



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

OUTREACH AND OUTCOMES REPORT

Published 07/20/2022

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

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

PROGRAM OVERVIEW

The California Microbusiness COVID-19 Relief Grant is administered by the California Office of the Small Business Advocate (CalOSBA). The Program provides competitive micro grants of \$2,500 to eligible microbusinesses impacted by COVID-19 and the related health and safety restrictions. Amounts available for each County were based on population and determined by the latest population estimates from the California Department of Finance. The role of grantmaking entities was granted to County government agencies or a consortium of nonprofits through two rounds of applications.

Participating Counties, their award amounts, partner organizations, and planned outreach activities can be found online at calosba.ca.gov/publications

Per statute, CalOSBA issues the second and subsequent reports to identify the outreach activities conducted by each participating grantmaking entity along with any current outcomes of awards made in each county and by demographics, when available.

Reports can be found online at calosba.ca.gov/publications



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	14,247	2,160	\$5,400,000
African-American	2,262	177	\$442,500
Alaskan Native	30	9	\$22,500
Asian	2,346	441	\$1,102,500
Hawaiian Native	63	6	\$15,000
Hispanic or Latino	3,911	776	\$1,940,000
Native American	108	27	\$67,500
Other Pacific Islander	55	13	\$32,500
Rural	1,070	300	\$750,000
Veteran	510	51	\$127,500
White	4,200	680	\$1,700,000
Women	7,130	1,201	\$3,002,500

Data as of 05/31/2022

* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
7	Alameda	114	0
8	Amador	1	0
9	Butte	0	0
10	Contra Costa	120	0
11	El Dorado	7	0
12	Fresno	624	0
13	Imperial	Not Yet Available	Not Yet Available
14	Kern	191	45
16	Kings	109	35
18	Lake	Not Yet Available	Not Yet Available
19	Lassen	0	0
20	Los Angeles	Not Yet Available	Not Yet Available
21	Madera	7	7
23	Marin	124	0
24	Mariposa	16	8
26	Mendocino	92	0
27	Merced	50	0

Data as of 05/31/2022

* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

** Final awards are ongoing for many counties and will be reported in future reports.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
28	Modoc	0	0
29	Monterey	63	17
31	Napa	Not Yet Available	Not Yet Available
32	Nevada	54	43
34	Orange	2,077	694
36	Placer	85	55
38	Plumas	0	0
39	Riverside	2,302	69
41	Sacramento	250	0
42	San Benito	18	0
43	San Bernardino	926	245
45	San Diego	2,989	0
46	San Francisco	Not Yet Available	Not Yet Available
47	San Joaquin	366	148
49	San Mateo	523	53
51	Santa Barbara	12	0
52	Santa Clara	1,207	313

Data as of 05/31/2022

* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
54	Santa Cruz	0	0
55	Sierra	0	0
56	Siskiyou	Not Yet Available	Not Yet Available
57	Solano	679	0
58	Sonoma	198	22
60	Stanislaus	13	0
61	Sutter	0	0
62	Tehama	0	0
63	Tulare	290	151
65	Ventura	639	255
67	Yolo	101	0
68	Yuba	0	0
	Total	14,247	2,160

Data as of 05/31/2022

* Total applications received includes ineligible applications and applications from counties that have not yet awarded funds.

** Final awards are ongoing for many counties and will be reported in future reports.



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

COUNTY: Alameda

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES*:

Chabot-Las Positas Community College District (CLPCCD) partnered with Southwest CCD's Small Business Development Center (SBDC) to administer the grant program and provide technical assistance. The SBDC created the application to protect against fraud, waste, and abuse while ensuring the application remains as accessible and simple as possible. The SBDC also created the website microbusinessgrant.org after much collaboration with CLPCCD.

Marketing material was created, and translated into five languages, English, simple Chinese, Tagalog, Vietnamese and Spanish. All five of the flyers were e-mailed as pdf to partners and other non-profits in order to launch the program by May 17th.

Alameda County launched the website application for the Microbusiness COVID-19 Grant Program on May 17, 2022. Numerous Zoom webinars were held with partners in Alameda County prior to the launch explaining the program and strategizing ways to get the word out. Mailing of flyers started with churches, grocery stores, food banks, and other non-profit businesses. Of the 14 days in May that the program was launched, there were a total of 114 applicants for Alameda County.

The County worked with the 4 partners for outreach to deliver material for targeted outreach to start. The partners started their outreach campaign which include social media, email contact, and hand delivery of flyers. Facebook and Social Media outreach has been created for the County and will continue until the grant is completed. Plans are in place for television, radio, and bus advertising.

June and July will show continued outreach through e-mail, phone calls, and mail. In addition, boots on the ground strategy will occur in hard-to-reach areas along with Zoom training for potential recipients. Bus stops, bus banners, taxis, and billboards are being negotiated. Newspaper and radio advertising are being set up in multiple languages. Telemundo television ads are being created for the end of June.

** CLPCCD is operating the program for Alameda, Amador, Contra Costa, and El Dorado Counties. Initial outreach development has been implemented in a coordinated manner across the counties. Subsequent outreach reports will include regional specifics on partner deployment and outreach activities.*

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 114

Final Awards Are Ongoing



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

COUNTY: Amador

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES*:

Chabot-Las Positas Community College District (CLPCCD) partnered with Southwest CCD's Small Business Development Center (SBDC) to administer the grant program and provide technical assistance. The SBDC created the application to protect against fraud, waste, and abuse while ensuring the application remains as accessible and simple as possible. The SBDC also created the website microbusinessgrant.org after much collaboration with CLPCCD.

Marketing material was created, and translated into five languages, English, simple Chinese, Tagalog, Vietnamese and Spanish. All five of the flyers were e-mailed as pdf to partners and other non-profits in order to launch the program by May 17th.

Amador County launched the website application for the Microbusiness COVID-19 Grant Program on May 17, 2022. Zoom webinars were held with partners in Amador County prior to the launch explaining the program and strategizing ways to get the word out. Mailing of flyers started with churches, grocery stores, food banks, and other non-profit businesses. Of the 14 days in May that the program was launched, there were a total of 1 applicant for Amador County.

The County worked with the 4 partners for outreach to deliver material for targeted outreach to start. The partners started their outreach campaign which include social media, email contact, and hand delivery of flyers. Facebook and Social Media outreach has been created for the County and will continue until the grant is completed. Plans are in place for television, radio, and bus advertising along with the delivery of flyers to swap meets.

June and July will show continued outreach through e-mail, phone calls, and mail. In addition, boots on the ground strategy will occur in hard-to-reach areas along with Zoom training for potential recipients. CLPCCD is working on advertising through newspapers and radio in Amador County. Telemundo television ads are being recorded at the end of June. Bus advertising and taxi advertising are also being coordinated.

** CLPCCD is operating the program for Alameda, Amador, Contra Costa, and El Dorado Counties. Initial outreach development has been implemented in a coordinated manner across the counties. Subsequent outreach reports will include regional specifics on partner deployment and outreach activities.*

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 1

Final Awards Are Ongoing



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

COUNTY: Butte

FISCAL AGENT: 3CORE Inc.

KEY OUTREACH ACTIVITIES:

3CORE has presented information on the Microbusiness COVID-19 Relief Grant Program to several groups and organizations, in preparation for an August start date.

The MBCRG applications in Butte County are scheduled to open on August 1, 2022, and will have an active application period through October 31, 2022 or until funding has been fully disbursed.

To date, the organizations that 3CORE has presented this information to in Butte County are:

- North State Hispanic Chamber of Commerce,
- Team Chico, which includes:
 - Chico Chamber of Commerce
 - City of Chico
 - Alliance for Workforce Development (AJCC)
 - Butte College The Training Place
 - Butte College SBDC
 - CSU Chico
 - The Downtown Chico Business Association
 - Explore Butte County
 - North State Planning and Development Collective

Additional outreach activities will be reported in upcoming reports.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Contra Costa

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES*:

Chabot-Las Positas Community College District (CLPCCD) partnered with Southwest CCD's Small Business Development Center (SBDC) to administer the grant program and provide technical assistance. SBDC created the application to protect against fraud, waste, and abuse while ensuring the application remains as accessible and simple as possible. SBDC also created the website microbusinessgrant.org after much collaboration with CLPCCD. Marketing material was created, and translated into five languages, English, simple Chinese, Tagalog, Vietnamese and Spanish. All five of the flyers were e-mailed as pdf to partners and other non-profits in order to launch the program by May 17th.

Contra Costa County launched the website application for the Microbusiness COVID-19 Grant Program on May 17, 2022. Numerous Zoom webinars were held with partners in Contra Costa County prior to the launch explaining the program and strategizing ways to get the word out. Mailing of flyers started with churches, grocery stores, food banks, and other non-profit businesses. Of the 14 days in May that the program was launched, there were a total of 120 applicants for Contra Costa County.

