

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PARTICIPATING COUNTIES AND PLANNED OUTREACH ACTIVITIES

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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.



This Program is funded by the State of California and administered by the Office of the Small Business Advocate (CalOSBA)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PROGRAM OVERVIEW

The California Micro Business 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.

The first round was open to County government agencies only and applications were accepted between Monday, October 11, 2021 and Tuesday, November 30, 2021. Applications were received from twenty-six (26) County agencies.

Applications are currently being accepted in a second round from Counties that did not apply in the first round as well as consortiums of nonprofits that wish to represent the County in its place. Applications for the second round opened January 26, 2022 and will close March 10, 2022.

Per statute, CalOSBA issues this first report to identify the fiscal agents awarded the funding, the amount received by each fiscal agent, the key outreach activities committed to in each grantmaking agreement, and the county served.

Microbusinesses interested in learning how to apply for a Microbusiness COVID-19 Relief Grant may contact the grantmaking entity for their County as indicated in this report.

Subsequent reports can be found online at [business.ca.gov/about/publications](https://business.ca.gov/about/publications)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** ALAMEDA, AMADOR, CONTRA COSTA, EL DORADO

**FISCAL AGENT:** CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

**AMOUNT RECEIVED:** \$3,836,089.90

## KEY OUTREACH ACTIVITIES:

### Outreach & Marketing Partners:

- Amador:
  - Motherlode Job Training
  - Victory Village
  - Amador Community Foundation
  - Top Cop
- Alameda:
  - Oakland Metropolitan Chamber of Commerce
  - Berkeley Chamber
  - Mid Alameda County Consortium (MACC)
  - Rubicon Programs
- Contra Costa:
  - Rubicon Programs
  - San Pablo EDC
  - El Sobrante Chamber of Commerce
  - Richmond Community Foundation
- El Dorado:
  - Tahoe Chamber
  - El Dorado Hills Chamber of Commerce
  - El Dorado Community Foundation
  - El Dorado County Chamber of Commerce

### Languages Serviced:

- Alameda
  - English, Spanish, Chinese, Vietnamese
- Amador
  - English, Spanish
- Contra Costa
  - English, Spanish, Tagalog, Chinese
- El Dorado
  - English, Spanish

### Outreach Tools:

- Email application and marketing materials to local community offices (including libraries and schools)
- Setup informational booths at street fairs and farmers markets
- Mail marketing collateral to grocery stores, food banks, hardware stores, event venues, coffee shops, restaurants, and food trucks.
- Advertisements through radio, newspapers, bus stops, taxis, billboards
- Social media promotion on Facebook and Instagram



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** BUTTE AND TEHAMA

**FISCAL AGENT:** 3CORE, INC.

**AMOUNT RECEIVED:** \$337,856.78

## KEY OUTREACH ACTIVITIES:

### Outreach & Marketing Partners:

- Araceli Gutiérrez Rentería
- Chico Chamber of Commerce
- Corning Chamber of Commerce
- Job Training Center
- Kate & Company
- North State Planning and Development Collective
- Oroville Chamber of Commerce
- Paradise Ridge Chamber of Commerce
- Butte College Small Business Development Center

### Languages Serviced:

- English
- Spanish
- Hmong

### Outreach Tools:

- In-person outreach walks through local communities
- Email promotion through newsletters and announcements
- News broadcasts through Telemundo Spanish
- Radio advertisement through Stereo Salvaje and KZFR
- Social media promotion
- Outreach at local Downtown Chico Thursday Night Market

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** FRESNO

**FISCAL AGENT:** COUNTY OF FRESNO AND THE FRESNO AREA HISPANIC FOUNDATION

**AMOUNT RECEIVED:** \$1,294,184.19

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Fresno Area Hispanic Foundation
- California Hmong Chamber of Commerce
- The Hidden Wealth Foundation
- Fresno County Economic Development Corporation (EDC)

Languages Serviced:

- English
- Spanish
- Hmong
- Punjabi

Outreach Tools:

- Digital advertising through social media
- Advertising at swap meets and farmers markets
- Television commercials through local networks (e.g., KSEE 24, ABC 30, FOX 26, CBS 47, Telemundo, and Univision 21)
- Printed advertisements and direct door-to-door outreach

