



OFFICE OF THE SMALL BUSINESS ADVOCATE

ANNUAL REPORT TO THE GOVERNOR AND LEGISLATURE

FISCAL YEAR 2019-2020
(OCTOBER 2019 - SEPTEMBER 2020)

Annual reports are required to the Governor and the Legislature for the California Office of the Small Business Advocate (CalOSBA), pursuant to Government Code Sections 12098.4(b) and 12100.67(d). This report provides information on CalOSBA's activities and priorities during the reporting period covering October 1, 2019 to September 30, 2020. Additionally, pursuant to Government Code Section 12100.67(d), CalOSBA, which administers SB TAEP, SB CIP and SB TAP on behalf of GO-Biz, has included the grant program reporting for the same period.

This report is available for digital download at <http://business.ca.gov>. To order a hard copy, please call CalOSBA at 877.345.4633.



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Executive Summary

California small businesses are drivers of economic growth and mobility – creating jobs, building wealth, innovating to solve global problems, launching future growth industries, and defining main streets across our local communities. At 4.1 million strong, they employ 48.5 percent of the state’s private workforce and are critical drivers of the California economy.¹

In recognition of the outsized importance of small business and entrepreneurship to California’s economy, the California Office of the Small Business Advocate (CalOSBA) has focused its efforts on serving as the voice of small business and helping them navigate government and private resources to start, operate and grow their businesses.

Lack of awareness and connection to resources have been ongoing challenges in the small business community. In working towards building stronger ecosystems, CalOSBA has increased outreach and engagement through expanded networks and social media, built direct support and custom content, and developed a bridge to small businesses through its regional team advisors and the Entrepreneurship Task Force. Further, CalOSBA has fortified its program team and developed capacity to manage direct support, grants management and special initiatives to respond to marketplace demands. Critical to this successful reach has been supporting the over 80 small business technical assistance centers across the state, helping small businesses access approximately \$1.415 billion in capital and advising and training nearly 220,500 small businesses.²

Strengthening the ecosystem and helping small businesses navigate resources became increasingly critical during the COVID-19 pandemic which has severely impacted small businesses. As COVID-19 hit in March 2020, CalOSBA adapted its program and initiatives to put small business resilience at the core of all of its activities. CalOSBA has focused on advocating for critical relief programs including disaster loans and grants to help small businesses survive the pandemic. CalOSBA has doubled down on our commitment to providing direct support to help

¹ U.S. SBA’s 2020 Small Business Profiles for individual states and the nation unless indicated otherwise. <https://cdn.advocacy.sba.gov/wp-content/uploads/2020/06/04142955/2020-Small-Business-Economic-Profile-CA.pdf>
<https://advocacy.sba.gov/2019/04/24/2019-small-business-profiles-for-the-states-and-territories/>

² Businesses reached: 24,731 Capital Infusion Program (CIP) consulted, 72,773 Technical Assistance Expansion Program (TAEP) consulted, 119,921 TAEP trained, 710 Technical Assistance Program (TAP) consulted, and 2,344 TAP trained

businesses including adapting to the marketplace including through special initiatives like *#ShopSafeShopLocal* and *Get Digital CA!*

As California works to rebuild a more equitable economy, CalOSBA has increased its commitment to Governor Newsom's vision of a ***California for ALL***, which means *an economy that works for everyone*. CalOSBA has focused on creating inclusive entrepreneurial and small business ecosystems to eliminate opportunity gaps within our underserved small business groups which include women, people of color and veterans as well as communities that are low-wealth, rural and disaster impacted as they have continually faced barriers to accessing capital and resources to grow. CalOSBA's priorities are to help ensure that all of the state's entrepreneurs can **access capital, access markets, and connect to the networks and resources** they need to achieve successful business outcomes to grow the state's economy.

CalOSBA has worked diligently to build a strong foundation to serve effectively as the advocate that California small businesses need to survive and thrive.

CalOSBA Mission and Priorities

The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation and *ensures that ALL California small businesses and innovative startups have the information and direct support* they need to better navigate resources, programs and regulations. CalOSBA *serves as the voice* of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

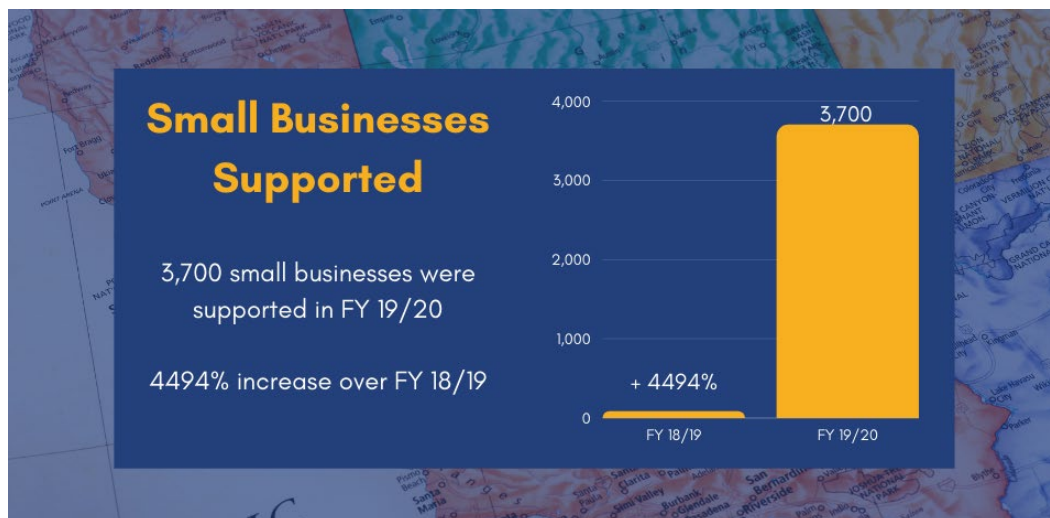


Information and Direct Support to Help Small Business Navigate Resources

Direct Small Business Support

Small businesses require assistance to connect to state, local, federal, and private programs and resources and CalOSBA is committed to helping them navigate. CalOSBA directly assists individual business owners who reach out for support through the call center, online inquiries, social media inquiries, and referrals in the community.

CalOSBA recognizes that small businesses want an accessible and customized entry point at the state level that meets their needs. CalOSBA has worked to diligently fill that gap - developing tracking systems, interagency partners, resource guides, and frequently asked questions to ensure that businesses seeking direct support are provided with the highest level of customer service and accuracy on issues across state government.



In FY19/20, CalOSBA expanded tracking to measure trends in small business needs across its platforms including Zendesk (customer relationship management system) customer service emails, voicemails, direct phone calls and direct email. A total of 3,700 small business inquiries supported, or a 4494 percent increase from the 69 requests fielded in FY18/19. Total inquiries included 3,217 Zendesk emails, of which 98.5 percent were COVID-19 direct responses. CalOSBA began tracking direct phone and email inquiries and logged 261 from March-September 2020.

And from April-September 2020, CalOSBA tracked an additional 222 Zendesk voicemails.

Content, Programs & Initiatives to Support Small Business

Calling ALL Californians: #ShopSafeShopLocal Campaign



In response to COVID-19 and early research suggestion, 44 percent of California businesses were at risk of shutting down, CalOSBA partnered with industry leaders and small business experts to provide California's small businesses with the tools and resources to help them adapt to the new marketplace and create in-person and online safe shopping experiences for all.³ The campaign was an initiative of the *Governor's Task Force on Business and Jobs Recovery* and co-led by the Task Force's Small Business Subcommittee Co-Chaired by CalOSBA Director Guzman and Nextdoor CEO Sarah Friar.

Research showed that 76 percent of small businesses surveyed had to rely more on digital tools to survive and one-third asserted they would have had to close all or part of their businesses without digital tools.⁴ To support digital adoption, the

³ Small Business Majority, April 2020

⁴ Small Business Roundtable and Facebook, May 2020

campaign featured 22 corporate partners, offering over 40 free or discounted tools, platforms and resources for California’s small businesses – with support in multiple languages. In addition, Governor Newsom declared July *California for All Small Business Month* to commemorate the initiative.

Campaign Highlights:

Website:

- 36,731 total campaign views (number of views increased nearly 3 times over normal (pre-COVID-19) activity in Jan.-Feb. 2020). This demonstrated the increased interest by consumers to shop safe and locally, and for business to operate safely with state guidance, tools and resources during the COVID-19 pandemic.
- 00:04:15 average time on page (compared to 2:08 average activity in Jan.-Feb. 2020)
- 6,765 total events (includes downloads, email sign-ups, outbound links of partner resources, and digital media toolkit download?)
 - 2,164 of the 6,765 events were click throughs to corporate partner resources



Planning to visit a local business this weekend? Remember to wear a mask and keep 6ft of physical distance between yourself and others. Keeping workers and other customers safe is an important part of supporting small businesses through the #COVID19 pandemic.
#ShopSafeShopLocal



3:15 PM · Jul 11, 2020 · Hootsuite Inc.

Social Media:

- Nextdoor: 6,110,949 active engagements⁵
- Twitter: over 378,375 Twitter impressions⁶; about 4,968 engagements
- Facebook: over 38,279 impressions⁷; over 29,233 unique individuals reached
- #ShopSafeShopLocal performance: 26,406 interactions⁸

⁵ Definition of “active engagements”: total number of times post has been actively viewed, clicked on, or engaged with (i.e., comments)

⁶ Definition of “Twitter impressions”: Total tally of all the times the Tweet has been seen. This includes not only the times it appears in a one of your followers' timeline but also the times it has appeared in search or as a result of someone liking the Tweet.

⁷ Definition of “impressions”: A metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page

⁸ Total number of interactions generated with collective mentions/threads of #ShopSafeShopLocal in social media

Corporate & Influencer Amplification Highlights:

- United Airlines: In-App promo, inbound flights – 1,246,000 unique impressions
- Sacramento Kings, 7/23-7/31: 9 billboards – 6,673,468 million impressions
- Salesforce 7/27: Twitter post – 10,000 Followers
- Small Business Roundtable, 7/30: Zoom, Facebook Live - over 500 views/1,300 reach
- Governor Gavin Newsom: Twitter post – 1.8 million Followers
- Kaiser: Instagram story – 11,300 Followers
- Nextdoor: Webinar, 7/17: Zoom, Facebook Live – over 500 views
- Google Small Business: Tweet, 150,100 Followers
- Nextdoor: Sponsored page ads for CalOSBA business page
- Slack: Promoted on small business section of Slack’s website
- Southern California Edison: Energized Article, Newsletter, LinkedIn, Instagram, Facebook, Twitter posted 7/24-31: up to 90,000 views/month; 13,000k subscribers; 29,700 reach
- Yelp: resource hub on website
- Adobe: Featured on COVID-19 recovery page on website
- Celebrity Influencers: Reese Witherspoon (23.5 million followers), Candace Nelson “Cupcake Wars (181,000), Monique Lhuillier (1.4 million)



Earned Media Highlights:

- Los Angeles Times, Politico, KTVU 2 FOX, ABC7, ABC10.com, Axios, Black Voice News, Chico Enterprise-Record, MSN, San Diego Union Tribune, among others.