The County worked with the 4 partners for outreach to deliver material for targeted outreach to start. The partners started their outreach campaign which include social media, email contact, and hand delivery of flyers. Facebook and Social Media outreach has been created for the County and will continue until the grant is completed. Plans are in place for television, radio, and bus advertising.

June and July will show continued outreach through e-mail, phone calls, mail, and television. In addition, boots on the ground strategy will occur in hard-to-reach areas along with Zoom training for potential recipients. Newspaper and Radio ads are being created in various languages. Bus stops, bus banners, taxis, and billboards are being negotiated. Telemundo television ads are being recorded at the end of June.

** CLPCCD is operating the program for Alameda, Amador, Contra Costa, and El Dorado Counties. Initial outreach development has been implemented in a coordinated manner across the counties. Subsequent outreach reports will include regional specifics on partner deployment and outreach activities.*

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 120

Final Awards Are Ongoing



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

COUNTY: El Dorado

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES*:

Chabot-Las Positas Community College District (CLPCCD) partnered with Southwest CCD's Small Business Development Center (SBDC) to administer the grant program and provide technical assistance. SBDC created the application to protect against fraud, waste, and abuse while ensuring the application remains as accessible and simple as possible. SBDC also created the website microbusinessgrant.org after much collaboration with CLPCCD. Marketing material was created, and translated into five languages, English, simple Chinese, Tagalog, Vietnamese and Spanish. All five of the flyers were e-mailed as pdf to partners and other non-profits in order to launch the program by May 17th.

El Dorado County launched the website application for the Microbusiness COVID-19 Grant Program on May 17, 2022. Numerous Zoom webinars were held with partners in El Dorado County prior to the launch explaining the program and strategizing ways to get the word out. Mailing of flyers started with churches, grocery stores, food banks, and other non-profit businesses. Of the 14 days in May that the program was launched, there were a total of 7 applicants for El Dorado County.

The County worked with the 4 partners for outreach to deliver material for targeted outreach to start. The partners started their outreach campaign which include social media, email contact, and hand delivery of flyers. Facebook and Social Media outreach has been created for the County and will continue until the grant is completed. Plans are in place for television, radio, and bus advertising.

June and July will show continued outreach through e-mail, phone calls, and mail. In addition, boots on the ground strategy will occur in hard-to-reach areas along with Zoom training for potential recipients. CLPCCD is working on advertising through newspapers and radio in El Dorado County. Telemundo television ads are being recorded at the end of June. Bus advertising and taxi advertising are being set up. Advertising via roadside billboards is being negotiated.

** CLPCCD is operating the program for Alameda, Amador, Contra Costa, and El Dorado Counties. Initial outreach development has been implemented in a coordinated manner across the counties. Subsequent outreach reports will include regional specifics on partner deployment and outreach activities.*

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 7

Final Awards Are Ongoing



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

COUNTY: Fresno

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

KEY OUTREACH ACTIVITIES:

The Fresno Area Hispanic Foundation and Fresno County began the Microbusiness COVID-19 Relief Grant Program in March 2022. The application vetting process started in April 2022 and throughout May 2022. With fifty percent (50%) of the project almost completed, FAHF deliberately continues to urge microbusiness owners to submit the documentation needed to process their applications. A total of 624 applications were submitted from businesses throughout Fresno County.

The team at FAHF visited Reedley, Kingsburg, Selma, Squaw Valley, Fowler, Kerman, Mendota, Firebaugh, San Joaquin, Clovis, Huron, Coalinga, and Sanger to bring this opportunity to hard-to-reach businesses. The marketing strategy also included days for the team to visit swap meets and farmers' markets in Fresno, Coalinga, and Clovis.

FAHF has continued their partnerships with local community organizations:

- Fresno Metro Black Chamber targeting the African-American business community
- Hidden Wealth Foundation emphasizes the Southeast Asian business community
- Fresno County EDC, embarking on rural communities
- California Hmong Chamber of Commerce focused on the Asian business community in Fresno County

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 624

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial

FISCAL AGENT: County of Imperial

The Microbusiness COVID-19 Relief Grant Program is currently in development in Imperial County.

Outreach reporting was not available during the April - May reporting period.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kern

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

KEY OUTREACH ACTIVITIES:

Kern Women's Business Center (KWBC) continued with their "Boots on the Ground" campaign visiting numerous vendor fairs, including a virtual fair for Caltrans, as well as visiting local businesses in Arvin, Lamont and Lost Hills. KWBC also visited the Salon District and a number of Barber Supply shops to inform the proprietors of the Microbusiness COVID-19 Relief Grant (MBCRG) and to provide technical assistance. KWBC also spoke to the National Association of Women Business Owners Luncheon, Bakersfield Babes in Business Luncheon and the Menudo Cook-Off event.

The Small Business Development Center (SBDC)/CSUB continued presenting information about the microgrants during their weekly business webinars. Information about this opportunity is also listed as a resource on their website. SBDC spoke to both Lake Isabella and Ridgecrest's Chambers of Commerce as well as at the Women's Business Symposium.

Kern Economic Development Corporation (KEDC) presented information regarding the MBCRG at the KEDC Board meeting in April. KEDC also presented at the East Kern Economic Alliance, whose members include the cities of Tehachapi, Boron, California City, Rosamond, Mojave and Ridgecrest; as well as spoke at the Greater Tehachapi Economic Development Corporation meeting in May. KEDC also reposted information about the microgrants on their Linked-In and Facebook pages encouraging interested microbusinesses to contact the agency.

Community Action Partnership of Kern (CAPK) conducted a social media blitz in April. CAPK also printed and distributed 1,000 flyers throughout 17 of their programs within Kern County as well as reposting information in their monthly CAPK in Action e-newsletter.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 191

Final Awards Made - 45 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kern

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

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	191	45	\$112,500
African-American	14	3	\$7,500
Alaskan Native	0	0	\$0
Asian	5	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	13	13	\$32,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	19	8	\$20,000
Veteran	1	0	\$0
White	3	3	\$7,500
Women	48	30	\$75,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

KEY OUTREACH ACTIVITIES:

The Fresno Area Hispanic Foundation (FAHF) and Kings County Job Training Office began the Microbusiness grant program in March 2022. The application vetting process started in April 2022 and throughout May 2022. With fifty percent (50%) of the project completed, FAHF deliberately continues to urge microbusiness owners to submit the documentation needed to process their applications. A total of 109 applications were submitted from businesses throughout Kings County.

The team at FAHF visited Corcoran, Lemoore, Hanford, Avenal, Stratford, and Kettleman City to bring this opportunity to hard-to-reach businesses. The marketing strategy also included days for the team to visit swap meets and farmers' markets in Hanford, Tulare, and Corcoran.

FAHF has continued their partnerships with local community organizations:

- Greater Kings County Chamber of Commerce focuses on the Lemoore business community
- Hanford Chamber of Commerce target the Hanford region
- Tulare Kings Hispanic Chamber of Commerce assisted with marketing throughout Kings County
- Corcoran Chamber of Commerce emphasizes the in-home businesses in Corcoran.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 109

Final Awards Made - 35 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	109	35	\$87,500
African-American	6	1	\$2,500
Alaskan Native	0	0	\$0
Asian	5	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	64	24	\$60,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	42	0	\$0
Veteran	0	0	\$0
White	11	9	\$22,500
Women	52	0	\$0

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lake

FISCAL AGENT: Lake County Economic Development Corporation

The Microbusiness COVID-19 Relief Grant Program is currently in development in Lake County.

Outreach reporting was not available during the April - May reporting period.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lassen

FISCAL AGENT: Sierra Business Council

KEY OUTREACH ACTIVITIES:

Sierra Business Council (SBC) utilized the final three weeks of May to create buzz and anticipation amongst the community partners in the four-county region (Lassen, Modoc, Plumas, and Sierra) about the Microbusiness Relief Grant Program. There was much interest in the program when SBC initially collected partnership agreements, so now that the program is live, the focus is on reengaging those partners through direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples. A comprehensive list of the partners is below.

- Alliance for Workforce Development, Inc.
- Plumas Bank
- Sierra County Arts Council
- Sierra County Chamber of Commerce
- Visit Sierra County
- Plumas County
- Quincy Chamber of Commerce
- Plumas County Arts
- SCORE of Northern Nevada
- Lassen County Chamber of Commerce
- Modoc Harvest
- Alturas Chamber of Commerce
- Superior Economic Development Corp

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of the Sierra Small Business Development Center. An advisor at the center personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continues through June, SBC will be targeting in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses.

The application process for all four counties launched May 31st.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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

COUNTY: Los Angeles

FISCAL AGENT: County of Los Angeles

The Microbusiness COVID-19 Relief Grant Program is currently in development in Los Angeles County.