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** KERN

**FISCAL AGENT:** KERN COUNTY EMPLOYERS' TRAINING RESOURCE AND  
KERN ECONOMIC DEVELOPMENT FOUNDATION

**AMOUNT RECEIVED:** \$1,152,387.30

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Kern Economic Development Corporation
- Small Business Development Center at California State University Bakersfield
- Kern Women's Business Center
- Community Action Partnership of Kern County

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Informational webinars
- Digital advertising through social media (Facebook, Instagram, and Youtube)
- Television advertising on *Job Corner* (KGET TV and Telemundo)
- Newsletter promotion by outreach partners
- Local radio and television public service announcements

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** KINGS

**FISCAL AGENT:** COUNTY OF KINGS JOB TRAINING OFFICE

**AMOUNT RECEIVED:** \$192,288.29

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Fresno Area Hispanic Foundation
- Tulare Kings Hispanic Chamber of Commerce
- Hanford Chamber of Commerce
- Greater Kings Chamber of Commerce

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Flyers and in-person marketing at swap meets, farmers markets, and direct door-to-door
- Digital marketing on social media
- Commercials and public services announcements through local radio and television networks (KSEE 24, ABC 30, FOX 26, CBS 47, Telemundo, and Univision 21)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** IMPERIAL

**FISCAL AGENT:** COUNTY OF IMPERIAL

**AMOUNT RECEIVED:** \$234,505.42

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Imperial Valley Small Business Development Center
- Imperial Valley Regional Chamber of Commerce
- Calipatria Chamber of Commerce
- Vision Marketing Services DBA Canal 66
- The Chamber of Commerce for Greater Brawley

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Newspaper advertisements in Imperial Valley Press, the Desert Review, and Adelante Valle
- Online promotion on County website
- Social media promotion on Facebook and Instagram



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** LAKE

**FISCAL AGENT:** LAKE COUNTY ECONOMIC DEVELOPMENT CORPORATION

**AMOUNT RECEIVED:** \$80,599.66

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Clear Lake Chamber of Commerce
- Lake County Chamber of Commerce
- Community Development Services
- City of Clearlake
- City of Lakeport

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Social Media (Facebook) and Webinar promotion.
- In-person and online presentations.
- Direct outreach at farmers markets, craft fairs, and other community events.
- Partner e-newsletter, social media, and website advertisement.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** LASSEN, MODOC, PLUMAS, SIERRA

**FISCAL AGENT:** SIERRA BUSINESS COUNCIL

**AMOUNT RECEIVED:** \$73,575.86

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Alliance for Workforce Development, Inc.
- Plumas Bank
- Sierra County Arts Council
- Sierra County Chamber of Commerce
- Sierra County Visitors Bureau
- Quincy Chamber of Commerce
- Plumas County Arts Commission
- Lassen County Chamber of Commerce
- Modoc Harvest
- Superior California Economic Development, Inc.

Languages Serviced:

- English
- Spanish
- Vietnamese
- Punjabi
- Farsi

Outreach Tools:

- In-person outreach at community meetings and local Chamber events
- Press releases distribution
- Social media promotion
- Email newsletter advertisements
- Printed collateral at partner offices

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** LOS ANGELES

**FISCAL AGENT:** LOS ANGELES COUNTY DEPARTMENT OF ECONOMIC OPPORTUNITY

**AMOUNT RECEIVED:** \$12,661,555.77

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Vermont Slason Economic Development Corporation (VSEDC)
- Asian Pacific Islander Small Business Program
- Pacific Asian Consortium in Employment (PACE)
- Inclusive Action of the City (IAC)
- New Economics for Women (NEW)
- Small Business Development Centers

Languages Serviced:

- English
- Spanish
- Chinese
- Tagalog
- Korean
- Armenian
- Vietnamese
- Farsi
- Japanese
- Russian

Outreach Tools:

- Promotion through local partners and technical assistance providers
- Canvassing in business corridors
- Marketing through ethnic media sources, county media, and other print marketing