*"The California Hispanic Chambers of Commerce collaborative partnership with CalOSBA has significantly impacted our Hispanic and small business community. Through the TAEP and CIP programs, we have worked with business owners to retain and create jobs in their communities and grow their businesses. Innovative programs such as **Shop Local** and **Get Digital** contribute to the continued success and growth of California's small business community." Julian Canete, President & CEO, California Hispanic Chamber of Commerce*

Get Digital CA!

With the success of the Calling ALL Californians: #ShopSafeShopLocal campaign, and the ongoing demand and need for small businesses to start their business or pivot online, CalOSBA established Get Digital CA! in September 2020 to help small businesses build the skills necessary to compete in an online marketplace and drive Californians to support small businesses online. The initiative focuses on technology trainings, free and discounted resources (continued from #ShopSafeShopLocal), digital bootcamps, and pop-up digital festivals.



Trainings:

CalOSBA partnered with *Grow with Google* to provide unique training offerings, which a 4-part workshop series and kicked off on September 22, 2020. Three of the four workshops were completed in this reporting period with a **total of 1,258 participants**. The response was positive based on post-event surveys indicating a continued need to support technology adoption across the state. A small business shared, “I recently started my YouTube channel. Thanks to your webinar I learned how to connect GMB to YouTube, which I haven't done yet, and a few other things...Thank you very much for the information I learned a lot. I plan to use all the information you provided us with.” Approximately 50 percent of the small businesses that attended the Grow with Google workshop series cited CalOSBA’s social media channels as their resource and number one way they found out about the workshops.



Digital Bootcamps:

CalOSBA also partnered with the California Small Business Development Center (SBDC) Network to launch Digital Bootcamps, an intensive 4-week small business training program to advance their digital presence. The initiative continued into FY20/21 and full program successes will be reported in FY21/22.

**Digital Pop-Up Festivals:**

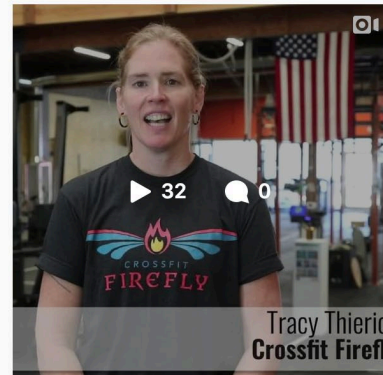
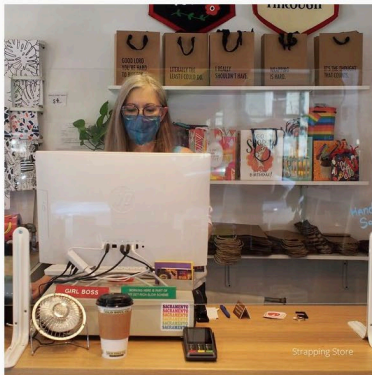
CalOSBA began developing partnerships with business organizations, like the Eva Longoria Foundation, Time Out LA, Good Stock Productions, and Keep it Oakland, to produce virtual shopping festivals across the state to continue to support online small business revenue growth during the COVID-19 pandemic. While planning launched in FY19/20 for virtual shopping festivals in Fresno, Los Angeles, Stockton and Oakland, the festivals were launched in December 2020 and will be reported in FY21/22.

"The COVID-19 pandemic has exacerbated inequities that previously existed, and that fact makes the work of CalOSBA more important now than it has ever been. The level of partnership and support has been exactly what we (Fresno Metro Black Chamber of Commerce) need as a small business technical assistance provider." Tara Lynn Gray, President & CEO, Fresno Metro Black Chamber of Commerce & Chamber Foundation

Content Portals

CalOSBA has focused on building a unique voice for small business and a direct path for them to engage with customized information, content, resources and direct support. To launch effectively, CalOSBA conducted a marketing sprint to confirm key messaging. Following brand development, CalOSBA launched a logo, email marketing, and new social media handles across multiple platforms to connect to small businesses in language and content that is accessible and relevant to them.

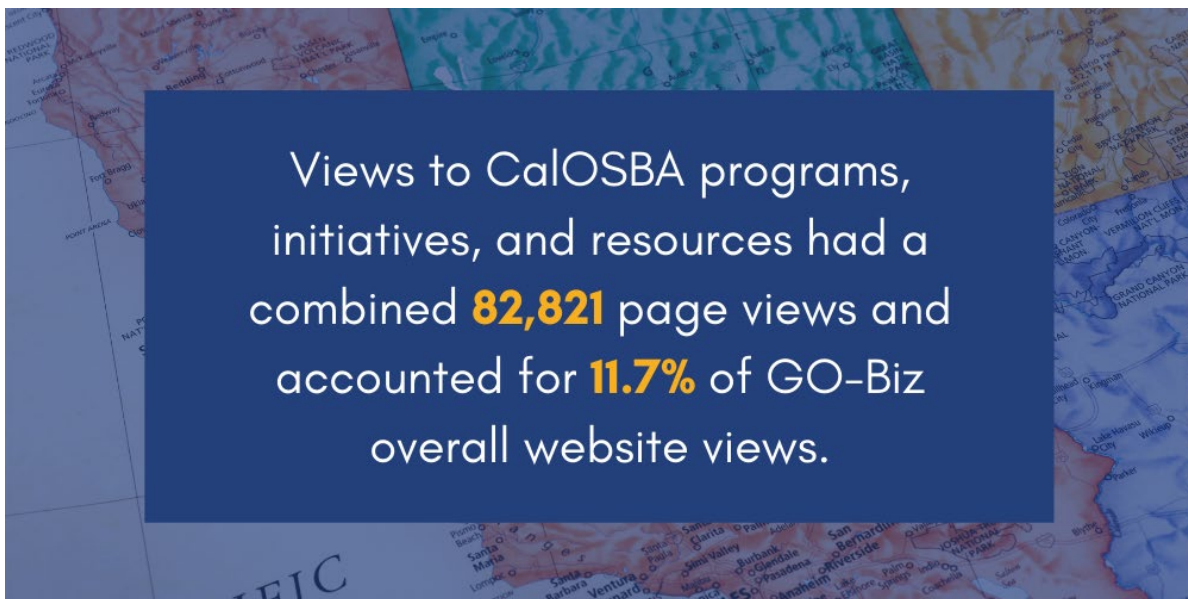
The release of a CalOSBA “digital” brand is important for creating a voice of small business. Small business owners are busy running day-to-day operations. Online communications, archived trainings and webinars, and digital resources allow startups and owners to access information at their convenience.



During the first week of April 2020, CalOSBA launched its first of two social media handles (@CaliforniaOSBA) on *Facebook* and *Twitter*, later adding presence on *Nextdoor* and *Instagram*. The social media outreach was well-timed to meet the

need for mass communication to California's 4.1 million small businesses looking for critical information, resources, and networks during COVID-19.

CalOSBA currently utilizes the Governor's Office of Business and Economic Development's website (business.ca.gov) and has been creating a small business focused website via the online business portal (<http://businessportal.ca.gov>). Programs, initiatives, and resources shared by CalOSBA had a **combined 82,821 page views** for the period. The CalOSBA page highlights links to the online business portal with general small business assistance, quick start guides, specialized programs and initiatives, and webinars, as well as information on capital and disaster guidance.



Since CalOSBA started social media efforts in late 2019, outreach with small businesses has skyrocketed.

- **Facebook – 2,188,571 28 Days Total Impressions⁹**
- **Twitter – 518,634 Impressions**
- **Nextdoor – 7,978,113 Impressions¹⁰**

CalOSBA has nearly 13,000 followers across social media platforms.

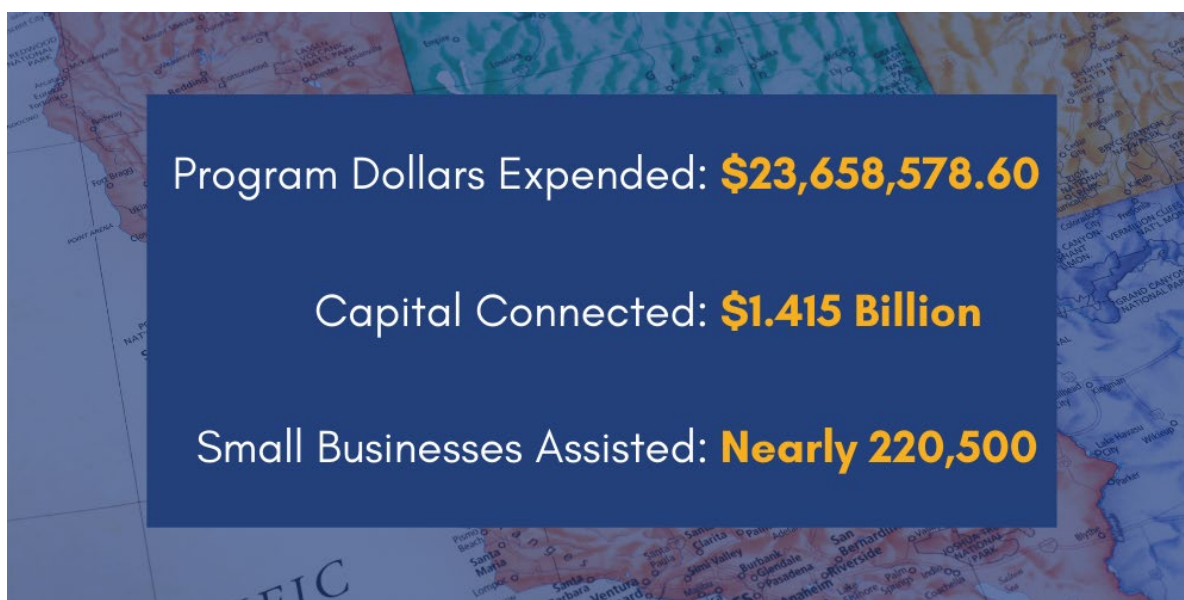
⁹ 28 Days Total Impressions: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more. This metric is used when tracking impressions over an extended period (i.e., more than a month)

¹⁰ Unique views of the post in the newsfeed. Unique opens of the email notifications that are sent to members when an agency posts. Unique clicks on the daily digest that many members receive which includes links to agency posts

Additionally, CalOSBA established communications via email campaigns to engage with the small business community and keep small businesses, advisors and key stakeholders informed. Database is under development. CalOSBA also regularly produced content for the Governor's Office of Business and Economic Development's podcast, *Made in California*, to share critical information and resources, and initiatives. Episodes that featured the CalOSBA Director accrued a total of 3,202 listens.