Outreach reporting was not available during the April - May reporting period.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera

FISCAL AGENT: County of Madera

KEY OUTREACH ACTIVITIES:

Madera County has continued to work with the four (4) community-based organizations (CBOs) initially partnered with, to assist with outreach for the program. These four CBOs were selected due to their daily involvement with the community, specifically the underserved. Flyers were created for the program in both English and Spanish and provided to the four partners. The flyers include a QR code for quick and easy access to the program application. These flyers continue to be posted on the CBOs front desks and community boards and are distributed to the individuals they serve.

A website page with information for the program including guidelines, requirements, application form, and FAQs were made available on Madera County Economic Development Commission's (MCEDC) website. The website has been available since March 10th. MCEDC has bilingual staff available to answer any application related questions and assist with completing the application, when needed.

Flyers have been distributed during various community events designed for the underserved. Madera Coalition for Community Justice (MCCJ) distributed the flyers at the following events: the food distribution event at the Madera Mosque on May 10th and June 14th, and the Madera Flea Market on May 18th. These events were attended for outreach in addition to office referrals made while serving constituents and posting of the flyer on their community board. Community Action Partnership of Madera County (CAPMC) has the flyer posted on their various community boards. The Madera Workforce shared the flyer via email to their subscribers through an email blast. The Madera Chamber of Commerce (Chamber) continues to share the flyers with Madera Downtown Association members and with the list of businesses that are not Chamber members but received PPE distributions last year. The Chamber also has the flyer on display on their front counter. MCEDC shared the flyer with local business through in-person visits and has it on display on their front counter.

Media engagements continue to consist of Facebook posts on the County of Madera page, the MCCJ page, the CAPMC page, the MCEDC page, and the Madera Workforce page. The Madera Workforce posted the flyer on their LinkedIn page. MCEDC has included information about the program on their monthly e-newsletter.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 7

Final Awards Made - 7 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera

FISCAL AGENT: County of Madera

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	7	7	\$17,500
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	4	4	\$10,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	0	0	\$0
White	3	3	\$7,500
Women	4	4	\$10,000

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Marin

FISCAL AGENT: County of Marin

KEY OUTREACH ACTIVITIES:

Marin County and the Marin SBDC partnered with 16 organizations thus far in spreading the word out into the community. Organizers held five (5) zoom info sessions: one to Asian community groups, one to childcare providers in English and Spanish and three open to the public. Three (3) in-person application support sessions were conducted in the Canal area in San Rafael, where it will be easier for immigrants and Latino/Hispanic business owners to attend. These sessions take place during food pantry times or community events so there is already a crowd coming to inform them on this program. Marin SBDC has staff with a laptop ready to assist them in applying right there.

Marin County and the Marin SBDC are in the process of scheduling other sessions at Marin Multicultural Center. Calls have been made to community leaders who are connected to many immigrant and unregistered businesses and program organizers are also working out a way to create drop-in application support times for them.

In terms of marketing, Marin SBDC has created flyers in English, Spanish, Portuguese, Korean, Vietnamese, Chinese simple and Chinese traditional. All information is located easily on their main webpage for this program so anyone in the community can have access to it: www.marinsbdc.org/microbizgrants

Marin SBDC has dropped off flyers to ethnic grocery stores and churches and key hubs within certain communities to get this information in front of people who may qualify. Community walks in the Canal area have been conducted to give out flyers to day laborers and street vendors. Additionally, visits were made to rural areas in West Marin and posted flyers on community boards and to central hub locations.

There have been articles in the Marin IJ and Northbay Business Journal. A radio program on KWMR (a local station) and the Marin Multicultural Center has been making announcements in Vietnamese, Spanish and English on their local radio stations. Many partner organizations have included information in their newsletters and on their social media accounts. Two paid advertisements on Facebook have been utilized: one in English and one in Spanish. Several people have walked-in to the office to get support with applying as there have been many that needed computer or technical assistance support.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 124

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa

FISCAL AGENT: County of Mariposa

KEY OUTREACH ACTIVITIES:

Mariposa County completed the Microbusiness COVID-19 Relief Grant Program on April 22nd, 2022. The County received help from the following organizations:

Main Street Mariposa

- Digital Marketing Digital Marketing: 01/28 - E-mail Grant information to MSM e-mail list. Post grant information on MSM Social Media Sites & share on multiple related social media pages. Attend to e-mail and social media responses as necessary.
- Digital Marketing Digital Marketing: 02/17 - E-mail reminder about available grant to MSM e-mail list. Post reminder about grant on MSM Social Media Sites & share on multiple social media pages. Attend to e-mail and social media responses as necessary.
- Digital Marketing Digital Marketing: 03/14 - E-mail reminder about available grant to MSM e-mail list. Post reminder about grant on MSM Social Media Sites & share on multiple social media pages. Attend to e-mail and social media responses as necessary.
- Digital Marketing Digital Marketing: 04/10 - Send final e-mail reminder about available grant and deadline to MSM e-mail list. Post final reminder about grant and deadlines on MSM Social Media Sites & share on multiple social media pages. Attend to e-mail and social media responses as necessary.

Alliance for Community Transformation

- Advertised the program on each of Mariposa County Program's Facebook pages and printed off the flyer for individuals to take at each location. They targeted clients with small businesses and had specific conversations with them about the opportunity.

Mariposa County Chamber of Commerce

- Posted on social media when the program opened. Printed, provided and accepted hard copies of the application for microbusiness owners without access to the internet.

UC Merced Small Business Center

- The UC Merced SBDC has been supporting the Mariposa Microbusiness COVID-19 Relief Grant Program by promoting through their monthly newsletter that goes out to over 2,500 recipients in Merced/ Mariposa counties. They have sent two emails directly to all Mariposa County SBDC clients that they have seen in the past 2 years. In addition, the SBDC posted on social media and translated to a few different languages.

The strategy behind partnering with the above-mentioned organizations was to reach as many microbusinesses as possible. Each organization represents a specific niche and reaches a different target market.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 16

Final Awards Made - 8 (Concluded)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa

FISCAL AGENT: County of Mariposa

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	16	8	\$20,000
African-American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	1	1	\$2,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	16	8	\$20,000
Veteran	0	0	\$0
White	13	7	\$17,500
Women	12	6	\$15,000

All funding for Mariposa County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the County.

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Mendocino

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

KEY OUTREACH ACTIVITIES:

During the period of performance for April through May 2022, Economic Development and Financing Corporation (EDFC) made significant strides towards the goals for outreach and technical assistance in the Microbusiness COVID-19 Relief Grant Program.

A majority of April was spent finalizing the grant application portal and promoting it through the identified community partners as well as the local Chamber of Commerce and the County of Mendocino. EDFC also performed direct outreach to microbusinesses in the more densely populated area of Ukiah. Outreach in person at the local Farmer Market where microbusinesses from throughout the county attend was another avenue for building interest in the grant program that EDFC utilized.

The application portal went live May 1, 2022 and was open for 30 days. Much of those 30 days was spent in continual communication with potential applicants, performing various technical assistance to ensure applicants received the support necessary to complete the application process.

In the 30 days that the grant portal was open EDFC received a total of 92 applications representing all regions of the County.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 92

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

KEY OUTREACH ACTIVITIES:

Merced County officially launched its Microbusiness COVID-19 Relief Grant (MBCRG) Program on May 9. Merced County staff utilized a marketing professional to help create a unique and simplified flyer design and website that would help attract applicants to apply for the grant program. With the support from a freelance professional, several diverse designs were made to help amplify the grant program in English, Spanish, and Hmong. Merced County staff utilized a Labor Market Information (LMI) tool, EconoVue, powered by Dun & Bradstreet, to help identify businesses in rural areas (based on each sector industry) that may meet the grant's eligibility requirements and encourage business operators to apply.

All flyers were distributed through social media platforms, email communications, e-newsletters from several chambers of commerce, face-to-face engagement, and developing posters to promote across the community. Merced County also published its grant program in a Spanish magazine (La Mejor Publication) to help many Spanish applicants to call or to submit their email of interest for assistance.

Merced County staff took action by reaching out to several non-partnered community organizations and City offices to help elevate the marketing approach to promote with their small business members in their respected communities. Several city offices promoted the grant program and expanded their contacts for other organizations to help and spread the word to its business members. Merced County also performed a live radio talk session to help educate Merced County listeners about the Microbusiness Grant by providing direction and how to apply for assistance. Merced County and several community partners have provided technical assistance to individuals requesting help to apply and submit their applications online. Additional services include via-telephone support, virtual meetings, and scheduling one-on-one help at each participating location.

