mateo County's partner, Renaissance Entrepreneurship Center (Renaissance), continue to do outreach via newsletters and in person with new businesses who fit the profile of previously eligible businesses (e.g., hair salons, pop-up vendors of jewelry, etc.). Outreach is conducted in both English and Spanish. Word-of-mouth between businesses has also helped bring in applicants. Additionally, Renaissance continues to visit businesses who completed the eligibility form and appear eligible, in order to schedule appointments to provide them assistance on completing their final application.

For additional outreach with new clients, Renaissance also partnered with the Child Care Coordinating Council of San Mateo County, who provided technical assistance to childcare providers in the county, to connect with childcare businesses and assist with completing their applications.

Renaissance has started outreach for other San Mateo County Grant Programs, including the Restaurant, Brewery, and Winery Grant as well as the Small Business Grants for Daly City. The hope is that this outreach will have the added benefit of promoting the CA Microbusiness COVID-19 Grant to those additional businesses as well.

Renaissance is also doing outreach to businesses mostly in North San Mateo County to assist them with completing their Green Business Certification for the County's Environmental Health Services. The goal is to connect with at least 80 businesses by June. This may also serve as an avenue for recruiting applications for the CA Microbusiness COVID-19 Grant.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 622

Final Awards Made – 116 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Mateo

FISCAL AGENT: County of San Mateo and Renaissance Entrepreneurship Center

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>622</b>	<b>116</b>	<b>\$290,000</b>
African American	37	7	\$17,500
Alaskan Native	0	0	\$0
Asian	207	35	\$87,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	227	39	\$97,500
Native American	5	1	\$2,500
Other Pacific Islander	6	0	\$0
Rural	14	2	\$5,000
Veteran	10	1	\$2,500
White	189	36	\$90,000
Women	362	77	\$192,500

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 (SBF) in partnership with the County of Santa Barbara and the community-based organizations they partnered with, local Chamber of Commerce offices and the Economic Development Collaborative (EDC), continues to provide outreach in Santa Barbara County for the Microbusiness COVID-19 Relief Grant Program. In addition, SBF has collaborated with other community-based organizations such as Santa Barbara County Children's Resource & Referral Center and local Art Council organizations who work with underserved communities and individuals to present the program to those they serve, when applicable.

Through outreach efforts with EDC, SBF continues to update flyers and announcements for distributions through boots on the ground outreach, social media platforms, and newsletters in both English and Spanish. Flyers are shared with partners and those organizations SBF has collaborated with in recent months. These groups share the information through their own platforms and newsletters.

In addition, SBF continues to advertise and promote the program in local Spanish language radio interviews, and through the network of community partners such as Women's Economic Ventures, a nonprofit organization that provided business technical support and capital to women-owned businesses. SBF also ensures that local cities and unincorporated areas participate in the outreach by promoting the program through their social media platforms, website, and newsletters.

SBF along with partners will continue to focus on these efforts in the upcoming year to ensure distribution of funds to as many eligible microbusinesses as possible. SBF plans to collaborate with other community organizations within the network in January to host in-person information sessions and provide technical support to eligible microbusinesses. SBF will start the new year by hosting an information session at the Carpinteria Art Center and Santa Barbara County Children's Resource & Referral Center.

Lastly, SBF has focused on calling applicants who have started an application but have not completed their application to encourage and assist them to submit, as needed. The calls have demonstrated success so far.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 153

Final Awards Made – 66 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

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

**AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>153</b>	<b>66</b>	<b>\$165,000</b>
African American	7	6	\$15,000
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	30	15	\$37,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	3	\$7,500
Veteran	2	1	\$2,500
White	66	19	\$47,500
Women	64	36	\$90,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

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

## **KEY OUTREACH ACTIVITIES:**

The Enterprise Foundation has continued to do outreach alongside its partner organizations to help with the microgrant application process. They have also provided services to help these microentrepreneurs better understand how to grow and sustain their businesses, as well as have better knowledge of policies and safety regulations required of their businesses. These are all organizations that truly and passionately work to assist the smallest and most vulnerable businesses in Santa Clara County.

On November 7th, 2022, the Enterprise Foundation co-hosted a workshop with the City of San Jose. Business liaison and community representatives from the San Jose Police Department presented to over 70 attendees, mostly made up of street vendors and many of which were or became grant recipients. With a standing-room-only crowd, the presenters provided information about valuable city resources to ensure compliance with city requirements as well as County health and safety regulations. The San Jose Police Department has become a valuable outreach partner and has referred many street and food cart vendors to the program.

Many in attendance provided feedback on how grateful they were to receive their grants, but to also know they have additional support. They came out of the workshop feeling they now have a trusted and reliable source to help guide them, as well as a place they can be heard. This workshop and the continued relationship with Enterprise's outreach partners resulted in additional referrals to street vendors and microenterprises seeking grant assistance and business support services.