California's Small Business Center Network

The California Small Business Center Network is the most significant infrastructure funded by the State vital to reaching small business owners especially during disasters. The California Small Business Center Network was established through the Small Business Technical Assistance Expansion Program (SB TAEP) in 2018 through a five-year \$20 million allocation. Comprised of over 80 centers, in FY19-20, the network expended \$23,658,578.60 program dollars, helped connect small businesses to approximately \$1.415 billion in capital and advised nearly 220,500 small businesses.¹¹ The centers and their advisors provide free one-on-one consulting and free or low-cost training to help small businesses get funded, enter new markets, strengthen operations, build resiliency, and more.



CalOSBA administers and manages the network which is supported through three grant programs:

- Small Business Technical Assistance Expansion Program (SB TAEP)
- Capital Infusion Program (CIP)
- Small Business Technical Assistance Program (SB TAP)

In 2019, CalOSBA underwent a programmatic deep dive to evaluate ways to strengthen its administration and enhance the grantees' ability to better reach underserved communities. The result included a focus on partnerships, collaboration, and best practice sharing across the network to ensure strength of

¹¹ Businesses reached: 24,731 CIP consulted, 72,773 TAEP consulted, 119,921 TAEP trained, 710 TAP consulted, and 2,344 TAP trained

service offerings across the state. In addition, the program shifted to revised metrics and performance tracking to improve impact measures. CalOSBA is continuing to work with grantees of these programs to identify ways to improve impact and more effectively reach targeted underserved markets.



This year, for the first time ever, the grants application process for the Centers/Network was made available online through a custom-developed platform provided by Governor's Office of Business and Economic Development (GO-Biz) Information Technology Unit (grants.business.ca.gov). In addition, and in compliance with the Grant Information Act of 2018 (Stats. 2018, Ch.

318), TAEP, and CIP were publicly listed on <http://grants.ca.gov> when the site was rolled out in 2019.

During COVID-19, the Small Business Center Network quickly shifted to remote offerings to support the small businesses access relief and advice to navigate support. From March 15, 2020 – May 15, 2020, 64 of the 86 active centers increased support with a ten-fold increase in their delivery of financing assistance from 224 loans (\$30 million) to 2,513 loans (\$346.26 million), nearly 3 times more consulting from 8,228 to 23,253 businesses and nearly 4 times more training from 5,146 to 20,719 individuals.

To better connect to small businesses during COVID-19, CalOSBA launched an interactive map tool for the California Small Business Center Network. The tool at <http://business.ca.gov/centers> is searchable by language, address and other features. This entry point provides easy access for any small business owner or entrepreneur throughout the State to find the closest center. The page continues to be in the top three visited pages at <http://business.ca.gov> and CalOSBA has been exploring improvements to the page to strengthen ease of use for small businesses.

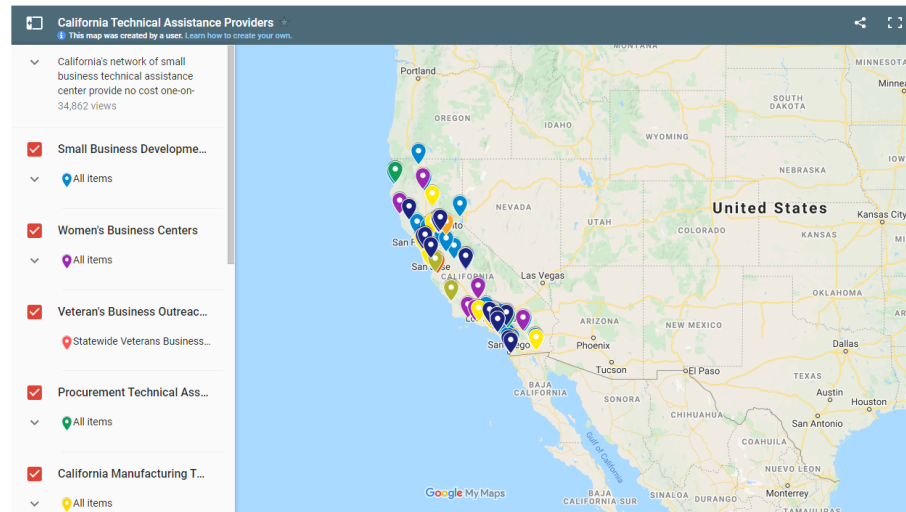
business.ca.gov/advantages/small-business-innovation-and-entrepreneurship/how-we-can-help/covid-19-resources-map/

Grants Portal CA Leg Info Resources

Small Business Centers Map

California supports a network of small business technical assistance centers that provide free one-on-one consulting and no-cost or low-cost trainings to help businesses get funded, enter new markets, strengthen operations, build resiliency and more. Additionally, there are nonprofit lenders who work with California to help you access state loan programs. With over 30 languages available, use this map to find your local advisors today.

Click the sidebar icon (☰) to open legend to search different small business technical assistance centers. Click the expand icon (⌵) to open the full map to search different service offerings, languages offered, and lenders.



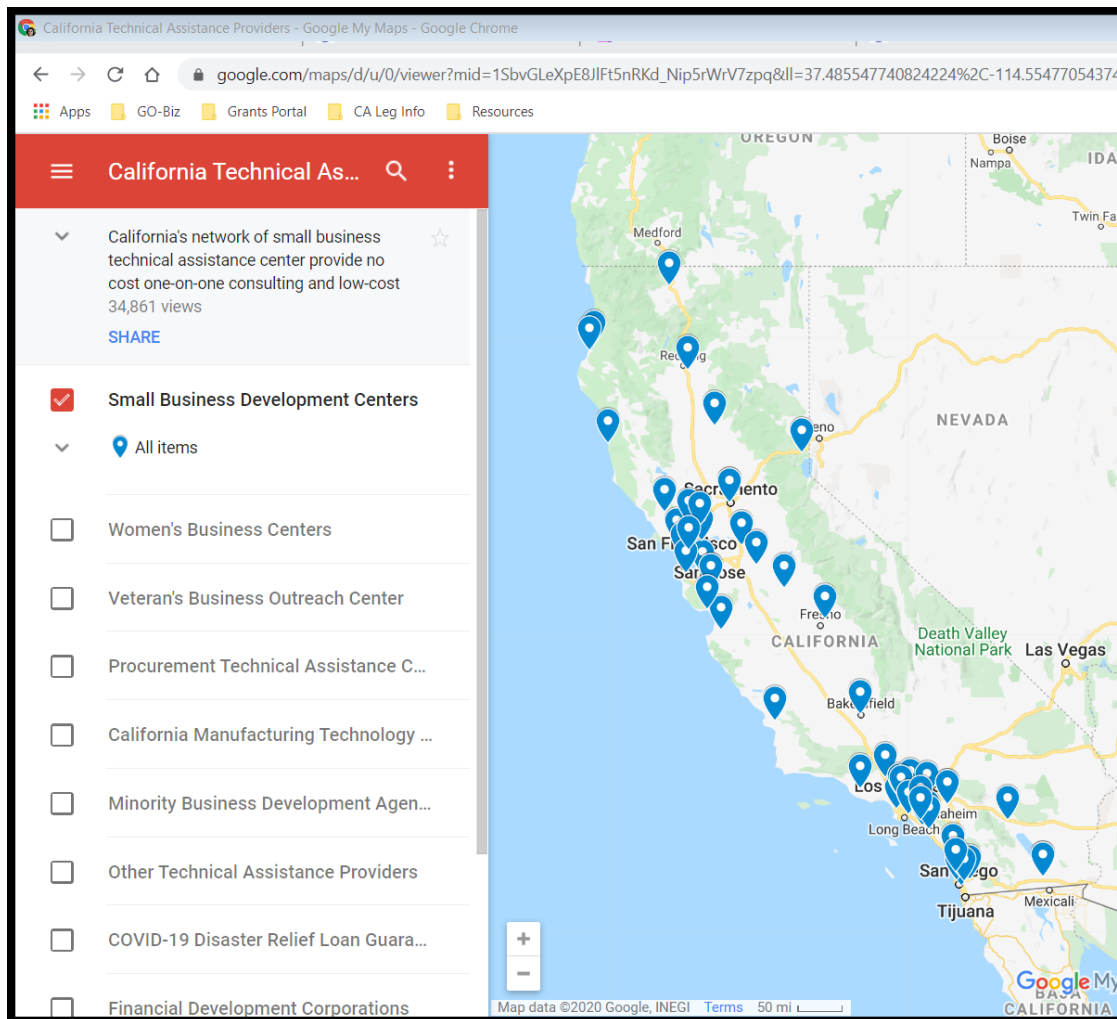
“We’re grateful that the state recognizes the importance of women-owned businesses to state and local economies. With their support, The California Women’s Business Center Network has significantly increased the services provided to women entrepreneurs and underserved small businesses throughout the state. Thanks to the CalOSBA TAEP program, the WBCs had funding in place to be able to better mobilize in response to the COVID-19 pandemic and its impact to small businesses. CalOSBA has been and continues to be a strong supporter of women entrepreneurs and is a great partner to CA Women’s Business Centers.” Nancy Swift, Chair of the California Women’s Business Center Network

Capital Infusion Program

In FY19-20, the Capital Infusion Program (CIP) provided three million dollars (\$3 million) in competitive grant funding to the California Small Business Development Center (SBDC) Network, the largest technical assistance program for small businesses in California. CIP funds go to centers that work with small business owners and entrepreneurs to access capital, including bank loans, private investments, and grants.