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MADERA

**FISCAL AGENT:** COUNTY OF MADERA

**AMOUNT RECEIVED:** \$199,764.63

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Madera County Economic Development Commission (MCEDC)
- Madera County Workforce Investment Corporation (MCWIC)
- Community Action Partnership Madera County (CAPMC)
- Madera Chamber of Commerce
- Madera Coalition for Community Justice

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Website advertisement
- Social media promotion (Facebook and Twitter)
- Flyers available at County offices and community events
- Direct physical outreach to communities

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MARIN

**FISCAL AGENT:** COUNTY OF MARIN

**AMOUNT RECEIVED:** \$324,937.38

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Marin Small Business Development Center
- Hispanic Chamber of Commerce
- San Rafael Chamber of Commerce
- Marin Child Care Council
- Latino Council
- Canal Alliance
- Community Action Marin
- Workforce Alliance of the North Bay

Languages Serviced:

- Cantonese
- English
- French
- Mandarin
- Spanish
- Creole
- Filipino
- Korean
- Portuguese
- Vietnamese

Outreach Tools:

- Social media promotion (Facebook, LinkedIn, Instagram, etc.)
- Partner distribution in newsletters and on websites
- Local radio interviews
- Printed advertisement in local Marin Independent Journal (IJ)
- Direct community distribution of flyers
- Canvassing to businesses and hubs in community
- Posting at community boards, grocery stores, churches, etc.
- Visits to parent associations and other group associations
- Visits to food and sidewalk vendor operations

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MARIPOSA

**FISCAL AGENT:** COUNTY OF MARIPOSA

**AMOUNT RECEIVED:** \$22,736.57

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- University of California, Merced Small Business Development Center
- Mariposa County Chamber of Commerce
- Economic Development Corporation of Mariposa County (EDC)
- Main Street Mariposa
- The Alliance for Community Transformations

Languages Serviced:

- English

Outreach Tools:

- Social media and online marketing (Facebook, County website, Instagram)
- Community outreach
- Networking at local events and public meetings
- Local radio announcements (KRZY)
- Email newsletters and press releases



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MENDOCINO

**FISCAL AGENT:** COUNTY OF MENDOCINO AND ECONOMIC  
DEVELOPMENT AND FINANCING CORPORATION

**AMOUNT RECEIVED:** \$109,250.73

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Economic Development and Financing Corporation
- Community Foundation of Mendocino County
- North Coast Opportunities
- West Business Development Center

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Website promotion through County and partners
- Social media (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Newsletter distribution
- Radio PSA through KOZT KZYX and KGUA
- News articles with Ukiah Daily Journal, Advocate News, The Mendocino Beacon, and Willits Weekly

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MERCED

**FISCAL AGENT:** COUNTY OF MERCED DEPARTMENT OF WORKFORCE INVESTMENT

**AMOUNT RECEIVED:** \$359,050.42

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Central Valley Opportunity Center
- Fresno Area Hispanic Foundation
- Los Banos Chamber of Commerce
- Merced County Hispanic Chamber of Commerce
- Merced Lau Family Community, Inc.

Languages Serviced:

- English
- Spanish
- Hmong
- Punjabi

Outreach Tools:

- Social media promotion (Facebook, Instagram)
- Print media distribution (flyers, banners, advertisements)
- Direct messaging through partner networks (emails, social media, newsletters, text and phone messages)
- Presentations at local events (council meetings, community partner meetings, community events, swap meets)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** MONTEREY

**FISCAL AGENT:** MONTEREY COUNTY WORKFORCE DEVELOPMENT BOARD

**AMOUNT RECEIVED:** \$551,251.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Salinas United Business Association
- El Pajaro Community Development Corporation
- Cal Coastal Small Business Development Center
- Turning Point of Central California, Inc.
- The Monterey Peninsula Chamber of Commerce
- The Salinas Valley Chamber of Commerce
- The Monterey County Business Council
- Equus Workforce Solutions

Languages Serviced:

- English
- Spanish
- Korean
- Vietnamese
- Japanese
- Filipino
- Ilocano
- German
- French
- Russian

Outreach Tools:

- Informational webinars
- Community pop-up events at libraries and partner locations
- Press release and public service announcements through local media outlets, television channels, radio stations, and newspapers
- Social media promotion (Facebook, Instagram, LinkedIn, Twitter)
- Email notifications
- Door-to-door outreach and physical flyer distribution