One particularly effective partner this quarter was ConXion, which provided several applicants for the microbusiness grant program. Many of its applicants come from underserved communities of color and some are also in reentry programs. ConXion assisted them with their grant applications and referred them to Enterprise Foundation for additional services through the Access SBDC program. Many of these applicants were first time business owners and needed additional guidance on other sources of capital and best business practices.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 1,574

Final Awards Made – 735 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County of Santa Clara and Enterprise Foundation

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1,574</b>	<b>735</b>	<b>\$1,837,500</b>
African American	68	12	\$30,000
Alaskan Native	1	0	\$0
Asian	289	125	\$312,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	575	478	\$1,195,000
Native American	1	1	\$2,500
Other Pacific Islander	3	0	\$0
Rural	21	10	\$25,000
Veteran	1	1	\$2,500
White	78	17	\$42,500
Women	519	328	\$820,000

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 program has completed round one of application acceptance on June 30th 2022 and round two of application acceptance on September 26th 2022. We have received 131 applications and have concluded the initial processing of applications. We have submitted check requests to our accounting department for final processing and disbursement of 119 completed and eligible applications. 119 total Grants have been distributed at this time. Round 1 and 2 check disbursement is complete as of December 20th 2022.

The Santa Cruz County Small Business Development Center (SBDC) has partnered with the County of Santa Cruz and El Pajaro Community Development Corporation to promote and administer the Microbusiness grant program. While all microbusinesses may be underserved to some extent, our partnership with the El Pajaro Community Development Corporation will ensure that our most underserved businesses and communities will be specifically targeted during this program through area and language specific outreach in south Santa Cruz County. The Santa Cruz County 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 grant program, multiple E newsletters have been distributed to the SBDC network throughout the grant application time frame and physical flyers have been 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 will be available throughout the course of the second round of grant administration and beyond.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 131

Final Awards Made – 119 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Cruz

FISCAL AGENT: Cabrillo Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>131</b>	<b>119</b>	<b>\$297,500</b>
African American	4	4	\$10,000
Alaskan Native	0	0	\$0
Asian	10	9	\$22,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	27	25	\$62,500
Native American	1	1	\$2,500
Other Pacific Islander	2	2	\$5,000
Rural	0	0	\$0
Veteran	2	2	\$5,000
White	67	62	\$155,000
Women	85	80	\$200,000

*All funding for Santa Cruz 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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# 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 our community partners in the four county region about the Microbusiness Relief Grant Program. There was much interest in the program when Sierra Business Council initially established partnership agreements, so when the program went live, SBC's focus was on reengaging those partners through direct email, newsletter blasts, phone calls, and social media. The program has been announced multiple times throughout the Sierra Business Council e-news blast, which has a reach of over 2,500 readers.

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.

By leveraging the deep contacts of SBC's SBDC Business Advisor and Outreach Specialist, the program was able to fully expend funding in Plumas, Modoc, and now Sierra Counties. Outreach over the October and November period was especially targeted towards Sierra County with only one eligible grant. Upon each new intake to the SBDC advising program, intake staff informed the clients of the open MBCRG opportunity in Sierra and Lassen Counties. Sierra County received its one and only grant application in November thanks to this targeted outreach and is now closed.

The MBCRG Program is now open only in one county, Lassen. In response to this smaller footprint, more in-person outreach is possible. The outreach specialist visited Lassen County Chamber of Commerce and Westwood Chamber of Commerce, attending Chamber meetings in both communities to spread the word and distribute flyers. Over the past 6 months, over 65 hours has been spent on technical assistance, outreach, and reporting for this program. SBDC staff is currently providing technical assistance to another applicant from Lassen County, that application is expected shortly.

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

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 3

Final Awards Made – 1 (Final)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sierra

FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3</b>	<b>1</b>	<b>\$2,500</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	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	2	1	\$2,500
Veteran	0	0	\$0
White	1	0	\$0
Women	2	1	\$2,500

*All funding for Sierra 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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Siskiyou

FISCAL AGENT: County of Siskiyou

## KEY OUTREACH ACTIVITIES:

Siskiyou Economic Development Council (EDC) has received two applications for the Microbusiness COVID-19 Relief Grant Program. Applications are currently being reviewed and will be reported on in the next reporting cycle to include awards made and additional information, as needed.

Siskiyou EDC will begin another round of marketing and outreach targeted at local farmers markets and will connect with other economic development council programs for this outreach task.

Siskiyou EDC will be sending another round to partners (including the Jefferson Economic Development Institute (JEDI), Great Northern Services (GNS), and the County of Siskiyou) for our second marketing push. Siskiyou EDC currently has approximately sixteen (16) grants left to execute.