CIP awards are determined based on annual funding from the SBA as funds must be matched 1:1 by the United States Small Business Administration (U.S. SBA). CIP is aimed at helping SBDCs expand their free one-on-one, consulting to help small business owners obtain loans, investments, grants or non-dilutive funding; understand and resolve credit-readiness issues; and develop funding strategies for business expansion or startup. As shown in the following map, the SBDC regional and sub-centers are located throughout the state.

CalOSBA manages all aspects of CIP's administration, including the application process, agreement execution, and the monitoring of performance and compliance.



The three following charts reflect statewide funding and results for CIP through 2019-20. In the last year of funding from 2019-20, the California SBDC Network was able to serve 24,731 small businesses and help them access nearly \$700 million in capital which includes bank loans, investments, and non-dilutive grants which is a 142 percent and 57 percent in year over year increase, respectively. FY 2019/20 marks the first year CalOSBA began requiring the SBDC Network to track and report out on total dollar amount of loans, equity, and additional funds (i.e., grants) for total capital infusion generated in order to more diligently track performance and impact.

CIP Statewide Program Funding and Results to Date

Fiscal Year	State Dollars Committed	Grantees	Capital Infusion Generated	Clients Served
2018-19	\$ 3,000,000.00	44	\$ 408,481,125.00	10203
2019-20	\$ 3,000,000.00	46	\$ 682,699,464.63	24731

Metrics	2018-19	2019-20
Total \$ Amount of Loans		\$ 445,711,969.62
Total \$ Amount of Equity		\$ 223,864,174.01
Total \$ Amount of Additional Funds		\$ 13,123,321.00
Capital Infusion Generated	\$ 408,481,125.00	\$ 682,699,464.63
Clients Served	10203	24731

2019-20 CIP Statewide Results by Region

Region	Total \$ Amount of Loans	Total \$ Amount of Equity	Total \$ Amount of Additional Funds	Clients Served
Northern CA	\$ 138,320,706.86	\$ 106,047,985.00	\$ 12,391,728.00	7742
Central CA	\$ 104,669,073.75	\$ 9,905,939.78	\$ -	6868
Los Angeles	\$ 157,268,642.68	\$ 29,908,617.23	\$ 8,500.00	5316
Orange County/Inland Empire	\$ 18,141,130.33	\$ 71,410,132.00	\$73,000.00	3189
San Diego and Imperial	\$ 27,312,416.00	\$ 6,591,500.00	\$ 650,093.00	1616
Total	\$ 445,711,969.62	\$ 223,864,174.01	\$ 13,123,321.00	24731



"Alberto Lopez [Akita Gourmet] started out his business with one food truck while still working nights at a sushi restaurant in downtown San Jose... Through some guidance and support from our team, we were able to help him attain \$150,000 funding and retain the eight employees he now has... On September 22nd, Alberto had the grand opening to his new store front. He now has consistent sales through food delivery apps and pick up from students living in the area." Hispanic Satellite SBDC, NorCal SBDC Network

"During FY 19-20 and with funding through the Office of the Small Business Advocate (CalOSBA), the California Small Business Development Center Network has been able to expand to more than 65 service centers spread across the state with more than 50 additional outreach centers, so that there is a CA SBDC located within reach of every business owner in California." Mike Daniel, Regional Director, Orange County/Inland Empire SBDC and Lead Director, California SBDC.

Additional CIP success stories, two from each region, are featured in [Appendix A](#) to share a few examples of the program's local impact. The businesses reflect the diversity of clients and capital infusion milestones.

Small Business Technical Assistance Expansion Program (SB TAEP)

In FY19/20, SB TAEP provided \$17 million in grant support to leverage the capacity of federal small business technical assistance programs in the state and prioritize support to underserved populations defined as women, minority, and veteran-owned businesses and businesses in low-wealth, rural, and disaster-impacted communities. SB TAEP funds support centers with programs that expand free one-on-one consulting and free or low-cost training to help small businesses get funded, enter new markets, strengthen operations, build resiliency and more.

CalOSBA continues to monitor and update reporting requirements to ensure it is tracking and providing strong support to strengthen performance and impact of the critical network of centers.

SB TAEP Year 2 actual results show that there were 72,773 business owners that received one-on-one consulting services and an additional 119,921 business owners that received training via workshops or classes.¹² This equals 193 percent and 177 percent year over year increase from 2018-19 Year 1 actuals, respectively.

Although Year 1 grant contracts did not require extensive impact metrics, CalOSBA increased performance metrics to move beyond outcome measures such as consulted and trained and include startups, revenues, funds raised, jobs created, and contracts won. Additionally, metrics were added to track reach to underserved business groups as prioritized in statute. With this critical change in FY19/20, CalOSBA laid the groundwork to further expand performance metrics; and in July 2020, it launched the FY20/21 TAEP program with performance metrics cross referenced at each individual underserved business group to provide more impact insights in future years.

¹² FY 19/20 is aligned with the federal grant programs reporting from October 1, 2019 through September 30, 2020. All metrics reported within this period are reported as **Year 2** totals. Year 2 totals also include FY18/19 awarded extensions. The program is still realigning its reporting as a result of original FY18/19 program launch delays and initial contract delays. It is important to note that while data has been mostly reported for Year 2, there are additional outcomes that will be reported in Year 3 due to these initial delays and extensions. CalOSBA has since modified the 2019-2020 grant terms to limit this to one year at maximum to reduce these reporting delays.

Technical Assistance Expansion Program (TAEP) Funding and Results

Year	State Dollars Committed	Grantees	Unique Businesses Consulted	Unique Businesses Trained
Year 1	\$16,999,998.45	83	24371	42534
Year 2	\$16,943,906.52	71	72773	119921

Expanded Metrics

Metrics	Year 2 Totals
# of Training Events	5784
# of Unique Clients Trained	119921
# of Unique Clients Counseled	72773
# of New Clients Counseled	39841
# of New Businesses Started	1979
# of Jobs Created (Full & Part Time)	11379
Dollar Amount of Increase in Sales	\$ 62,552,316.53
# of Contracts	2829
Dollar Amount of Contracts	\$ 1,227,392,325
# of Loans	4896
Dollar Amount of Loans	\$ 501,916,927.37
Dollar Amount of Equity Capital	\$ 198,469,227.58
Additional Funds Raised	\$ 29,463,797.47

Demographic Metrics and Expansion to Underserved

Demographic Metrics	Year 1 Totals	Year 2 Totals	YOY %
# of Women-Owned Businesses Served	7947	41158	418%
# of Minority Businesses Served	6641	37114	459%
# of Veteran Businesses Served	1295	6022	365%
# of Businesses Served in Rural Communities	2070	9911	379%

# of Businesses Served in Low-Wealth Communities	2514	17375	591%
# of Businesses Served in Disaster-Impacted Communities	1196	74139	6099%



Tiffany was introduced to Norcal PTAC's government contracting assistance services... Since Tiffany first contacted Norcal PTAC, she has completed multiple agency registrations and business certifications, and has submitted many proposals. In late 2019, she was awarded her first contract of \$1,500 with the California Department of Public Health. With

Norcal PTAC's support, she also landed a \$200,000 on-call video production services contract with Golden Gate Bridge and Highway District in 2020." Northern California Procurement Technical Assistance Center (Norcal PTAC)

Additional TAEP success stories can be reviewed in [Appendix B](#). These success stories show the impact of the expansion efforts to minorities/people of color, women, veterans, and businesses and entrepreneurs located in rural, low-income, or disaster-declared areas.

"The CalAsian Chamber advocates on behalf of the 600,000 Asian American and Pacific Islander (AAPI) businesses in California and is proud to partner with CalOSBA... Because of the TAEP program... we have been able to assist hundreds of additional clients to help them navigate through the many challenges facing our AAPI business community today. Thank you CalOSBA for the commitment to our ethnically diverse business communities and for the partnership." Pat Fong Kushida, President and CEO, California Asian Pacific Chamber of Commerce (CalAsian Chamber)

CalOSBA held its 2nd Annual TAEP Convening virtually on June 24, 2020 for the Authorized Representatives and Lead Centers to discuss the program's progress and expansion effort successes, gaps in service to underserved groups, and future

goals through 2023. Additionally, CalOSBA discussed and received input on the planned programmatic improvements, new performance metrics, and other planned changes in the 2020/21 Request for Proposals. CalOSBA shared policy priorities based on expert insights on major challenges to underserved businesses including access to capital, markets, and resilience. CalOSBA also unveiled plans to have greater engagement and support for the grantees in the 2019/20 grant period, Year 2, to help further strengthen partnerships, collaboration to fill gaps, and best practice sharing to strengthen statewide service offerings for all California small businesses.

CalOSBA also launched the FY20/21 TAEP Program, which opened for grant submissions on July 13, 2020 and closed August 14, 2020. CalOSBA received 33 unique applications from 28 Authorized Representatives or Lead Centers. CalOSBA conducted a competitive review process of the 2020-21 TAEP grant period with a panel of 15 Governor's Office of Business and Economic Development reviewers. For the 2020-21 grant year, 34 centers and/or networks with subcenters received SB TAEP awards, and intent to award notices were sent to all centers in September 2020 for a start of October 1, 2020. FY20/21 performance metrics have now been expanded to include the following data points below. *Must be measured against all individual underserved business groups including Women-Owned, Minority-Owned and Veteran-Owned Businesses, as well as Businesses in Rural, Low-Wealth, and Disaster-Impacted Communities:

- | | |
|-----------------------------------|-----------------------------------|
| • # of Training Events | • \$ Amount of Increase in Sales* |
| • # of Unique Clients Trained | • # of Contracts* |
| • # of New Clients Trained | • \$ Amount of Contracts* |
| • # of Unique Clients Consulted* | • # of Loans* |
| • # of New Clients Consulted* | • \$ Amount of Loans* |
| • # of New Businesses Started* | • \$ Amount of Equity Capital* |
| • # of Jobs Created (FT/PT)* | • \$ Amount of Additional Funds |
| • # of Jobs Retained (FT/PT)* | Raised (non-dilutive funding, |
| • \$ Amount of Increase in Sales* | grants, etc.)* |

Small Business Technical Assistance Program (SB TAP)

In FY18/19, SB TAP provided \$3 million in one-time grant funding to a subset of the federal small business technical assistance centers to fund consulting, training, research, marketing, and operations. The SBDC program is not eligible for SB TAP funding due to its existing support through CIP. SB TAP was approved as a one-year program but is currently being operated under extension in FY19/20.