Merced County collaborates with five community organizations with a strategy to help and educate all industry demographics regarding the Microbusiness Grant Program to many hard-to-serve and rural business operators residing in Merced County. The five community organizations involved in helping Merced County and its community/residents/businesses are:

- Central Valley Opportunity Center | Winton, CA
- Fresno Area Hispanic Foundation | Fresno, CA
- Los Banos Chamber of Commerce | Los Banos, CA
- Merced Lao Family | Merced, CA
- Merced County Hispanic Chamber of Commerce | Merced, CA

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 50

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Modoc

FISCAL AGENT: Sierra Business Council

KEY OUTREACH ACTIVITIES:

Sierra Business Council (SBC) utilized the final three weeks of May to create buzz and anticipation amongst the community partners in the four-county region (Lassen, Modoc, Plumas, and Sierra) about the Microbusiness Relief Grant Program. There was much interest in the program when SBC initially collected partnership agreements, so now that the program is live, their focus is on reengaging those partners through direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples. A comprehensive list of the partners is below.

- Alliance for Workforce Development, Inc.
- Plumas Bank
- Sierra County Arts Council
- Sierra County Chamber of Commerce
- Visit Sierra County
- Plumas County
- Quincy Chamber of Commerce
- Plumas County Arts
- SCORE of Northern Nevada
- Lassen County Chamber of Commerce
- Modoc Harvest
- Alturas Chamber of Commerce
- Superior Economic Development Corp

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of Sierra Small Business Development Center advisor Clint Koble. Clint personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continues through June, SBC will be targeting in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses.

The application process for all four counties launched May 31st.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

KEY OUTREACH ACTIVITIES:

The resources Monterey County Workforce Development Board (MCWDB) developed include the application, flyers, PowerPoint presentations, live recordings of the informational webinars, and frequently asked questions (FAQs) in both English and Spanish. A dedicated webpage (<https://www.montereycountywdb.org/monterey-county-works/small-business-grants/>) was also created that includes a widget to enable translations to other languages.

Both the MCWDB team and partners continue to do outreach in-person and online through email blasts to various distribution lists, social media posts, and door-to-door visits.

Technical assistance is available in both English and Spanish and includes a walkthrough of the program requirements and help with submission of the application. The MCWDB team and partners are available to applicants for assistance via email, telephone, and in-person. After an application is submitted, communication between the MCWDB team and the applicant is done primarily via email to not only provide confirmation that their application was received, but to also send ongoing updates and ultimately notify them of their award status.

Additional assistance is also given, in the event an application is missing one or more of the required documents. The intent of doing so is to ensure that each applicant fully understands what is required and has an opportunity to submit what is missing, should there have been a translation miscommunication the first go-round. To assist the MCWDB team with tracking applicant data and reviewing applications for eligibility, an internal database and application review process were also established.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 63

Final Awards Made - 17 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	63	17	\$42,500
African-American	5	2	\$5,000
Alaskan Native	1	1	\$2,500
Asian	5	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	38	7	\$17,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	1	0	\$0
White	11	5	\$12,500
Women	44	16	\$40,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Napa

FISCAL AGENT: County of Napa

The Microbusiness COVID-19 Relief Grant Program is currently in development in Napa County.

Outreach reporting was not available during the April - May reporting period.



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

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

KEY OUTREACH ACTIVITIES:

Nevada County utilized a focused marketing plan to reach hard-to-reach populations, and leveraged collaborative partnerships, contracts, and systems already in-place and further affirmed through MOUs specific to this proposal. As a small, rural county, they utilized a media campaign using local radio stations, newspapers, and online media partners, and also deployed targeted strategies to engage specific populations of focus. Throughout both rounds of the application process, the strength of the County's community partnerships allowed the program to reach diverse microbusinesses countywide, and fully expend Nevada County's funding for the California Microbusiness COVID-19 Relief Grant Program. The awards made are, for the most part, reflective of Nevada County's demographic diversity, as well as diversity of industry and geography, with awards representing a wide range of microbusinesses from all parts of the county.

Nevada County partnered with Sierra Business Council (SBC) to administer the grant program and provide technical assistance. SBC created the application to protect against fraud, waste, and abuse, while ensuring the application remains as accessible and simple as possible. By implementing an eligibility quiz up front, applicants were unable to fill out an application that would later be ruled ineligible. SBC staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear and communicate quickly with applicants found ineligible to ensure accuracy. As of June 8th, SBC and Nevada County have found 43 of the 54 received applications to be eligible for funding and awarded. The additional 11 were found to be ineligible. Most of these 11 did not meet one of the following 3 criteria: business located in Nevada County, revenue under \$50,000, did not receive a California Relief Grant.

Throughout both application periods, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included nearly 90 hours of technical assistance for the program from January 21st to June 8th by staff and Small Business Development Center advisors. Many applicants required assistance gathering documentation to prove that the business was in operation in 2019 and provide an explanation of revenue that meets the required \$50,000 limit. SBC's technical assistance includes phone calls, zoom meetings, and emails.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 54

Final Awards Made - 43 (Concluded)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	54	43	\$107,500
African-American	1	1	\$2,500
Alaskan Native	0	0	\$0
Asian	2	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	2	2	\$5,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	43	43	\$107,500
Veteran	0	0	\$0
White	33	33	\$82,500
Women	28	28	\$70,000

All funding for Nevada County has been exhausted and the Program has concluded. The final awards data above will be included in future reports for reference, but no additional outreach activity reporting will be supplied from the County or its Fiscal Agent.

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

KEY OUTREACH ACTIVITIES:

The Orange County Workforce and Economic Development Division (OCWEDD) partnered with the Cities, Chambers of Commerce, Public Libraries, and other organizations throughout Orange County to provide outreach for the program. Informational flyers were made available and distributed in English, Spanish, Vietnamese, Korean and Chinese.

The program was announced through a press release on January 28, 2022. A series of informational webinars have been scheduled every two weeks and will continue until the program funds have been fully awarded. In addition to answering any program questions, these webinars provide information about eligibility requirements, required documentation, disqualifying factors and resources available to assist owners submit their applications. OCWEDD provides live support to applicants during normal business hours through the Economic and Business Recovery call center with translation services in more than 240 languages.

In efforts to better reach the programs target demographics, program staff conducted interviews with two local Spanish-speaking news stations (Televisa Univision and Telemundo), two local Spanish-speaking radio stations, and one local Vietnamese-speaking podcast. Program staff also conducted street canvassing in Orange County neighborhoods handing out flyers to sidewalk vendors. The County's libraries, Workforce Solutions Center and Mobile One-Stop center were all made available to applicants to provide access to the application site if needed.

The program was publicly announced on January 28, 2022 and started accepting applications on February 14, 2022. The application period closed on March 15, 2022. The program was relaunched on May 9, 2022 with new applications accepted and eligible businesses awarded on a first-come, first-serve basis until the remaining program funds are allocated. A second press release was issued, and new flyers were created and distributed for the relaunch. The grant will remain open until November 30, 2022 or until all program funds have been allocated, whichever is first.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 2077

Final Awards Made - 694 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	2,077	694	\$1,735,000
African-American	91	30	\$75,000
Alaskan Native	1	1	\$2,500
Asian	873	257	\$642,500
Hawaiian Native	3	1	\$2,500
Hispanic or Latino	439	217	\$542,500
Native American	23	6	\$15,000
Other Pacific Islander	12	3	\$7,500
Rural	171	69	\$172,500
Veteran	66	20	\$50,000
White	604	215	\$537,500
Women	1,115	372	\$930,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

KEY OUTREACH ACTIVITIES:

Placer County and its partners engaged in a widespread outreach campaign to ensure that the MBCRG program was being distributed across the entire county and especially to reach the underserved, smallest businesses in the county. Prior to opening Round One of the program, the County entered into an intensive County-wide marketing effort that included Spanish language radio ads, earned media, press releases, and more.

For Round Two, the County partnered with members of the Latino Council to communicate more broadly with the Hispanic community. Social media, press release, and media coverage promotion has continued.

The Sierra Business Council (SBC) staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear, and communicate quickly with applicants found ineligible to ensure no mistakes were made. As of May 31, 2022 SBC and Placer County were working through the applicants for Round Two. On June 10, 2022 Round Two closed for applications.

Throughout Rounds One and Two of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included nearly 90 hours of direct, technical assistance for the program from February 1 to May 31 by staff and Small Business Development Center advisors. Many applicants required assistance gathering documentation to prove that the business was in operation in 2019 and provide an explanation of revenue that meets the required \$50,000 limit. SBC's technical assistance includes phone calls, zoom meetings, and emails.

Placer County and Sierra Business Council will now take an open, first-come, first-serve process that will allow for maximum availability of funds. The County and SBC will undergo another intensive marketing effort to reach the farthest corners of the County to expend additional funds. Meetings regarding this new effort will begin this coming week.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 85

Final Awards Made - 55 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	85	55	\$137,500
African-American	4	1	\$2,500
Alaskan Native	0	0	\$0
Asian	7	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	4	2	\$5,000
Native American	3	2	\$5,000
Other Pacific Islander	2	2	\$5,000
Rural	42	32	\$80,000
Veteran	3	0	\$0
White	52	35	\$87,500
Women	50	37	\$92,500

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Plumas

FISCAL AGENT: Sierra Business Council

KEY OUTREACH ACTIVITIES:

Sierra Business Council (SBC) utilized the final three weeks of May to create buzz and anticipation amongst the community partners in the four-county region (Lassen, Modoc, Plumas, and Sierra) about the Microbusiness Relief Grant Program. There was much interest in the program when SBC initially collected partnership agreements, so now that the program is live, their focus is on reengaging those partners through direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples. A comprehensive list of the partners is below.