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** NAPA

**FISCAL AGENT:** NAPA COUNTY

**AMOUNT RECEIVED:** \$173,498.52

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Workforce Development Board of Solano County
- Solano-Napa Small Business Development Center
- Napa Hispanic Chamber of Commerce
- Community Resources for Children

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Direct outreach at Napa-Vallejo Flea Market
- Promotion on County and partner websites
- Social media promotion
- Radio advertisement through KVON
- Direct outreach to local sidewalk vendors

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** NEVADA

**FISCAL AGENT:** NEVADA COUNTY AND SIERRA BUSINESS COUNCIL

**AMOUNT RECEIVED:** \$122,860.90

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Sierra Business Council
- Nevada County Arts Council
- Grass Valley Downtown Association
- Nevada County Economic Resource Council
- Nevada County Chamber of Commerce
- Truckee Downtown Merchants Association

Languages Serviced:

- English
- Spanish
- Vietnamese
- French
- Punjabi
- Hindi
- Farsi
- Pashto
- Dari

Outreach Tools:

- Local radio (KNCO, KVMR)
- Newspapers and online media promotion (YubaNet, The Union Newspaper)
- County newsletter
- Social media (Facebook, Instagram, NextDoor, Twitter)
- Direct outreach at community events and farmers markets

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** ORANGE

**FISCAL AGENT:** ORANGE COUNTY WORKFORCE DEVELOPMENT BOARD

**AMOUNT RECEIVED:** \$3,975,481.68

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- City of Santa Ana
- City of Laguna Niguel
- La Habra Area Chamber of Commerce
- City of Mission Viejo
- Orange County Inland Empire Small Business Development Center
- City of Irvine
- City of Rancho Santa Margarita
- SCORE Orange County
- U.S. Small Business Administration Orange County/Inland Empire District
- The San Clemente Chamber of Commerce
- Orange Chamber of Commerce

Languages Serviced:

- English
- Spanish
- Vietnamese
- Chinese (Mandarin and Cantonese)
- Korean
- Tagalog
- Persian
- Japanese
- Arabic
- Hindi

Outreach Tools:

- County and partner website promotion
- Informational webinars
- Physical flyer and brochure distribution
- Social media promotion (Facebook, Twitter, Instagram, YouTube)
- Newspaper advertisements (Orange County Register)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** PLACER

**FISCAL AGENT:** PLACER COUNTY AND SIERRA BUSINESS COUNCIL

**AMOUNT RECEIVED:** \$510,500.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Placer Community Foundation
- North Lake Tahoe Chamber of Commerce
- North Tahoe Business Association
- Tahoe City Downtown Association
- Colfax Chamber of Commerce
- Auburn Chamber of Commerce

Languages Serviced:

- English
- Spanish
- Vietnamese
- Punjabi
- Farsi

Outreach Tools:

- Press releases
- Social media
- Email newsletters
- County and Reopen Placer websites
- Printed mailers and newspaper advertisements

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** RIVERSIDE

**FISCAL AGENT:** COUNTY OF RIVERSIDE AND CHARITABLE VENTURES

**AMOUNT RECEIVED:** \$3,093,964.21

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Coachella Valley Small Business Development Center
- Get in Motion Entrepreneurs
- MicroEnterprise Collaborative of Inland Southern California
- Asociación of Emprendedoras
- Small Business Majority

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Website advertisement
- Direct outreach via flyers at street vending locations
- Newsletter email distribution
- Social Media (Facebook, Twitter, Instagram, LinkedIn)
- Local media outlets (radio, online, TV, print)
- Public service announcements
- Partner YouTube videos and Podcast channels

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SACRAMENTO

**FISCAL AGENT:** COUNTY OF SACRAMENTO OFFICE OF ECONOMIC DEVELOPMENT

**AMOUNT RECEIVED:** \$1,967,500.00

## KEY OUTREACH ACTIVITIES:

### Outreach & Marketing Partners:

- California Capital Financial Development Corporation
- California Hispanic Chambers of Commerce
- Sacramento Inclusive Economic Development Collaborative
- Sacramento Metropolitan Chamber of Commerce