In 2018-19, 27 SB TAP grantees were awarded with \$2,942,686.50 of state dollars as one-time local cash match. The following chart has Year 2 totals under SB TAP for grantees that received an approved one-year extension, which was 10 remaining unique Centers. (Note that 1 grantee received an approved extension through 12/31/2020, and therefore year 3 totals and final results of the program will be reported in the FY20/21 annual report). The reporting gaps are a result of original delays in contracts, primarily at host colleges with various levels of required approval (i.e., grants & contracts, accounting, legal, and Boards).

Funding and Results

Metrics	Year 2 Totals
# of Business Owners Counseled	710
# of Training Events	60
# Training Event Attendees	2344
# of Businesses Started	1
# of Jobs Created	5343
# of Jobs Retained	5448
# of Contracts with SB Serving as Prime	483
# of Contracts with SB Service as Sub	9
Total \$ Amount of Contracts	\$ 51,537,420.66
Total Capital Infusion (Loans and Non-Owner Equity)	\$ 1,314,500.00
Total Increase in Sales and Company	\$ 2,916,439.00

CalOSBA Initiatives and Priorities

CalOSBA serves as the voice of small business across multiple key areas of concern and opportunity for our small businesses. CalOSBA also recognizes that strengthening relationships with local ecosystem providers and statewide networks will strengthen the Office's ability to stay abreast of small business concerns and provide support and connection to resources in return.

CalOSBA participates in state, regional, and municipal economic development events and small business seminars, workshops, and conferences to provide a statewide perspective on small business issues, share input on local small business challenges and opportunities, and connect participating small businesses and advisors to information and resources. CalOSBA has briefed and presented to numerous private sector, industry, media and philanthropic small business stakeholders to build the ecosystem and bridge to resources.

CalOSBA has expanded its network with stakeholders and organizations led by members of underserved groups, including but not limited to ethnic chambers and ethnic media. CalOSBA's outreach activities with small business and economic development organizations also provided a platform to gain insights from external stakeholders and small businesses. Information flows in both directions through participation in events across the state allowing CalOSBA to also benefit from community insights on small business issues.

A Focus on Equity

CalOSBA worked closely across state government to help ensure that equity was at the heart of each small business initiative. CalOSBA also works to advance policy and advocacy efforts that are key to realizing an inclusive economy.

California is one of the most racially and ethnically diverse places in the country with people of color accounting for 63 percent of the State's population and its strong immigrant diaspora representing 27 percent.¹³ Yet, despite California's leadership and record success, its soaring gains have not been equitably shared across all of California's diverse regions or people. And not all Californians live in communities with entrepreneurial ecosystems that give them the resources, networks, and access to capital and markets that they need to

¹³ Johnson, Hans. McGhee, Eric. Mejia Cuellar, Marisol. [California's Population: Just the Facts](#). April 2020. California's Population (ppic.org).

enable their businesses to start up successfully and maintain or grow their businesses.

Further, many small businesses often lack the information and networks to connect to resources and navigate government systems and regulations, and decades of exclusionary policies have exacerbated a lack of access for underserved groups.

CalOSBA has focused on effective impact measures across the SB TAEP grants program to achieve greater equity and narrow the opportunity gap which limits underserved business groups from growing their revenues and their employees to their fullest potential. The Small Business Center Network continues to build best practices, collaborating with diverse and representative local organizations to reach and provide services for underserved business groups.

In FY 19/20, several best practices have been highlighted and include, among others:

- San Diego/Imperial Valley partnered and created satellite offices with the International Rescue Committee, Asian Business Association of San Diego, Central San Diego Black Chamber of Commerce, and San Diego Hispanic Chamber of Commerce.
- Northern California SBDC continued its support of the newly created Vietnamese-American satellite office to reach local businesses with in-language services.
- Orange County/Inland Empire supported its Emprendadora program for in-language intensive bootcamp offerings to aspiring Spanish-speaking entrepreneurs.
- California Manufacturing Technology Consulting (CMTC), the state's Manufacturing Extension Partnership, continued its support of export assistance training in rural California.
- Multiple centers expanded their strong language services offering services in over 30 different languages to businesses across the state.

Access to Capital

CalOSBA served as an advocate and an expert gathering marketplace insights to inform state efforts to build up programs to fill gaps in federal relief to California small businesses. CalOSBA engaged in efforts to support strong liquidity in the

state's mission lenders, participating on multiple panels and providing expertise to the state to get relief loan programs funded to support small businesses. Focus areas included California Infrastructure and Economic Development Bank's (IBank's) Disaster Relief Loan Guarantee Program, the Small Business Finance Center, and the California Rebuilding Fund.

CalOSBA also served as a lead organizer creating a working group within the economy-focused nonprofit, California Forward, to guide an historic conversation on access to capital for People of Color (POC)-owned small business owners: *Investing in Small Businesses Owned by People of Color: Readressing Racial Inequity through Access to Capital and Technical Assistance* for the 2020 California Economic Summit, hosted by the organization. Beginning in July 2020, CalOSBA convened a group of lenders and experts from across the State and diverse communities to develop recommendations at both a systems level and provider level for the following areas: transforming capital access programs - advancements in transforming the market, processes and delivery systems for accessing affordable capital (loans and beyond); scale affordable lending systems; and, investing in debt alternatives for startups (i.e., equity, grants).

Access to Markets: State Procurement & Regulatory Support

CalOSBA engaged partners across state agencies on small business procurement issues to advocate for small business participation in contracts. The COVID-19 pandemic has demonstrated the need for California to have a strong internal foundation of manufacturers and suppliers to keep the economic engine of all California businesses strong.

CalOSBA increased engagement with small business advocates/liaisons across state agencies to explore ways to better collaborate and plans to continue to build cross-agency alignment on outreach, content, and training for small business engagement. CalOSBA has consistently served as an active member and regularly presents to several working groups and councils to represent the interests of small businesses including the **Department of General Services (DGS) Small Business/Disadvantaged Veterans Business Enterprises (DVBE) Council, the Small Business/DVBE Advocates Workshops, and the California Department of Transportation (Caltrans) Small Business Council Meetings**. CalOSBA served as a founding member of the **California Diversity Council** which includes CalOSBA, Caltrans, DGS, California's Office of Statewide Health Planning and Development (OSHPD), California Public Utilities Commission (CPUC), and California Department

of Insurance (CDI).

CalOSBA has prioritized procurement training and contract readiness with the state supported small business center network. This is important so that CalOSBA can better support California firms to compete in the government marketplace. With the Governor's Task Force on Business and Jobs Recovery, established to help the state rebuild as quickly as possible from the pandemic-induced recession and create an equitable, sustainable, and prosperous future, the Office laid the groundwork for a new public-private partnership, **Source Diverse Source Local**, which is launching in FY20-21 to expand local and diverse sourcing strategies to strengthen California based suppliers.

CalOSBA has also leveraged the advocates/liaisons network and other state agency contacts to support regulatory issues for small businesses, focusing on outreach and engagement to build bridges to key oversight agencies. CalOSBA has also built collaboration by launching regular cross-agency outreach meetings with CalOSBA, DGS, Employment Development Department (EDD), California Department of Tax and Fees Administration (CDTFA), and Franchise Tax Board (FTB) to coordinate efforts.

Access to Networks

CalOSBA's largest grant program, SB TAEP, was created in 2018 with the overall objective of expanding the capacity of federal small business technical assistance programs to provide services, such as free or low-cost one-on-one consulting and training to small businesses that are owned and led by underserved business groups, including women, minority, and veteran-owned businesses, and businesses in low-wealth, rural, and disaster-impacted communities.

In Year 2, FY19-20, CalOSBA bolstered this mission by strengthening engagement with core partners invested in reaching underserved business groups. Supporting business and job creation in ALL California communities is vital to California's long-term economic strength. CalOSBA has created partner networks aligned with its core initiatives including #ShopSafeShopLocal and Get Digital CA! to build a stronger more collaborative ecosystem and also highlight and amplify these local partners for small businesses seeking direct support.

California Entrepreneurship Task Force

In FY19/20, CalOSBA worked closely leading the California Entrepreneurship Task Force (ETF) to create a bridge to small businesses and entrepreneurs and further strengthen the voice of small business to advocate on their behalf across the state. The working group's overall mission is to propel inclusive entrepreneurship, ensuring that all California startups and established firms have access to the resources to grow or scale.

During the reporting period, the ETF continued a series of statewide listening sessions and roundtables to connect with small businesses, startups, advisors, investors and lenders to provide outreach on state programs, and discuss priority issues of access to capital, markets, and networks and resources.

At the start of the COVID-19 pandemic, the ETF joined CalOSBA to lead a series of **Rapid Response Sessions**, alternating in English and Spanish in partnership with Univision. The Task Force led a total of 18 rapid response sessions on a bi-weekly basis reaching 3465 registrants and over 19,400 views on social media channels.

The ETF Members include a diverse cross-section of leaders from across the state representing various industries:

- Chair: Dilawar Syed, President and CEO, Lumiata
- Dawn Barry, President and Co-Founder, LunaDNA
- Jamin Brazil, Co-Found and Advisor, Valley Innovations
- Nely Galán, Founder, Galán Entertainment
- Ryan Gales, CEO, Jenkins/Gales & Martinez, Inc.
- Jay Goth, Managing Partner, Murrieta Genomics
- Frederik Groce, Principal at Storm Ventures and Co-Founder of BLCK VC
- Charles Hudson, Managing Partner and Founder, Precursor Ventures
- Shelly Kapoor Collins, General Partner, Shatter Fund
- Kusum Kavia, Co-Founder and President, Combustion Associates, Inc.
- Bismarck Lepe, Founder and CEO, Wizeline
- Teddy Liaw, CEO, NexRep
- Irma Olguin Jr., Co-Founder and CEO, Bitwise Industries
- Carmen Palafox, Partner, MiLA Capital (Make in LA)
- Patricia Röckenwagner, Co-Founder, The Röckenwagner Bakery Group



Building Resilience: Disaster Response, Relief, Recovery and Resilience

CalOSBA is tasked with ensuring small businesses are prepared for disaster and able to recover. It operates as a guiding voice across the state's disaster response on small business issues and advocates and supports state and federal resources.

As encoded in Government Code Section 12098.5, CalOSBA coordinates with Governor's Office of Emergency Services (CalOES) on disasters. CalOSBA serves as the State Lead for CalOES's Economic Recovery Support Function (RSF) on behalf of GO-Biz. The Economic RSF partner and collaborate with local government(s) and organizations, state partners, and federal partners to support local efforts and strategic plans to respond and recover to the disaster.