- Alliance for Workforce Development, Inc.
- Plumas Bank
- Sierra County Arts Council
- Sierra County Chamber of Commerce
- Visit Sierra County
- Plumas County
- Quincy Chamber of Commerce
- Plumas County Arts
- SCORE of Northern Nevada
- Lassen County Chamber of Commerce
- Modoc Harvest
- Alturas Chamber of Commerce
- Superior Economic Development Corp

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of Sierra Small Business Development Center advisor Clint Koble. Clint personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continues through June, SBC will be targeting in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses.

The application process for all four counties launched May 31st.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

KEY OUTREACH ACTIVITIES:

The County of Riverside Office of Economic Development (RivCoED), MBCRG program community partners, outlined below, and additional county partners across the county are continuing to collaborate to provide outreach and technical assistance for the Microbusiness COVID-19 Relief Grant (MBCRG) program. RivCoED and community partners have continued to promote the program regularly in newsletters and on social media platforms as well as with city and chamber partners countywide to include the county's Hispanic Chambers of Commerce.

In early May, RivCoED placed media buys with three radio stations, two of which are Spanish language radio. Radio ads are scheduled to run through the end of June. Total radio campaign impressions made through the advertising schedule are 852,903. The radio stations offered a bonus to the advertising buy schedule with on-air interviews. Staff have done eleven on-air radio interviews as well as two TV news station interviews with KESQ (ABC affiliate - in English) and Telemundo (in Spanish) about the MBCRG program within the last month. All social media marketing and print materials have been produced in both English and Spanish.

Community-based partners:

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

The community-based partners have continued to engage in in-person delivery of English and Spanish flyers at street vending locations and in key areas where vendors operate including parks, open lots, near swap meets and mechanic shops. More than 40,000 email recipients received information on the grant program from all partners combined, and over 30,000 subscribers are included in the mailing list for RivCoED. Additionally, RivCoED staff has researched and reached out to 15 swap meets throughout the county requesting support in sharing MBCRG program info with its participants. RivCoED Staff have scheduled swap meet visits to pass out program info to the vendors.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 2302

Final Awards Made - 69 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	2302	69	\$172,500
African-American	536	16	\$40,000
Alaskan Native	0	0	\$0
Asian	238	9	\$22,500
Hawaiian Native	45	3	\$7,500
Hispanic or Latino	878	14	\$35,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	130	2	\$5,000
White	1337	37	\$92,500
Women	1434	44	\$110,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Sacramento

FISCAL AGENT: County of Sacramento Office of Economic Development

KEY OUTREACH ACTIVITIES:

Sacramento County, in partnership with the California Hispanic Chamber of Commerce, California Capital Financial Development Corporation, Sacramento Inclusive Economic Development Collaborative, and the Sacramento Metropolitan Chamber of Commerce; launched the Microbusiness COVID-19 Relief Grant Program (Program) application on April 1, 2022. Partners were selected based on their specialized skills with the diverse microbusinesses, their robust network communities and ability to provide in-language support services.

In preparation for the Program, Sacramento County and partners performed extensive outreach and marketing to the microbusiness community. Sacramento County and partners are continuing these efforts until all grant funds are committed. Sacramento County issued a press release, circulated news stories and participated in local news interviews. Program flyers were distributed to partner email lists, local ethnic community partners, 18 Property and Business Improvement Districts, 24 local and regional chambers of commerce, and city Economic Development partners from the County's seven incorporated cities. Partners also walked businesses to distribute flyers in Spanish, Chinese, Vietnamese, and Russian. A digital billboard sign was rented, reaching approximately 441,000 drivers and passengers per week. Partners all posted ads on their websites and promoted the Program through Twitter, Facebook, and LinkedIn.

The grant website and all material about the Program was made available in: English, Arabic, Chinese, Farsi, Hmong, Punjabi, Russian, Spanish, Tagalog and Vietnamese. Partners provided technical assistance through live and recorded webinars, Facebook Live, in-person informational sessions, Zoom meetings, emails and phone calls. A Rapid Response Hotline responded to inquiries and provided in-language assistance.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 250

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito

FISCAL AGENT: County of San Benito

KEY OUTREACH ACTIVITIES:

From April to May 2022, San Benito County has continued coordinate and collaborate with partner agencies, including the Cities of Hollister & San Juan Bautista, San Benito County Chamber of Commerce Foundation, and the Economic Development Corporation of San Benito. As previously established, the County Administration conducted outreach in collaboration with its working group of partnering agencies with connections to the community businesses and assistance from Hollister Downtown Association and Cal Coastal Small Business Development Center (SBDC).

The application period began on April 1, 2022, and closed on May 8, 2022, at midnight. Heavy outreach was conducted via various social media platforms before and during the application period. The San Benito County team also has the opportunity to participate in the local farmer's market to promote and answer questions about the Grant. Flyers were disseminated to the working group, posted on County and partnering agencies' facilities, and individuals were directed to the county webpage dedicated to the Microbusiness COVID-19 Relief Grant Program for information.

After the application closed, administrative staff began the initial review of the documentation submitted. Once a determination of missing documentation was noted, administrative staff contacted and attempted to collect missing documentation from applicants. Per the County's timeline for May 23 – June 24, 2022, the team coordinated a meeting with the working group on June 13, 2022, to review all applications and discuss applications that required further input to determine eligibility. Grant applicants are scheduled to receive results during the first week of July.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 18

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Bernardino

FISCAL AGENT: San Bernardino County Economic Development Department

KEY OUTREACH ACTIVITIES:

San Bernardino County Economic Development is excited to report that the Microbusiness COVID-19 Relief Grant touched a large majority of the business community. Outreach engagement during the month of May included weekly drop-in hours for businesses, email communications, grant seminars hosted by community partners, application workshops held by Small Business Development Center Inland Empire and a host of speaking opportunities for the team to engage with local chambers and visiting multiple farmers markets.

The grant operations team meets weekly to determine potential outcomes of the grassroots efforts set forth by the collective team. They have an ongoing radio media campaign with three local radio stations both English and Spanish language stations. Social media marketing on Facebook reached over 49 thousand people and 1,858 website clicks.

Throughout April and May the grant operations team has continued to contact incomplete applications and offer one on one assistance from the team. A survey was created targeted at businesses from the previous COVID efforts and has received 300 responses. Out of the 300 responses it was determined that just under 200 of them may qualify for the Microbusiness COVID-19 Relief Grant, and they were contacted by phone, and or email and helped with the application process.

New partners are being enlisted to assist with the program outreach and technical assistance in the following ways:

- Providing office Hours for a 4-hour time block per week
- Cross Promotion with application link on website
- Proof of Reach in SB County - Database report local of Business Owners
- Pre-Qualify all applicants to ensure direct conversion of applications
- Attend On boarding Training and Monthly Check-In Meetings

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 926

Final Awards Made - 245 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Bernardino

FISCAL AGENT: San Bernardino County Economic Development Department

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	926	245	\$612,500
African-American	309	77	\$192,500
Alaskan Native	18	7	\$17,500
Asian	87	14	\$35,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	316	86	\$215,000
Native American	7	1	\$2,500
Other Pacific Islander	9	7	\$17,500
Rural	358	113	\$282,500
Veteran	39	11	\$27,500
White	156	52	\$130,000
Women	530	146	\$365,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: San Diego

FISCAL AGENT: County of San Diego

KEY OUTREACH ACTIVITIES:

The County of San Diego directly performed outreach activities by working with the San Diego County Fair to provide information on the grant to the various vendors at the fair. Additionally, the County conducted in person outreach to various business to supplement the activities of the outreach partners. The County's website and flyers for the Microbusiness Grant program, were made in English, Spanish, Tagalog, Arabic, Vietnamese and Chinese (Mandarin), Somali, Farsi, and Korean.

In addition to the County's activities, the County contracted with four outreach providers to supplement internal outreach activities and a grant administrator responsible for acceptance/review of the applications. Below are activities that the outreach providers performed during Round 2:

- Assisted applicants with applications and submitting documentation for those awarded a grant. These activities were via phone, in-person, and Zoom
- Monthly newsletters.
- Community canvassing, including one-on-one contact with businesses to reach those in low-to-moderate income communities.
- Provided office hours for in person/phone support to address questions.
- Made a computer lab available for entrepreneurs that wanted to come into the office and complete the application or submit documents.
- Facebook ad campaigns.
- Social media posts, including Instagram, Facebook, and Twitter.
- Email blasts to businesses, community partners, local governments, and the local chamber of commerce to inform of the grant opportunity.
- Assisted applicants with completing new applications and curing Round 1 items.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 2989

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Francisco

FISCAL AGENT: Mission Economic Development Agency (MEDA)

The Microbusiness COVID-19 Relief Grant Program is currently in development in San Francisco County.