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 2



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Siskiyou  
FISCAL AGENT: County of Siskiyou

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Aggregate demographics data will be available once final awards have reported in Siskiyou County.

# 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 MBCRG 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.

In late November, WDB re-opened the application process to continue funding the remaining grants. WDB is processing the applications on a first come serve basis until June 2023 or when the goal of 180 awardees is reached.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 679

Final Awards Made – 47 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Solano  
FISCAL AGENT: County of Solano

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>679</b>	<b>47</b>	<b>\$117,500</b>
African American	364	32	\$80,000
Alaskan Native	0	0	\$0
Asian	61	17	\$42,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	101	9	\$22,500
Native American	6	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	0	\$0
White	99	9	\$22,500
Women	425	14	\$35,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

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

## **KEY OUTREACH ACTIVITIES:**

With the extension of the grant program through June 30, 2023, Sonoma County is going to try and target specific business owners to market this program to in addition to their existing partnerships.

Specific businesses/business activities that we'll target include Mobile Food Truck Vendors, Childcare Providers, and artists from the local Creative Industry. Sonoma County will partner with the Creative Sonoma division of the Economic Development Board to host a webinar and conduct outreach through their communication and event platforms.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 279

Final Awards Made – 64 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>279</b>	<b>64</b>	<b>\$160,000</b>
African American	15	3	\$7,500
Alaskan Native	0	0	\$0
Asian	25	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	66	16	\$40,000
Native American	3	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	6	2	\$5,000
White	103	29	\$72,500
Women	152	41	\$102,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Stanislaus

**FISCAL AGENT:** Stanislaus Equity Partners

## **KEY OUTREACH ACTIVITIES:**

Stanislaus Equity Partners along with our partners Valley Sierra SBDC and Central Valley Hispanic Chamber continue to bring awareness of the MBCRG program to diverse underserved populations in the County.

The following are marketing activities executed by Stanislaus Equity Partners:

- Invited and presented the MBCRG program at various Chamber of Commerce events throughout the County
- Continued to canvas and drop off flyers in southern and northern 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), Oakdale (pop. 23,235), Riverbank (pop. 24,844)
- Set up information tables at Hispanic Grocery Stores in underserved rural communities the County
- Radio station announcements were done once each month
- Met with parishioners at several local churches to share awareness of the grant
- Spoke at a Women in Business group

The following outreach activities were led by Valley Sierra SBDC:

- Flyers were placed at each workshop they had in both months
- Shared social media posts

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

- Flyers were placed at information tables during Chamber mixer events and ribbon cuttings

Stanislaus Equity Partners has an intake team with three MBCRG bilingual (English & Spanish) to provide technical assistance. There is a dedicated phone line and email 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 has assisted in scanning and uploading documents. The team also follows up with applicants with missing documents and send application status updates.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 99

Final Awards Made – 23 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Stanislaus

FISCAL AGENT: Stanislaus Equity Partners

## AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>99</b>	<b>23</b>	<b>\$57,500</b>
African American	13	5	\$12,500
Alaskan Native	0	0	\$0
Asian	3	1	\$2,500
Hawaiian Native	1	0	\$0
Hispanic or Latino	40	12	\$30,000
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	99	0	\$0
Veteran	5	0	\$0
White	22	2	\$5,000
Women	56	14	\$35,000

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sutter

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

## **KEY OUTREACH ACTIVITIES:**

### **Community Events Outreach:**

YSEDC staff or representatives attended nine community events that were provided direct services or involvement of businesses in area. Staff personally visited attending vendors to create awareness of the program handing out flyers in three languages (English, Punjabi, and Spanish) and vetted potential applicants. There were approximately 320 business attendees at these events. Event sponsors included City of Marysville, Chinatown Association, Wide-Awake Geek, Yuba College, Yuba-Sutter Chamber of Commerce, Alma Festivals, St. Joseph's Catholic Church, Sikh Temple (Terra Buena), and United Way. All these events were regionally based.

### **Social Media Marketing:**

YSEDC did two email campaigns marketing to 2,894 businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 44 percent (1,264) open rate and 5 percent (131) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 126 people reached on Face Book and was shared by 9 community partners.

### **In-person Business Visits:**

YSEDC staff, Alliance for Hispanic Advancement, and Punjabi American Heritage Society to conducted in-person visits to 25 businesses in the Yuba-Sutter region (5 Sutter County, 20 Yuba County).

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

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 44

Final Awards Made – 23 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sutter

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>44</b>	<b>23</b>	<b>\$57,500</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	3	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	30	13	\$32,500
Native American	17	10	\$25,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	1	1	\$2,500
White	38	18	\$45,000
Women	33	17	\$42,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama  
FISCAL AGENT: 3CORE Inc.