During FY19/20, small businesses across California found themselves facing unprecedented challenges and disasters including wildfires, Public Safety Power Shutoffs, an earthquake, COVID-19, and civil unrest due to racial injustice.

On March 4, 2020, Governor Gavin Newsom declared a State of Emergency as a result of COVID-19 to make available resources at the national level, formalize emergency actions already underway across multiple state agencies and departments, and help the state prepare for broader spread of COVID-19. CalOSBA participated in the State's response joining daily CalOES briefings, providing support and coordination on the various task forces with GO-Biz and serving on the Governor's Task Force on Business and Jobs Recovery.

Due to COVID-19 and related health and safety restrictions, small businesses were negatively impacted during the coronavirus crisis, facing closures or decreased operations, and subsequent pressures on cash flow with limited access to capital or financial relief. Disparities increased for businesses owned by people of color, especially African-American and Latinx businesses, which were disproportionately impacted, worsening historic inequities. An early study released by Stanford and National Bureau of Economic Research (NBER) showed that there was a 22 percent drop of active business owners nationwide from February to April 2020. Minority-owned businesses were disproportionately impacted and the number of African-American-owned active businesses dropped by 41 percent, Latinx-owned

dropped by 32 percent, Asian-American--owned dropped by 25 percent, and immigrants 36 percent.¹⁴

June also saw the beginning of the 2020 California wildfire season that ultimately burned more than 4 percent of the state's approximately 100 million acres of land, shattering records kept of wildfires in this modern era. Governor Newsom declared a State of Emergency on August 18, 2020.

With community centers and gathering places for knowledge sharing impacted by COVID-19 shelter in place orders, and other disasters, CalOSBA had to pivot and find new ways to connect to small businesses. E-commerce became a key strategy with #ShopSafeShopLocal and Get Digital CA!

Governor Newsom's Business and Jobs Recovery Task Force and CalOSBA's Recovery Working Groups

In April, the Small Business Advocate joined the **Governor Newsom's Business and Jobs Recovery Task Force** and Co-Chaired the **Small Business Subcommittee**. In addition, to ensure small business voice, CalOSBA launched the **Small Business Recovery Working Group** and the **Innovative Start-Ups Recovery Working Group** to provide a monthly forum for representative small business leaders to voice the important issues that affect small businesses and startups, drive research and data sharing, and provide advice and ideas that can help California and its current and future small businesses and startups recover with a focus on equity and inclusion. Members of the small business segment included statewide advocacy and policy organizations, chambers, training and other small business support entities; members of the innovative start-ups segment included capital innovation and venture capital leaders.

CalOSBA Small Business Recovery Working Group:

- Tracy Stanhoff, President, American Indian Chamber of Commerce (AICCCAL)
- Paul Pendergast, Founder, BuildOUT California
- Pat Fong Kushida, President and CEO, California Asian-Pacific Chamber of Commerce (CalAsian Chamber)

¹⁴ Robert Fairlie. Stanford University & NBER, June 2020. The Impact of COVID-19 on Small Business Owners: Continued Losses and the Partial Rebound in May 2020.

- Carolina Martinez, CEO, California Association for Micro Enterprise Opportunity (CAMEO)
- Edwin Lombard, President and CEO, California African-American Chamber of Commerce (CalaACC)
- Julian Canete, President and CEO, California Hispanic Chamber of Commerce (CHCC)
- Betty Jo Toccoli, President, California Small Business Association (CSBA)
- Mike Daniel, Regional Director Orange County/Inland Empire Regional Network, California Small Business Development Center (SBDC) Network
- Nancy Swift, Executive Director Jefferson Economic Development Institute (JEDI) California Women's Business Center Network
- Kurt Chilcott, President and CEO, CDC Small Business Finance
- Robert Villarreal, Executive Vice President, CDC Small Business Finance
- Hilary Lentini, Former President, National Association of Women Business Owners (NAWBO)
- John Kabateck, State Director, National Federation of Independent Business (NFIB)
- Gwendy Donaker Brown, Vice President Research and Policy, Opportunity Fund
- Mark Herbert, Vice-President Strategic Initiatives and Managing Director, California, Small Business Majority
- Rebecca Aguilera-Gardiner, Executive Director, Veterans in Business Network (VIB)

CalOSBA Innovative Start-Ups Recovery Working Group:

- Silvia Mah, Founding Partner, Ad Astra Ventures
- Pam Kostka, CEO, All Raise
- Andy Wilson, Executive Director, Alliance for Southern California
- Eric Eide, Director Ecosystem Development, Alliance for Southern California
- Frederik Groce, Principal at Storm Ventures and Co-Founder of BLCK VC
- Amber Mace, Executive Director, California Council on Science and Technology (CCST)
- Fred Farina, Chief Innovative and Corporate Partnerships Officer, California Institute of Technology
- Mike Krenn, President and CEO, Connect/San Diego Venture Group
- Eva Ho, General Partner, Fika Ventures

- Justin Field, Senior Vice President of Government Affairs, National Venture Capital Association (NVCA)
- Maryam Haque, Senior Vice President, National Venture Capital Association (NVCA)
- Danny Kennedy, Chief Energy Officer, New Energy Nexus
- Anna Barber, Managing Director, Tech Stars
- Richard Sudek, Chief Innovative Officer and Executive Director, UCI Beall Applied Innovation
- Thomas Lipkin, Director, UCLA Innovation Fund and New Ventures
- Rosibel Ochoa, Associate Vice Chancellor, UCR Office of Technology Partnerships
- Barry Selick, Vice Chancellor, UCSF Business Development, Innovation and Partnerships
- Bahiyah Robinson, CEO and Founder, VC Include

Appendix A:

CIP Success Stories

Small Business Name: Akita Gourmet
 SBDC Center: Hispanic Satellite SBDC
 SBDC Region: NorCal SBDC
 Senate District: 10
 Assembly District: 25

Alberto Lopez started out his business with one food truck while still working nights at a sushi restaurant in downtown San Jose. His goal was always to have a store front. We worked with Alberto from his first food truck to recently growing to three food trucks in March. When he finally attained a shared storefront, the pandemic hit and the storefront sales completely stopped. His food trucks primarily served tech companies, but with the Shelter in Place order, everyone was working from home, and there were no longer workers to serve. Through some guidance and support from our team, we were able to help him attain \$150,000 funding and retain the eight employees he now has. In the midst of this pandemic, he also came up on the opportunity to have his own independent store front, across from Santa Clara University. Given that his sales were so low at the food truck this was an opportunity to try a different market with a consistent storefront. On September 22nd, Alberto had the grand opening to his new store front. He now has consistent sales through food delivery apps and pick up from students living in the area. Alberto is very grateful for the support he has received, and we look forward to watching him continue to succeed.



Small Business Name: FTK Martial Arts
 SBDC Center: San Francisco SBDC
 SBDC Region: NorCal SBDC
 Senate District: 17
 Assembly District: 11

Being one of the few female-run martial arts studios in San Francisco, owners Liza and Diandra have worked hard to gain the respect in the male-dominated industry. They found themselves in a competitive environment where families often times have dozens of studios to choose from in the same neighborhood. They were struggling in growing their business and turned to San Francisco SBDC for professional marketing advising.

SBDC marketing advisor, Molly O’Kane, helped them redesign their website with the addition of Google Ads to attract more customers. Clients took SBDC advisor’s advice to adjust fee structure to increase profits and use WooCommerce to simplify payment transaction. In addition, SBDC advisors also helped the client apply for the San Francisco Women’s Entrepreneurship Fund (SFWEF).

As a result, clients’ monthly new student sign-up doubled, and monthly sales increased over \$4,800 with profits increased by 75 percent. They also obtained a \$5,000 SFWEF grant and used this fund to improve the facility and computer system.



Small Business Name: Yoga Wakeup
 SBDC Center: Bixel Exchange SBDC
 SBDC Region: LA SBDC
 Senate District: 26
 Assembly District: 62

Lizzie Brown, the founder of Yoga Wakeup a health and wellness application helping people connect with their bodies through yoga in the morning. Yoga Wakeup has been in business for 4 years. Bixel Exchange SBDC has provided 45 hours of advising across several advisors on fundraising, business strategy, partnerships, customer acquisition and technology development specifically on user experience and user interface. Due to COVID19, Lizzie's core advisor helped her company pivot and build a refreshed content strategy. Access to Capital specialist Sebastian De Vivo assisted in reviewing and submitting disaster loan options and application in Q2. As a result of Q2 advising, Yoga Wakeup received an EIDL loan for \$26K. ATC Advisor assisted Yoga Wakeup with a financial model and effective spend down plan in order to hire an engineer, and continue building her team as she marches toward a larger 2 million seed capital raise.



Small Business Name: Individual Medley
 SBDC Center: Pasadena SBDC
 SBDC Region: LA SBDC
 Senate District: 24
 Assembly District: 43

Individual Medley is a clothing and home goods retail store that was established in 2012 in the trendy Atwater Village area of Los Angeles. Original Medley was hit hard by the Covid-19 disaster, with a 65 percent drop in revenues. They came to the Pasadena SBDC in April seeking help with applying for disaster loans. They were initially denied the EIDL and sought help with applying for reconsideration. Business Advisor Barney Santos answered questions about the lending process and encouraged them to apply for EIDL reconsideration. He then introduced them to Business Advisor, Rithya Tang, who specializes in accessing capital. Rithya helped them gather the appropriate paperwork and eventually Original Medley secured a \$150,000 EIDL loan, to go with a \$72,500 PPP loan. Rithya is also helping this client purchase a property in another business. As of this writing, that business is in escrow on the property.



Small Business Name: Chocolate Bash
 SBDC Center: Orange County SBDC
 SBDC Region: OC IE SBDC
 Senate District: 37
 Assembly District: 68

Owned by Rasha AlBasha, an entrepreneur with Middle Eastern heritage, Chocolate Bash is a minority woman-owned multi-location dessert business offering sweet crêpes and waffles with all the genuine flavors that you'd find overseas. Client joined the SBDC early 2019 as she was planning to open a new location in the summer, in the City of Tustin. Come 2020, with the pandemic rattling everyone's life, client's business was affected. Working closely with her SBDC consultant, client explored options for access to capital to keep her business on track. With the roll out of the SBA Economic Injury Disaster Loan Program along with the Paycheck Protection Program, and as she worked hand

in hand with her SBDC consultant, client applied to both programs. The first lender of choice for the PPP program was slow to respond to client's inquiry. The SBDC Consultant aligned client with a different lender. Within a few weeks, client was approved for \$5K in EIDL Advance, followed by \$150K in EIDL Funds, in addition to \$11,200 in PPP funds.