### Languages Serviced:

- English
- Spanish
- Chinese
- Arabic
- Farsi
- Hmong
- Punjabi
- Russian
- Tagalog
- Vietnamese

### Outreach Tools:

- Email and newsletter distribution
- Dedicated informational website
- Social media promotion (Facebook, Twitter, Instagram, NextDoor)
- Local print, TV, and radio media distribution; including ethnic media outlets (Univision, Crossings TV, Vida en El Valle, Telemundo, The Observer, Salvic Sacramento, and Russian American Media)
- Digital sign advertisement on Highway 99 at Calvine



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN BENITO

**FISCAL AGENT:** COUNTY OF SAN BENITO

**AMOUNT RECEIVED:** \$155,077.00

## KEY OUTREACH ACTIVITIES:

### Outreach & Marketing Partners:

- San Benito County Chamber of Commerce
- Cal Coastal Small Business Development Center
- San Benito County Chamber of Commerce Foundation
- Economic Development Corporation of San Benito County
- Monterey County Veterans Services

### Languages Serviced:

- English
- Spanish

### Outreach Tools:

- Social media (Facebook, Instagram, Twitter)
- Informational presentations and webinars
- Local newspaper advertisements
- Online news promotion (BenitoLink, Hollister Freelance)
- Printed flyers at community facilities
- Direct outreach at farmers markets and community events
- Announcements at County Board meetings

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN BERNARDINO

**FISCAL AGENT:** SAN BERNARDINO COUNTY ECONOMIC DEVELOPMENT  
DEPARTMENT

**AMOUNT RECEIVED:** \$2,742,845.15

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Inland Empire Regional Chamber of Commerce
- Chino Valley Chamber of Commerce
- Black Chamber of Commerce Inland Empire
- MicroEnterprise Collaborative of Inland Southern California
- California Hispanic Chambers of Commerce
- Making Hope Happen Foundation
- AmPac Business Capital

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Radio advertisements (Que Buena FM, KGGI FM, KFI AM)
- Social media promotion (Facebook, LinkedIn, Twitter)
- Printed collateral (flyers) at in-person meetings and events
- Informational workshops and webinars
- Online advertisement (website, emails, newsletters)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN DIEGO

**FISCAL AGENT:** COUNTY OF SAN DIEGO

**AMOUNT RECEIVED:** \$4,175,000.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Southwestern College District
- Asian Business Association San Diego
- East County Economic Development Council
- Logan Heights Community Development Corporation
- South County Economic Development Council

Languages Serviced:

- English
- Spanish
- Vietnamese
- Chinese
- Filipino
- Arabic

Outreach Tools:

- Print media flyers
- Website advertising
- Direct promotion at community events (swap meets, farmers markets)
- Social media promotion
- Door-to-door canvassing and direct calls



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN FRANCISCO

**FISCAL AGENT:** MISSION ECONOMIC DEVELOPMENT AGENCY

**AMOUNT RECEIVED:** \$1,102,995.10

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- North East Federal Credit Union
- Kultivate Labs
- SF Black Wall Street
- Asian Inc.
- SF LGBT Center

Languages Serviced:

- English
- Chinese
- Tagalog
- Vietnamese
- Spanish

Outreach Tools:

- Virtual information sessions (Facebook Live and Instagram Live).
- Social media promotion (Facebook, Twitter, Instagram, YouTube, WeChat, and WhatsApp).
- Printed marketing materials distribution to clients.
- Radio and print media with local Chinese and Spanish media outlets.
- In-person outreach in local neighborhoods.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN JOAQUIN

**FISCAL AGENT:** COUNTY OF SAN JOAQUIN

**AMOUNT RECEIVED:** \$987,684.89

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- San Joaquin County Workforce Development Board
- African American Chamber of Commerce of San Joaquin County
- San Joaquin County Hispanic Chamber of Commerce
- Ripon Chamber of Commerce
- Greater Stockton Chamber of Commerce
- Lodi District Chamber of Commerce
- Manteca Chamber of Commerce
- Tracy Chamber of Commerce
- San Joaquin Delta College Small Business Development Center

Languages Serviced:

- English
- Spanish
- Tagalog
- Punjabi
- Chinese
- Khmer
- Vietnamese
- Arabic
- Persian
- Hmong