Outreach reporting was not available during the April - May reporting period.



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

COUNTY: San Joaquin

FISCAL AGENT: County of San Joaquin

KEY OUTREACH ACTIVITIES:

The County of San Joaquin had anticipated being able to have all 316 awards funded by June. By end of April it was clear this would not be the case. Due to this the County extended the deadline of April 30, 2022 to May 31, 2022. This was advertised through social media, on the main grant page, continued with radio station ads in both rural and minority areas, and with CalOSBA. The County also sent out an email blast to notify over four thousand (4,000) businesses that they still had time to apply.

In May, data was pulled using EconoVue to pinpoint businesses that fit the parameters of the grant. This resulted in a list of over 4,000 businesses that the County began conducting individualized outreach to.

Toward the end of May, the County decided to extend the application period until all awards have been disbursed and enlisted support from the San Joaquin County African American Chamber of Commerce and WorkVine 209 to ensure they were able to reach minority and rural areas. This push has increased the numbers among business owners that identify as Hispanic, Asian, African American, and/or women.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 366

Final Awards Made - 148 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Joaquin

FISCAL AGENT: County of San Joaquin

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	366	148	\$370,000
African-American	79	29	\$72,500
Alaskan Native	0	0	\$0
Asian	65	25	\$62,500
Hawaiian Native	4	2	\$5,000
Hispanic or Latino	110	52	\$130,000
Native American	6	2	\$5,000
Other Pacific Islander	3	1	\$2,500
Rural	23	11	\$27,500
Veteran	13	6	\$15,000
White	103	34	\$85,000
Women	213	83	\$207,500

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.

*** The dollars awarded is representative of the share of award provided through funding from the State of California. San Joaquin County supplemented the funding available to their awardees to provide grants of \$5,000.



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

COUNTY: San Mateo

FISCAL AGENT: County of San Mateo and Renaissance Entrepreneurship Center

KEY OUTREACH ACTIVITIES:

Since April 1, 2022, biweekly meetings have continued to plan and strategize outreach, grant approvals, and payments disbursements. Below are the most recent activities:

- Commissary kitchens and other small businesses such as hair and nail salons have been visited in person in East Palo Alto, Menlo Park, Pacifica, Redwood City, San Bruno, San Mateo, and South San Francisco. Door-to-door outreach has been conducted in downtown areas such as Millbrae, North Fair Oaks, Redwood City, San Bruno, and South San Francisco.
- Outreach has continued to include mailed fliers at commissary kitchens.
- Additional media outreach has been conducted through public media, through Univision radio, Sing Tao Chinese radio, Fil-Am radio (contacted but no interview conducted yet), and the newspaper Philippine News (an ad featuring the grant ran).
- Posts have been made on Nextdoor for tutors, doctors, cleaners, and dog walkers. Additional outreach to these businesses will continue via phone call.
- Microfood businesses who received County small business grants and those businesses that are permitted through San Mateo County Environmental Health, including body art practitioners, food carts, food trucks, and cottage food operators, were contacted via email to encourage them to apply. Information has been shared with massage practitioners in San Mateo County zip codes through the California Massage Therapy Council.
- Email and phone outreach has been conducted with applicants who filled out the eligibility form and appeared eligible. The focus has been on getting these applications through the application and providing documentation.
- Phone calls have also been made to Spanish-speaking microfood permit holders as identified by the County Environmental Health department.

The San Mateo County Office of Community Affairs has been active in additional outreach and promotion of the grant through the following activities:

- Microbusiness Digital Banner Campaign: Digital banner ads ran online from March to May 2022 in English, Spanish, and Chinese with a total of 3,176,350 media impressions. The program generated awareness of the grant and highlighted support resources for the application process, with the ads directly leading directly to the application website.
- Microbusiness Postcard: An English + Spanish Microbusiness postcard was mailed out to North Fair Oaks (NFO) residents and businesses, encompassing 6,997 addresses total in NFO and Redwood City.
- Partner Communications: Regular updates continue regarding the Microbusiness programs via the Weekly Communications calendar and to 30+ community partners via the Cureo platform.
- In-Person Outreach: In-person visits were made to North Fair Oaks in particular to assist with grant applications.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 523

Final Awards Made - 53 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Mateo

FISCAL AGENT: County of San Mateo and Renaissance Entrepreneurship Center

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	523	53	\$132,500
African-American	29	0	\$0
Alaskan Native	0	0	\$0
Asian	179	19	\$47,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	189	11	\$27,500
Native American	4	1	\$2,500
Other Pacific Islander	3	0	\$0
Rural	14	1	\$2,500
Veteran	10	1	\$2,500
White	155	22	\$55,000
Women	300	40	\$100,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Santa Barbara

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

KEY OUTREACH ACTIVITIES:

Each of the community partners such as Santa Maria Chamber of Commerce, Lompoc Chamber of Commerce, South Coast Chamber of Commerce, Economic Development Collaborative, etc., has taken outreach approaches customized to best fit the diversity of Santa Barbara County with an emphasis on minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas. The Santa Barbara Foundation (SBF) and staff continues to support Chamber partners with providing updated digital marketing materials needed for successful outreach to eligible microbusinesses.

SBF also continues the collaborating efforts with nonprofits to engage eligible microbusinesses and distribute program information. In-person office hours continued to be scheduled around the County of Santa Barbara to provide technical support to eligible businesses. The Lompoc Valley Chamber has disseminated information weekly to over 3000+ community members through weekly newsletter as well as individual specific email blasts. They have also taken to the streets of the community & handed out flyers at various community outings and have shared the information on social media platforms as well as shared in various local community forums that target the specific audience through Facebook & Instagram. The board of directors has also shared in the task of disseminating grant information through their individual networks. The Santa Maria Chamber of Commerce continued their effort by sending email blasts to 2,567 unique email addresses (open rate of about 30%), social media posts (FB, LinkedIn, and Twitter; total 353 views), and website posts (113 views). More importantly, they hired a bi-lingual business outreach specialist who is working on direct outreach to Hispanic owned/operated businesses in the community. The plan is for Santa Maria Chamber to canvas both the Santa Maria Farmers Market and the swap meets held in the City of Santa Maria to share information about the grant opportunity.

Other small items of note include mentioning the program at City Council meetings and providing more detailed briefings to individual council members who represent heavily disadvantaged communities and underserved small business groups. Through these partnerships SBF continues to receive applications in an equitable and fair manner to ensure grant award distributions across the County, to COVID-19 impacted eligible businesses.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 12

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County Of Santa Clara and Enterprise Foundation

KEY OUTREACH ACTIVITIES:

Enterprise Foundation, through its Access SBDC program and alongside its community partners, continued outreach efforts focusing on the most impacted and underserved communities with the Hispanic Chamber, Vietnamese American Chamber and Access SBDC actively providing application assistance to these applicants. Many referrals also came from Catholic Charities, the Black Chamber, the Filipino American Chamber and Alum Rock Business Network.

The aggregate application report (see next page) is reflective of the outreach efforts to the underserved and communities of color within the county.

Prior to the closure of the application portal on May 9th, 2022, the marketing strategies included:

- Social media
- Targeted email blasts
- Media engagements, including radio and television in Vietnamese and Spanish language communities
- Announcements during informational webinars

Review of all applications is not yet complete, so the approval rates will change as more reviews are finalized and approved. Once the backlog of applications is eliminated, the County intends to reopen applications for at least four weeks, or until all available grants have been awarded.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 1207

Final Awards Made - 313 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County Of Santa Clara and Enterprise Foundation

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	1,207	313	\$782,500
African-American	58	2	\$5,000
Alaskan Native	0	0	\$0
Asian	265	77	\$192,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	298	162	\$405,000
Native American	0	0	\$0
Other Pacific Islander	3	0	\$0
Rural	21	9	\$22,500
Veteran	0	0	\$0
White	60	1	\$2,500
Women	341	129	\$322,500

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Santa Cruz

FISCAL AGENT: Cabrillo Community College District

KEY OUTREACH ACTIVITIES:

The Santa Cruz County Microbusiness COVID-19 Relief Grant Program completed round one of application acceptance on June 30th 2022 and began processing on July 1st.

The Santa Cruz County Small Business Development Center has partnered with the County of Santa Cruz and El Pajaro Community Development Corporation to promote and administer the Microbusiness grant program.

The partnership with the El Pajaro Community Development Corporation will ensure that the most underserved businesses and communities will be specifically targeted during this program through area and language specific outreach to lower income populations in south Santa Cruz County.