Small Business Name: Symmetry Company
 SBDC Center: Inland Empire SBDC
 SBDC Region: OC IE SBDC
 Senate District: 41
 Assembly District: 61

Symmetry is a contractor for commercial building paint jobs. Most of them projects are from school districts or city, county or state buildings. The company stays small but hire union workers when they have large projects. In 2015, They first came to IE SBDC for assistance to help them purchase their office building. Annie was hand in hand with the client in the process of property searching, negotiating with seller, and applying for an SBA loan.

In November 2015, they purchased their first office building at 3752 Elizabeth St. Riverside.

In 2016, their business grew and they needed a second location in San Bernardino where they can do union worker training for projects. They located a property at 26940 E Baseline St. Highland. Their financials could not support two SBA loans, Annie helped them purchase the property with a seller financed deal [loan amount \$400k, 2year term at 6.5 percent].

In 2018, Annie has been working closely with the client, trying to refinance the short-term seller finance loan of \$400k. Annie helped them package the loan application and sent to Wells Fargo, Bank of America, Bank of the West and Pacific Premier Bank. But all bank Declined it due to lack of cash flow.

On one side, Annie helped them improve their financials by helping them rent

out some spaces. On the other side, Annie helped client to extend the seller finance note for one more year.

In 2019, Annie helped them re-submit the loan application to Bank of America. After 6 months of effort, in Jan 2020, Bank of America approved to refinance their loan at 3752 Elizabeth St to the new loan amount of \$687,000, in which client was able to cash out \$240k. With client's \$100k reserve and a loan of \$50k Annie helped them obtained from a private lender, client was able to pay off the \$400k loan on the second location.



Small Business Name: NVISNX, LLC
 SBDC Center: The Brink SBDC
 SBDC Region: SD IV SBDC
 Senate District: 40
 Assembly District: 80


The Network via the Brink SBDC provided 25 hours of 1:1 business advising assisting with accessing both Angel Investment and disaster assistance.

\$1.95 million of Angel Investment

\$60,100 EIDL from SBA

\$205,067 PPP Loan

"The Brink SBDC's support, guidance and coaching to NVISNx has been invaluable. They took the time to understand our company as it relates to product market fit and market demands, and share their insights as well as make introductions to investors and entrepreneurs to assist in our funding initiatives. They are a crucial, responsive and insightful resource." – Glen Day

	<p>Small Business Name: Urethane Masters</p> <p>SBDC Center: South San Diego SBDC</p> <p>SBDC Region: SD IV SBDC</p> <p>Senate District: 40</p> <p>Assembly District: 79</p>
<p>The Network via South San Diego SBDC has provided 35 hours of 1:1 assistance accessing startup capital and disaster assistance - “We moved our company to San Diego from Minnesota, and the SBDC gave us instant access to a huge network of contacts that led to obtaining our startup capital and making other crucial connections. Being the “new guy in town” is never easy, but with their help, we hit the ground running.” – Gayle McEnroe</p> <p>\$350,000 startup Loan from CDC Small Business Finance</p> <p>\$106,995 PPP Loan</p>	

	<p>Small Business Name: Whalebird Kombucha</p> <p>SBDC Center: CalPoly SBDC</p> <p>SBDC Region: Central CA SBDC</p> <p>Senate District: 17</p> <p>Assembly District: 35</p>
<p>From humble garage beginnings in 2013, Whalebird Kombucha is the Kombucha of the central coast. Co-founders Mike Durighello, Jake Pritzlaff, and Lee Wilkerson set out to create and provide a healthy beverage for the Central Coast community.</p> <p>As the team created, the community responded, and Whalebird Kombucha was</p>	

born and began to grow. Having a passion for building a vibrant business and lots to learn along the way, they turned to the SBDC for advice on how to scale their lightning in a bottle.

From that relationship, Whalebird Kombucha was able to connect with Slow Money SLO, an organization that assists with startup financing for local food businesses, become bankable with a traditional SBA financing, and complete a round of Angel Investment financing.

\$150,000 EIDL

\$111L PPP



Small Business Name: Eco touch Carpet Cleaning & More

SBDC Center: UC Merced SBDC

SBDC Region: Central CA SBDC

Senate District: 12

Assembly District: 21

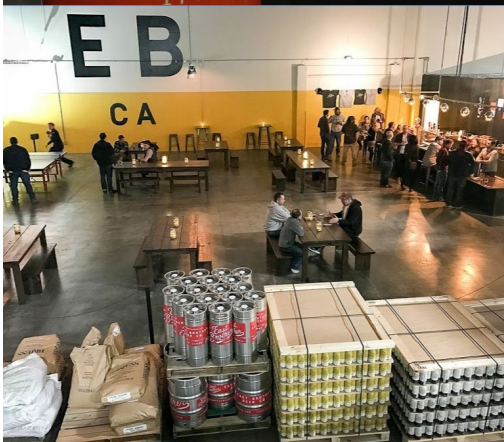
In January 2018, Eco Touch Carpet Cleaning & More became a client of SBDC. The owner had started the company in 2016 after working for a cleaning company in the Bay Area for 5 years. He felt there was enough of a need in the Los Banos area to start the business and he wanted to make sure he would make this change in the right way. He started with creating a Business Plan and moved through all the phases of start-up, followed by expansion.

When COVID 19 hit, he requested help with the EIDL process. He was approved and accepted EIDL funding as well as a grant from Reopen Merced County for \$1k. These two revenue sources allowed him to continue working through the past 5 months and gave him the opportunity to create some new revenue streams in the process.

\$31,700 EIDL

Appendix B

SB TAEP Success Stories



Small Business Name: East Brother Beer Company
 Center: California Manufacturing Technology Consulting (CMTC)
 Senate District: 9
 Assembly District: 15
 Demographics: Not available

East Brother Beer Company is a production brewery and taproom that was opened in late 2016 by two friends: Chris Coomber and Rob Lightner. They specialize in traditional styles of beer and have been steadily gaining recognition over the past three years. The brewery is committed to growing in Richmond and sees their connection to the community as an important part of their business. East Brother aims to be a regional production brewery and would like to double production and distribution. However, they did not have the financial models necessary to see the real costs of their products and could not compare profitability across products and distributors. This meant they were making choices about what to sell and who to sell to with no knowledge of which products, distributors, or markets they should prioritize. CMTC Network Partner SFMade assisted the company by building them a financial model that took all

inputs into account and allowed for direct comparison between products of different styles, volumes, and distribution methods. We then used these models to advise East Brother on next steps for sales and distribution. The key outcome of this model was to show that several of their products far outperformed the rest in terms of both profit and sales. In addition, this model showed that several products did not break even and should be redesigned, limited, or discontinued. East Brother reported an immediate cost savings of \$33,000 and the ability to hire two more employees. In addition, they expect \$62,000 in new sales stemming from this advice over the first year. Co-Founder of East Brother Beer, Rob Lightner, said of the program: “Incredibly helpful... Financial analysis helped give us insight into profitability by product – so we can focus on what needs improvement and also have a tool going forward enabling go-no go decisions on new opportunities.”



Small Business Name: Angelica's Ice Cream
Center: LA County PTAC
Senate District: 24
Assembly District: 51
Demographics: LatinX Owned

Mr. Rosas operates a sidewalk vending business which was adversely impacted by the COVID-19 pandemic. After sales plummeted the business owner was forced to deplete his savings. Technical Assistance was provided to improve pricing, marketing, and invoicing. Mr. Rosas was also counseled on how to provide his services at various large voting events to increase sales. The business was also referred to one of our community non-profit partners, Inclusive Action for the City (IAC). IAC was contracted by our host department to connect clients to access to capital and to administer our LA County Pilot Microloan Program/Emergency Grants. Mr. Rosa's was provided technical assistance with the application process and was awarded a \$3,000 Los Angeles County Grant and a \$400 cash card to help pay rent for parking at his commissary, insurance, permits and inventory. The grant provided the opportunity to Mr. Rosa's to continue operating during this difficult time.



Small Business Name: Safe Haus Craft Beer and Kitchen
 Center: Main Street Launch
 Senate District: 31
 Assembly District: 61
 Demographics: Veteran-Owned

Main Street Launch (MSL) identified an opportunity to provide TA directed towards financial accounting and bookkeeping, financial literacy, marketing strategy, and the establishment of supportive systems and networks. When MSL began its TA delivery through three site visits, this business did not have any systems in place to account for their finances or to process their books. MSL provided a forensic bookkeeper to create their books and establish a financial accounting system that automated the financial accounting function across every payment system. MSL established a working relationship between SH and their SBDC rep. When COVID-19 began, this business was severely impacted. MSL immediately connected SH with a lender who provided PPP and EIDL funds which enabled this business to survive. Work with this client is ongoing as this restaurant business negotiates ever-changing service conditions such as shut-downs, reopenings, transition from indoor dining to outdoor dining, and an eventual return to normal operations. If necessary, MSL will consider a rework of their loan to help ensure this business survives and returns to sustainability and profitability.



Small Business Name: MooCow Productions
 Center: NorCal PTAC
 Senate District: 9
 Assembly District: 13
 Demographics: Woman- / Black-Owned

MooCow Productions is a Minority and Woman-Owned Small Business based in Oakland. This video production creative agency specializes in quality commercials, promos, training videos, PSAs, educational, promotional, flyer/logo design, and social media marketing tools to both government and private agencies.

Seeking to expand their business in 2019, the owner, Tiffany, attended a few training opportunities on the topic of government contracting for women and minorities, where she was introduced to Norcal PTAC's government contracting assistance services. Looking to get a better understanding of the government marketplace, the owner applied for services.

After discussing the goals, capacity, and potential of the company to succeed in government contracting, the Norcal PTAC Procurement Specialist assigned to Tiffany provided her with resources to compile a well written capabilities statement, list of government business certifications, and links to government procurement portals. The Specialist set up a BidMatch profile for the company, and identified other marketing opportunities and contacts for Tiffany to follow up with. When a fitting solicitation was found, Tiffany sought out the Specialist's assistance navigating the proposal's paperwork requirements and communication.

Since Tiffany first contacted Norcal PTAC, she has completed multiple agency registrations and business certifications, and has submitted many proposals. In late 2019, she was awarded her first contract of \$1,500 with the California Department of Public Health. With Norcal PTAC's support, she also landed a \$200,000 on-call video production services contract with Golden Gate Bridge and Highway District in 2020.