Outreach Tools:

- Social media promotion (Facebook, Twitter, Instagram, LinkedIn)
- Email notifications to business community listserv
- Direct flyer distribution at local community facilities
- In-person and flyer distribution to rural community businesses
- Online banner promotion on San Joaquin County Employment and Economic Development (EEDD) website
- Local radio station promotion

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SAN MATEO

**FISCAL AGENT:** COUNTY OF SAN MATEO AND RENAISSANCE  
ENTREPRENEURSHIP CENTER

**AMOUNT RECEIVED:** \$964,630.67

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Renaissance Entrepreneurship Center
- Environmental Innovations, Inc.
- Peninsula Chinese Business Association
- San Mateo County Economic Development Association
- Casa Circulo Cultural
- Bay Area Community Health Advisory Council

Languages Serviced:

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Tagalog
- Vietnamese
- Korean

Outreach Tools:

- In-person and door-to-door direct engagement
- Physical flyer distribution
- Inter-agency partner distribution
- Social media promotion
- Press release



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SANTA BARBARA

**FISCAL AGENT:** COUNTY OF SANTA BARBARA AND THE SANTA BARBARA FOUNDATION

**AMOUNT RECEIVED:** \$556,119.99

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Santa Maria Valley Chamber of Commerce
- Santa Barbara South Coast Chamber of Commerce
- Economic Development Collaborative
- Lompoc Valley Chamber of Commerce & Visitors Bureau

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Physical flyers
- Newsletter flyers
- Direct outreach through technical assistance providers
- County email subscription promotion
- Social media (Facebook, Instagram, Twitter, LinkedIn)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SANTA CLARA

**FISCAL AGENT:** COUNTY OF SANTA CLARA AND ENTERPRISE  
FOUNDATION

**AMOUNT RECEIVED:** \$2,438,122.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Enterprise Foundation
- Services, Immigrant Rights & Educational Network (SIREN)
- Yacanex Community
- ConXion to Community
- Santa Clara County Black Chamber of Commerce
- Hispanic Chamber of Commerce Silicon Valley
- The Vietnamese American Commerce of Northern California
- The Filipino American Chamber of Commerce of Silicon Valley
- Day Worker Center of Mountain View
- Alum Rock Business Network
- Catholic Charities of Santa Clara County
- Small Business Concierge Communications & Digital Media Incorporation

Languages Serviced:

- English
- Tagalog
- Hindi
- Japanese
- Spanish
- Korean
- Farsi
- Russian
- Mandarin
- Portuguese
- Khmer
- Vietnamese
- Punjabi
- Italian

Outreach Tools:

- Radio and print marketing
- Public press releases and advertisement through County departments
- Email notifications to registered businesses

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SANTA CRUZ

**FISCAL AGENT:** CABRILLO COMMUNITY COLLEGE DISTRICT AND THE SANTA CRUZ SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

**AMOUNT RECEIVED:** \$329,148.88

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Santa Cruz Business Council
- Santa Cruz County Chamber of Commerce
- Pajaro Valley Chamber of Commerce & Agriculture
- El Pajaro Community Development Corporation

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Dedicated website page for information, resources, and application link
- Social media promotion on Instagram, LinkedIn, Facebook, Twitter
- Marketing through Santa Cruz SBDC Newsletter and banner advertisements on Santa Cruz SBDC website
- Partner marketing through newsletters and training services



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SISKIYOU

**FISCAL AGENT:** COUNTY OF SISKIYOU

**AMOUNT RECEIVED:** \$55,880.24

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Siskiyou County Economic Development Corporation
- Siskiyou Small Business Development Center
- Women's Business Center at JEDI
- Great Northern Services

Languages Serviced:

- English

Outreach Tools:

- In-person outreach to local businesses.
- Website promotion through partners.
- Social media advertisements and webinars.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SOLANO

**FISCAL AGENT:** COUNTY OF SOLANO

**AMOUNT RECEIVED:** \$552,785.83

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Workforce Development Board of Solano County
- Solano Small Business Development Center
- Solano Hispanic Chamber of Commerce
- Solano County Black Chamber of Commerce

Languages Serviced:

- English
- Spanish
- Tagalog
- Chinese
- Farsi
- Portuguese
- Punjabi
- Vietnamese

Outreach Tools:

- Website advertisements
- Social media
- Informational webinars
- Direct outreach through technical assistance providers

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SONOMA

**FISCAL AGENT:** COUNTY OF SONOMA AND WORKING SOLUTIONS CDFI

**AMOUNT RECEIVED:** \$610,367.82

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Corazón Healdsburg
- Russian River Chamber of Commerce
- Raizes Collective
- Cloverdale Chamber of Commerce
- Hispanic Chamber of Commerce of Sonoma County

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Newsletters and digital communications
- Direct outreach at public forums
- Radio and television advertisement
- Social media promotion (Facebook, Twitter, Instagram, LinkedIn)
- County website advertisement



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** STANISLAUS

**FISCAL AGENT:** STANISLAUS EQUITY PARTNERS, INC.

**AMOUNT RECEIVED:** \$700,826.00

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- City Ministry Network (CMN)
- Central Valley Hispanic Chamber of Commerce (CVHCC)
- Valley Sierra Small Business Development Center (SBDC)
- Rolling F Credit Union

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Local radio broadcasts in English and Spanish
- Social media promotion
- In-person local event outreach
- Distribution in email campaigns
- Public service announcements and press releases through local media (Univision, Telemundo, La Favorita Radio, etc.)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** SUTTER AND YUBA

**FISCAL AGENT:** YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION

**AMOUNT RECEIVED:** \$227,776.60

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Alliance for Hispanic Advancement (AHA)
- Sutter County One Stop (SCOS)
- Yuba Sutter Chamber of Commerce (YSCC)
- Yuba County Office of Education/One Stop (YCOE/OS)

Languages Serviced:

- English
- Spanish
- Punjabi

Outreach Tools:

- Social media promotion (Facebook, Twitter, LinkedIn, Instagram)
- Direct mail and email advertisements
- Local print and radio media
- Public presentations at civic organization meetings and public forums

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** TULARE

**FISCAL AGENT:** COUNTY OF TULARE WORKFORCE INVESTMENT BOARD

**AMOUNT RECEIVED:** \$607,249.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Tulare Kings Hispanic Chamber of Commerce
- Proteus, Inc.
- CSET Community Initiatives Department
- Valley Community Small Business Development Center

Languages Serviced:

- English
- Spanish

Outreach Tools:

- Email and newsletter promotions
- Social media posts (Facebook, Instagram, LinkedIn)
- Direct outreach at local events (Health Fairs, Blossom Festival), swap meets, and town hall events
- Local newspaper advertisements (Ivanhoe Sol)
- Radio promotion (Univision Contacto Comuntario, La Radio Campesina)
- Informational webinars



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** VENTURA

**FISCAL AGENT:** COUNTY OF VENTURA

**AMOUNT RECEIVED:** \$1,052,841.00

## KEY OUTREACH ACTIVITIES:

Outreach & Marketing Partners:

- Women's Economic Ventures
- Economic Development Collaborative
- Westside Community Development Corporation
- Ventura County Community Foundation

Languages Serviced:

- English
- Spanish
- Arabic
- Chinese
- Filipino
- Korean
- Thai
- Vietnamese

Outreach Tools:

- Website launch with informational documentation
- Print ads in County publications
- Social media platforms
- E-newsletters
- Video spotlights on County platforms
- Email notification to registered businesses and through partners
- In-person canvassing through partners
- Direct phone calls to eligible businesses

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** YOLO

**FISCAL AGENT:** COUNTY OF YOLO

**AMOUNT RECEIVED:** \$274,169.93

## **KEY OUTREACH ACTIVITIES:**

Outreach & Marketing Partners:

- Rural Innovations in Social Economics Inc.
- Yolo County Children's Alliance
- Yolo County Farm Bureau
- Children's Home Society of California

Languages Serviced:

- English
- Spanish
- Russian

Outreach Tools:

- Social Media (Facebook, LinkedIn, NextDoor, Twitter)
- County website landing page
- Press release and utility bill inserts
- Physical flyers at service desks, libraries, and post offices
- Direct outreach at community events