The Santa Cruz County Small Business Development Center will leverage its network of partners to cross-promote grant marketing materials in English and Spanish language through digital and physical fliers as well as social media posts. In addition to regular social media posts marketing the Microbusiness grant program, multiple E newsletters will be distributed to the SBDC network throughout the grant application time frame and physical flyers will be distributed to flea markets, farmers markets and partner agencies throughout the County.

SBDC advisors were available to assist grant applicants through one-on-one meetings, emails, and phone calls between June 1st and June 30th and will be available throughout the course of the second round of grant administration and beyond. Between April – May 2022, the Santa Cruz County Microbusiness COVID-19 Relief Grant Program's digital application had not opened yet and had not received any applications.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sierra

FISCAL AGENT: Sierra Business Council

KEY OUTREACH ACTIVITIES:

Sierra Business Council (SBC) utilized the final three weeks of May to create buzz and anticipation amongst the community partners in the four-county region (Lassen, Modoc, Plumas, and Sierra) about the Microbusiness Relief Grant Program. There was much interest in the program when SBC initially collected partnership agreements, so now that the program is live, their focus is on reengaging those partners through direct email, newsletter blasts, phone calls, and social media.

SBC released a partner toolkit, in both English and Spanish, for all 12 partners to utilize. This includes newsletter copy, flyers, social media graphics, and social media language examples. A comprehensive list of the partners is below.

- Alliance for Workforce Development, Inc.
- Plumas Bank
- Sierra County Arts Council
- Sierra County Chamber of Commerce
- Visit Sierra County
- Plumas County
- Quincy Chamber of Commerce
- Plumas County Arts
- SCORE of Northern Nevada
- Lassen County Chamber of Commerce
- Modoc Harvest
- Alturas Chamber of Commerce
- Superior Economic Development Corp

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of Sierra Small Business Development Center advisor Clint Koble. Clint personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information.

As the program open period continues through June, SBC will be targeting in-person outreach efforts at various meetings across the region, including displaying the flyers at libraries, bank branches, and main street businesses.

The application process for all four counties launched May 31st.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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

COUNTY: Siskiyou

FISCAL AGENT: County of Siskiyou

The Microbusiness COVID-19 Relief Grant Program is currently in development in Siskiyou County.

Outreach reporting was not available during the April - May reporting period.



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

COUNTY: Solano

FISCAL AGENT: County of Solano

KEY OUTREACH ACTIVITIES:

Solano County has partnered with the Workforce Development Board of Solano County (WDB) and the Solano-Napa Small Business Development Center (SBDC) to administer the MBCRG in Solano County.

Prior to the grant application period opening April 1, 2022, leadership from the WDB and SBDC met with representatives from the Solano Hispanic Chamber of Commerce and the Solano Black Chamber of Commerce to discuss an outreach plan to reach underserved microbusinesses. Marketing information was also shared with all chambers of commerce in the county and city officials.

Flyers were created in both English and Spanish and distributed amongst partners. A press release was published in all major Solano County newspapers. Social images were also shared on multiple Facebook community groups with links to the grant application and website. The Solano Hispanic Chamber served as a contact for all Spanish-speaking microbusiness owners.

Applications for the Solano MBCRG were available in English, Spanish and Tagalog from 9 am April 1 to 5 pm May 14. As of late June, business services representatives from the Workforce Development Board of Solano County are gathering necessary documents from awardees to distribute grants.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 679

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

KEY OUTREACH ACTIVITIES:

The County of Sonoma Economic Development Board (EDB) staff members presented the grant program and disbursed program flyers to attendees of two events in May 2022:

- The Fire and Earthquake Safety Fair on May 1, 2022 had approximately 1500 attendees
- The Latinos in the Workplace Conference on May 12, 2022 had approximately 200 attendees

The County also contacted the managers of more than fifteen (15) Farmer's Markets to share grant information with their event vendors. Over the course of the next reporting period, the County plans to reach out to all licensed Mobile Food Vendors in Sonoma County to gauge interest and determine eligibility for local food vendors.

The County has continued digital marketing outreach through Facebook, Twitter, LinkedIn, and email distribution throughout April and May 2022. The most significant engagement has been received through the use of Facebook posts announcing the launch of the Program and subsequent reminder posts to submit applications.

The Sonoma County EDB will continue to identify and expand outreach to possible applicants through engagement with other local agencies, such as the Environmental Health Department. Additionally, a webinar with Creative Sonoma will be held to outreach to microbusinesses and will be marketing directly to vendors at the local Wednesday Night Market.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 198

Final Awards Made - 22 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	198	22	\$55,000
African-American	13	1	\$2,500
Alaskan Native	0	0	\$0
Asian	22	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	50	6	\$15,000
Native American	2	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	2	\$5,000
White	71	11	\$27,500
Women	115	15	\$37,500

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Stanislaus

FISCAL AGENT: Stanislaus Equity Partners

KEY OUTREACH ACTIVITIES:

In the first month of the launch of the Microbusiness COVID-19 Relief Grant (MBCRG) Program, Stanislaus Equity Partners and partners Valley Sierra SBDC and Central Valley Hispanic Chamber have marketed the program to diverse underserved populations in the County.

Activities by Stanislaus Equity Partners:

- Set up an information table with the MBCRG flyers at Empire Elementary Parent Resources in the City of Empire. Spoke with the attendees of this community resource event in English and Spanish. The City of Empire is a rural town with a population of less than 5,000 with many Latinx owned Micro Businesses.
- Presented the MBCRG in Spanish at the Parent Resource Center at Franklin Elementary in West Modesto where 32 people attended. West Modesto is one of the underserved communities in the City of Modesto.
- Handed out MBCRG flyers to microbusiness vendors at the Stanislaus Asian American Community Resource Cultural Fair.
- Social Media Posts
- Contacted La Favorita magazine, a local Spanish magazine, to publish the MBCRG flyer
- West Modesto Collaborative meeting: 7 in-person attendees and 6 zoom attendees. In attendance: Modesto councilmember, Executive Director of the Boys and Girls Club, Assistant police chief of the City of Modesto, representatives from Parents resource center, Youth for Christ, Modesto city schools, City of Modesto and a few representatives from the City of Patterson. Constituents in West Modesto are primarily minority (Latinx and Black) population.

Activities by Valley Sierra SBDC:

- Business Summit event in the City of Turlock - 50 business owners attended
- Social Media Posts

Activities by Central Valley Hispanic Chamber:

- Business Summit event in the City of Turlock - 50 business owners attended
- Share MBCRG information at three new member ribbon cutting events

Stanislaus Equity Partners has trained three MBCRG bilingual (English & Spanish) intake officers to provide technical assistance. There is a dedicated phone line for the MBCRG created in English and Spanish. Stanislaus Equity Partners will be training an additional intake officer this week.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 13

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sutter

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

KEY OUTREACH ACTIVITIES:

In May 2022, Yuba-Sutter Economic Development Corporation (YSEDC) began discussions of Yuba and Sutter counties Microbusiness COVID-19 Relief Grant Program with potential community partners of their participation for outreach activities to ensure a wide awareness campaign to the hard-to-reach Spanish and Punjabi populations and other microbusiness. Potential and committed partners included, both Yuba and Sutter County One Stops, Yuba-Sutter Chamber of Commerce, Yuba and Sutter counties, Alliance for Hispanic Advancement (AHA), Punjabi American Heritage Society, and Sacramento Valley SBDC. YSEDC secured commitments from all parties that they would assist with outreach efforts and post notifications when the funded program will launch. Meetings were conducted on site and committed assistance offered was sharing social media posts, public services announcements on language specific radio stations, translation services and local community outreach.

YSEDC contracted with AHA to provide Spanish translation services for marketing and application materials, outreach at their hosted events, provide a translator for five months and assist with PSA on local Spanish radio stations. AHA has disseminated information at two events in May, Mariachi Bonitas and the Yuba-Sutter Taco Festival. These two events had 7,000 attendees and 25 vendors. YSEDC is currently in the process of contracting with Punjabi American Heritage Society to provide the same resources in Punjabi.

April 4 through May 31, 2021: YSEDC designed all website, social and print media materials for the Microbusiness COVID-19 Relief Grant Program which launched June 15, 2022. This material included, the grant application, Frequently Ask Questions, Grant Checklist, Excluded Businesses, Face Book and other social print media marketing collateral. All materials have been translated to Spanish and most of the materials to Punjabi.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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

COUNTY: Tehama

FISCAL AGENT: 3CORE Inc.

KEY OUTREACH ACTIVITIES:

3CORE has presented information on the Microbusiness COVID-19 Relief Grant program to several groups and organizations, in preparation for an August start date.

Due to the administration of several other grant programs, 3CORE has pushed the start date of this MBCRG program to August 1, 2022, and will have an active application period through October 31, 2022, or until funding has been fully disbursed.