Small Business Name: Crest Café
 Center: California Women's Business
 Center Network
 Senate District: 6
 Assembly District: 8
 Demographics: Woman-Owned

WBC assisted client with responding to RFP for City of Sacramento's Great Plate Delivered program. Client emailed on 10/5 that they won the bid.- SL Hawa Sultani, General Manager of Crest Cafe, is by far one of the most exceptional

women I have met. Not only is Hawa academically accomplished -- she has an undergraduate degree in Neurobiology, Physiology and Behavior from U.C. Davis, she also has strong business acumen. Hawa joined Crest Cafe in 2017 to help manage the family's Mediterranean restaurant, during which she revamped the restaurant brand image, improved the Point of Sale (POS) system and revamped the menu. This has helped increase sales and foot traffic to the restaurant, located in downtown Sacramento. In June of 2019, Hawa decided to become a MBA STEM candidate at Simon School of Business, University of Rochester. Despite the long distance and time difference, Hawa continues to manage Crest Cafe. When the business was severely affected by COVID-19, Crest Cafe shifted focus to feeding the front line workers. The restaurant then participated in the Great Plates Program, delivering meals to the seniors in Sacramento. Because of their excellence in service, Crest Cafe was invited to bid on the Great Plates Delivered proposal by the City of Sacramento. And they were awarded the contract! And this being her first attempt at proposal writing. Hawa takes a lot of pride in knowing that Crest Cafe has successfully retained all employees, most of whom are refugee single parents

Photo unavailable	<p>Small Business Name: Animebooks.com Center: LTSC CDC API Small Business Program Women's Business Center Senate District: 22 Assembly District: 49 Demographics: Minority/Person of Color-Owned (Asian)</p>
<p>"The COVID 19 pandemic changes everything. All business owners are learning how to weather the storm during this unprecedented time. Animebooks.com owner Steve Wan has been in the e-commerce retail business for 13 years. He described he has not seen business drop over 88 percent overnight before. Six months into the crisis in September 2020, he shared how to turn his business around and slowly recover from the crisis: "We attend different trade shows or comic book conventions across the States year around, at least two events per month. Before the pandemic, 90 percent of our revenue comes from trade shows and 10 percent from online sales," Wan said.</p> <p>In mid-March 2020, all large gathering events, such as trade shows, conventions, weddings, and concerts were being cancelled nationwide due to</p>	

the public canceled and/or postponed. I purchased large quantities of inventory in December last year. Those inventories are for trade shows in April, May and June.”

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress and signed into law by President Trump on March 27th, 2020. Wan sought out Asian Pacific Islander Small Business Program WBC (API SBP WBC) via partner Chinatown Service Center (CSC) for help in late March regarding how to apply for the Small Business Administration (SBA) Economic Injury Disaster Loans (EIDL) and Paycheck Protection Program (PPP).

“It is a very difficult time for us and all other related businesses as well. I have to make the transition from in-person trade shows into online. Our online e-commerce infrastructure, such as our own website animebooks.com, eBay and Amazon are already in place and mature, so sales are slowly picking up,” Wan said.

Wan thanked Elaine Pang, API SBP WBC’s Business Counselor, for providing resources and working with him during the pandemic. “She kept me updated on SBA news and its decisions, answered questions while I was filling out the EIDL application. She also encourages me to apply different grants and rental assistance. Her information has been very helpful.” Wan received a \$150,000 EIDL loan and \$1,000 emergency advance from SBA. He said because of the loan, his business can stay afloat. He didn’t apply for a PPP loan.

Wan’s business is surviving. He stated, “If I don’t have the EIDL loan, I think I would consider closing my business, since I don’t have enough cash flow to pay rent and commercial truck auto payment. I have all the inventories sitting in the warehouse and no trade shows to attend. 100 percent of our sales is from online platforms for now.

“Convention-goers are more likely to pay more for an item, compared to the online customers.” He learned how to adjust product pricing targeting online clients. “Online marketplace is very competitive. If the item is 50 cents to a dollar more, customers are more likely to choose the cheaper seller for the same item,” Wan described.

“The pandemic makes business owners rethink their business structure. If a

business owner is willing to think outside the box and learn new skills, he or she could survive and thrive. Steve is self-motivated and hard working. I am happy that we can help,” Elaine commented. Wan said that he and his colleague work around the clock and make sure all products ship correctly. “We pack 6-10 items per hour per day.

Online sales are stable but I still look forward to conventions and trade shows to safely reopen.”

As the U.S. economy slowly reopened, retails could reopen with safety measures while enforcing social distancing and face covering. “I am still worried about letting customers go into my retail store or warehouse to shop until the vaccine has been approved,” Wan said.

LA Comic Con is planning to open in December 2020 after months of planning. “Yes, they moved the event from October to December. I hope they can make it happen! The question is, is it safe for us and the attendees and all the people who work there. I am a little worried,” Wan added.

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Small Business Name: Calavera Coffee Shop
 Center: Fresno CDFI dba Access Plus Capital
 Senate District: 12
 Assembly District: 30
 Demographics: Not available

Evan Morris of Calavera Coffee Shop had Access Plus Capital’s business card on his fridge for five years before he needed their help. In 2015, Evan attended an Access Plus Capital, then CDFI, Workshop about funding and put the card on his fridge. Five years later when he was looking to expand his business, he finally gave them a call.

Calavera Coffee had been a part of the Hollister community as a coffee cart for a while, but they were looking to expand into their own space. When Evan approached different loan agencies, he was passed around through email

chains and calls, and felt the experience was very impersonal. With Access Plus Capital, things were done “old school”. Evan loved how they wanted to truly learn about his business, and get to know the person they’d be lending to.

Evan received assistance from Access Plus Capital team members Eddie and Ronna, and got through the process seamlessly. Access Plus Capital was helpful in making sure he knew exactly what he needed to provide, Evan said, “They would stay on the phone with me for a while, I felt like I was a priority.”

Now, Calavera Coffee Shop has transformed from a pop-up coffee bar, to its own fully-fledged café. Calavera is a multi-roaster specialty coffee bar, they source their beans from small roasters all over the U.S. They keep their regular menu simple, but also have a rotating menu of specialties so they can dream up new drinks. Calavera focuses on locally sourced ingredients like Santa Cruz Chai and Holy Kakow making them a favorite for San Benito County locals. In the future, Calavera Coffee wants to open another location in Hollister, and eventually start their own specialty roaster. They’d also like to use the same strategy to expand into other cities, starting as a coffee bar, and eventually opening stand-alone cafes.

Access Plus Capital is proud to be a part of Calavera Coffee’s journey to success, and we look forward to seeing more from Evan and his team in the future!



Small Business Name: Perfecto Coffee
Center: The Brink SBDC
Senate District: 28
Assembly District: 67
Demographics: Veteran- / Black-Owned

"Transitioning from an active duty Marine into the business sector wasn't easy, but the Brink SBDC has been extraordinary in helping us navigate the entire startup process. Since we first met, our startup has grown from a simple idea into a company that has raised over \$100,000 from angel investors and has a full blown product that is being purchased by real consumers today. Unlike most organizations that overpromise and considerably underdeliver, it has been a blessing to work with the SBDC. THANK YOU for making this journey possible."
– Bruce Long

2 jobs created



Small Business Name: Jackson's Care Center: Inland Empire Women's Business Center
Senate District: 31
Assembly District: 61
Demographics: Woman- / Black-Owned

Roxanne, a certified Legal Administrative Professional, has been in business since November 2015 providing form completion for college enrollment, court documents, and human resources. She came to the IEWBC needing assistance writing a business plan, preparing a marketing strategy, and tracking finances. She received business counseling, attended various workshops, and participated IEWBC's It's Your Time Program. She says, "It was one of the best experiences and she wouldn't be where she is today without assistance from the center.

Though she initially started her business idea in 2015, she recently had her Grand Opening and ribbon cutting for her new office space, February 28, 2020 in Riverside, CA.

Despite COVID-19 closing down her office operations, she has been able to pivot into online services and serve over 70 clients and secure 4 contracts between March and April. She has hired an administrative assistant, increase her community engagement and visibility by 150 percent, and increase her

revenue of by 55 percent.

Roxanne credits IEWBC as the biggest reason why she stepped out on faith. IEWBC gave her the knowledge, creativity, and support needed for her to start her own business and remain open during the COVID pandemic.



Small Business Name: Professional Eco Cleaning
 Center: Renaissance Entrepreneurship Women's
 Business Center
 Senate District: 9
 Assembly District: 18
 Demographics: Woman- / LatinX-Owned

Anahí Rojas is a fierce Latinx Woman Entrepreneur and leader of in her community. In 2007, she emigrated from Mexico to California. Anahí had a vision to start a business that would empower Latinx women to take on a larger role than that of just an employee. In 2017, Anahi founded Professional Eco-Cleaning. She decided to do so by making this venture a cooperative owned business where employees would be equal owners. She found support through community and networking focused organizations.

Anahi soon realized that her business partners were just not ready to step out of the employee role and embody entrepreneurship and took full ownership in 2019. Anahí understood that she needed more than just community; she needed strong business technical assistance. Unfortunately, with each resource she found, she also encountered a language barrier. She was remained determined and eventually found Renaissance Entrepreneurship Center in 2020. Renaissance was quickly able to provide technical assistance to her in Spanish. She was immediately able to access counseling and attend classes in her native language. After her first business class with Renaissance, she quickly realized the Renaissance Women's Business Center would be able to provide the support her business needs. In Anahi's own words: "After taking this class I thought, Wow this is really next level, this really pushes me to learn, they have a business minded vision that is able to help me with my development as a business owner, not just community and personal development. This is exactly with I was looking for". Anahí has since received 25 hours of service and

\$30,800 in finance support. The Renaissance Women's Business Center has also set up Anahi with a mentor that continues to be a thought partner with her.

According to Anahí, one of the biggest lessons Anahi has learned from Renaissance is how to manage her finances to sustain her business. When the Pandemic hit, Anahi received a Kiva loan. Committed to her employees, Anahi used her resources to pay their salaries.

However, the team at Renaissance showed Anahi how to manage her finance to keep her business afloat: "I learned that the best way to help my employees was to ensure they have a job to come back to." Aside from continuing her business, Anahi has founded a second business Brindémos! Brindémos translates to "Let's Toast!" to celebrate access to entrepreneurship education and empowerment in Latinx communities.