## KEY OUTREACH ACTIVITIES:

3CORE has continued to provide information on the CA Microbusiness COVID19 Relief Grant program to partner groups and organizations. 3CORE staff have also attended various community events throughout Tehama County to provide information about the program to eligible vendors. This information has been provided in Spanish and English, including program flyers to leave behind.

Events where outreach has taken place during this reporting period include the Tuesday night markets in Corning, in person business walks in the Red Bluff area, an evening event put on by the Corning Chamber of Commerce where various county partners were in attendance, bi-monthly business mixers hosted by the Red Bluff Chamber of commerce called "Good Morning Red Bluff" and include partner organizations as well as small business owners.

To date, the partner organizations that 3CORE has provided this information to in Tehama County include the North State Hispanic Chamber of Commerce, Red Bluff Chamber of Commerce, the Job Training Center (the local workforce development provider), and Araceli Rentería – a local bilingual business consultant.

3CORE staff, in partnership with the North State Hispanic Chamber of Commerce have provided information to minority owned businesses in Tehama County by visiting with business owners in-person and providing technical assistance, as needed, to answer questions about the program and for them to apply. This includes sitting down with the business owner and completing the application with them on a laptop. The Hispanic Chamber also provides information by periodically conducting live interviews in Spanish via their social media platforms. Interviews include 3CORE staff providing information on the CA Microbusiness Grant Program.

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

## AWARDS SUMMARY (AS OF 11/30/2022)

Applications Received – 31  
Final Awards Made – 17 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama  
FISCAL AGENT: 3CORE Inc.

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>31</b>	<b>17</b>	<b>\$42,500</b>
African American	2	0	\$0
Alaskan Native	2	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	15	10	\$25,000
Native American	0	0	\$0
Other Pacific Islander	2	1	\$2,500
Rural	31	17	\$42,500
Veteran	0	0	\$0
White	16	9	\$22,500
Women	20	11	\$27,500

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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.*

\* 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.

\*\* Total applications received may include ineligible applications.

# 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).

## 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 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

\* 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.

\*\* Total applications received may include ineligible applications.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yolo

**FISCAL AGENT:** County of Yolo

## **KEY OUTREACH ACTIVITIES:**

Yolo County collaborated 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. Rural Innovations in Social Economics distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and distributed program information in the Fall and Winter editions of 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their October and November newsletters 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 outreach materials in Russian. Additionally, outreach was conducted to Yolo Farm Bureau at their October 3rd meeting, encouraging referrals to farmers, which led to an increase in applications from farmers.

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

With this assistance in outreach through the Yolo County Board of Supervisors, internal recruitment, and a presentation at the Yolo County Farm Bureau meeting, this helped Yolo County reach its goal of providing funding to micro businesses throughout the County.

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 197

Final Awards Made – 88 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yolo  
FISCAL AGENT: County of Yolo

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>197</b>	<b>88</b>	<b>\$220,000</b>
African American	25	16	\$40,000
Alaskan Native	0	0	\$0
Asian	22	7	\$17,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	44	22	\$55,000
Native American	4	2	\$5,000
Other Pacific Islander	2	1	\$2,500
Rural	3	0	\$0
Veteran	6	6	\$15,000
White	50	30	\$75,000
Women	92	44	\$110,000

*All funding for Yolo 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.*

\* 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.

\*\* Total applications received may include ineligible applications.



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yuba

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

## **KEY OUTREACH ACTIVITIES:**

### **Community Events Outreach:**

YSEDC staff or representatives attended nine community events that were provided direct services or involvement of businesses in area. Staff personally visited attending vendors to create awareness of the program handing out flyers in three languages (English, Punjabi, and Spanish) and vetted potential applicants. There were approximately 320 business attendees at these events. Event sponsors included City of Marysville, Chinatown Association, Wide-Awake Geek, Yuba College, Yuba-Sutter Chamber of Commerce, Alma Festivals, St. Joseph's Catholic Church, Sikh Temple (Terra Buena), and United Way. All these events were regionally based.

### **Social Media Marketing:**

YSEDC did two email campaigns marketing to 2,894 businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 44 percent (1,264) open rate and 5 percent (131) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 126 people reached on Face Book and was shared by 9 community partners.

### **In-person Business Visits:**

YSEDC staff, Alliance for Hispanic Advancement, and Punjabi American Heritage Society to conducted in-person visits to 25 businesses in the Yuba-Sutter region (5 Sutter County, 20 Yuba County).

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

## **AWARDS SUMMARY (AS OF 11/30/2022)**

Applications Received – 52

Final Awards Made – 28 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yuba

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 11/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>52</b>	<b>28</b>	<b>\$70,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	5	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	28	12	\$30,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	1	2	\$5,000
White	42	13	\$32,500
Women	35	17	\$42,500

\* 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.

\*\* Total applications received may include ineligible applications.