To date, the organizations that 3CORE has presented this information to in Tehama County are:

- North State Hispanic Chamber of Commerce
- Red Bluff Chamber of Commerce.

Upcoming outreach reports will include additional detail on outreach and marketing efforts for the MBCRG program in Tehama County.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

KEY OUTREACH ACTIVITIES:

The Workforce Investment Board (WIB) of Tulare County launched the online application and Support Line for the Tulare County Microbusiness COVID-19 Relief Grant on Friday, April 1, 2022. Funding is provided on a first-come, first-serve basis until exhausted. The Support Line is offered to both English and Spanish speakers Monday to Friday, 8 am to 5pm.

The WIB Microgrant Team began marketing and outreach efforts Monday, April 3, 2022, and began distributing flyers, brochures, email marketing, and weekly social media posts in both English and Spanish. The WIB's strategy is to rely heavily on the county's local community partners to target a select demographic of eligible businesses. The WIB has met regularly with collaborative community partners to request help sharing the grant information with their cities' qualified small businesses. The WIB also partnered with the following local community organizations to inform Spanish-speaking business owners in underserved communities that the COVID-19 pandemic has significantly impacted:

- Tulare-Kings Hispanic Chamber of Commerce (TKHCC)
- Valley Community's Small Business Development Center (SBDC)
- CSET Community Initiatives
- Proteus Inc.
- Mexican Consulate

Program partners provided outreach throughout the county, going door-to-door and attending weekly local swap meets and markets in Porterville, Dinuba, Lindsay, Tulare, and Visalia to share program information while assisting individuals with completing online applications. One consultant reached out to the local Spanish radio station to air information about the grant to Spanish-speaking listeners..

WIB team members, program partners, and consultants drove to the smaller cities like Farmersville, Woodlake, Exeter, Cutler-Orosi, and Goshen to outreach on-site with small business owners. Program consultants scheduled meetings at their offices to provide technical assistance to businesses in English and Spanish.

The Support Line was available to business owners to call or text their questions and request additional support when needed. It was a fast and convenient way to connect with many business owners in a short amount of time.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 290

Final Awards Made - 151 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	290	151	\$377,500
African-American	17	9	\$22,500
Alaskan Native	0	0	\$0
Asian	11	5	\$12,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	193	98	\$245,000
Native American	3	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	3	1	\$2,500
Veteran	4	4	\$10,000
White	50	31	\$77,500
Women	167	94	\$235,000

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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

COUNTY: Ventura

FISCAL AGENT: County of Ventura

KEY OUTREACH ACTIVITIES:

The outreach campaign by the County of Ventura included (but was not limited to) advertising in local Spanish language newspapers, phone canvassing with bilingual staff to revenue-qualified business owners, multiple bilingual email blasts to over 140,000 community members, social media postings, radio interviews, and outreach through a network of trusted community partners. The grant website and call center were available in more than 100 languages. The Call Center was coordinated through the local nonprofit economic development corporation. This allowed applicants who called the assistance line to be connected to other business support services. Some of the highlights from the community outreach efforts include:

- The Westside Community Development Corporation (WCDC), a non-profit working specifically in a very underserved community located on Ventura Avenue, called and canvassed more than 649 businesses. They provided technical assistance to apply and placed the information prominently on their website and social media.
- Women's Economic Ventures, a nonprofit organization that provided business technical support and capital to women-owned businesses, heavily promoted the grant information with their client list of more than 3,600.
- Local Chambers of Commerce organizations promoted the program to all members using their newsletters and websites.
- Local cities participated in outreach using their newsletters and websites. The City of Fillmore did in person canvassing of local businesses.
- The Ventura County Arts Council reached its network of over 5,140 art organizations and independent artists.
- The County of Ventura, with the assistance of a grassroots nonprofit and the local Boys and Girls Club coordinated a walk-in clinic to help business owners apply for the grant. The clinic was held over two days and didn't require an appointment to attend. Microbusiness owners were able to come in and have a live person review their documents, scan and upload them, and submit an application.

The County Environmental Health Department (EHD) was a key part of the outreach effort. EHD placed phone calls to small operators such as food trucks/carts, temporary food permit holders, cottage kitchen permits, and businesses with commissary addresses. This campaign reached 538 targeted microbusinesses. They also engaged operators of Certified Farmer's Markets, food truck commissaries and swap meet operators who shared the information with vendors. EHD staff also personally visited food truck/cart commissaries and swap meets in person and dropped off printed copies of the flyers (in English and Spanish).

As the application deadline approached, the County of Ventura placed 185 calls to applicants who had not finished their MBCRG application to encourage and assist them to submit it before the deadline. Once applications were submitted, the County of Ventura assigned a team to work directly with applicants who were potentially eligible but whose applications had incorrect or incomplete information. This bilingual team called applicants and provided technical support to bring the application into compliance.

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 639

Final Awards Made - 255 (Ongoing)



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Ventura

FISCAL AGENT: County of Ventura

AGGREGATE APPLICATION DEMOGRAPHICS DATA (AS OF 05/31/2022):

Demographic**	Applications Received*	Grant Awards	Dollars Awarded
Total	639	255	\$637,500
African-American	20	5	\$12,500
Alaskan Native	0	0	\$0
Asian	91	27	\$67,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	207	77	\$192,500
Native American	27	10	\$25,000
Other Pacific Islander	4	0	\$0
Rural	15	5	\$12,500
Veteran	29	5	\$12,500
White	415	182	\$455,000
Women	360	157	\$392,500

* Total applications received may include ineligible applications.

** Due to the possibility that applicants may satisfy multiple demographics, and some applicants may have opted out of providing demographic information, the applications received and awards made by demographic may not equal total applications received or total awards made.



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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yolo

FISCAL AGENT: County of Yolo

KEY OUTREACH ACTIVITIES:

Yolo County collaborated and continues to collaborate with four organizations to conduct outreach to reach and engage eligible microbusinesses that have faced historical barriers to obtaining capital, including microbusinesses owned and operated on a daily basis by women, minorities or persons of color, veterans, undocumented individuals, and individuals living in rural or low-wealth areas on low incomes. The nonprofit community-based organizations are Rural Innovations in Social Economics Inc. (RISE Inc.), the Yolo County Farm Bureau, Yolo County Children's Alliance, and Children's Home Society.

Each organization has taken outreach approaches tailored to best suit the diversity of Yolo County and the communities they serve. Yolo County staff continues to support the organizations with the information and digital materials needed for successful outreach to eligible microbusinesses, including translations to Spanish. From urban West Sacramento with a large Russian speaking population, to the rural Capay Valley where Spanish is commonly spoken, the collaborating nonprofits have worked to engage eligible microbusinesses and distribute program information. Rural Innovations in Social Economics has distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and have distributed program information in the publication 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their March newsletter and in their regular email distributions. Children's Home Society has supported distribution to childcare providers across Yolo County via email blasts and mailing flyers to childcare providers in the County. In addition to community outreach in hard-to-reach communities in West Sacramento, Yolo County Children's Alliance has assisted with the development of application and outreach materials in Russian.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 101

Final Awards Are Ongoing



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yuba

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

KEY OUTREACH ACTIVITIES:

In May 2022, Yuba-Sutter Economic Development Corporation (YSEDC) began discussions of Yuba and Sutter counties Microbusiness COVID-19 Relief Grant Program with potential community partners of their participation for outreach activities to ensure a wide awareness campaign to the hard-to-reach Spanish and Punjabi populations and other microbusiness. Potential and committed partners included, both Yuba and Sutter County One Stops, Yuba-Sutter Chamber of Commerce, Yuba and Sutter counties, Alliance for Hispanic Advancement (AHA), Punjabi American Heritage Society, and Sacramento Valley SBDC. YSEDC secured commitments from all parties that they would assist with outreach efforts and post notifications when the funded program will launch. Meetings were conducted on site and committed assistance offered was sharing social media posts, public services announcements on language specific radio stations, translation services and local community outreach.

YSEDC contracted with AHA to provide Spanish translation services for marketing and application materials, outreach at their hosted events, provide a translator for five months and assist with PSA on local Spanish radio stations. AHA has disseminated information at two events in May, Mariachi Bonitas and the Yuba-Sutter Taco Festival. These two events had 7,000 attendees and 25 vendors. YSEDC is currently in the process of contracting with Punjabi American Heritage Society to provide the same resources in Punjabi.

April 4 through May 31, 2021: YSEDC designed all website, social and print media materials for the Microbusiness COVID-19 Relief Grant Program which launched June 15, 2022. This material included, the grant application, Frequently Ask Questions, Grant Checklist, Excluded Businesses, Face Book and other social print media marketing collateral. All materials have been translated to Spanish and most of the materials to Punjabi.

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

AWARDS SUMMARY (AS OF 05/31/2022):

Applications Received - 0

Final Awards Are Ongoing



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