



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## OUTREACH AND OUTCOMES REPORT

Published 03/17/2023

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PROGRAM OVERVIEW

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

Participating Counties, their award amounts, partner organizations, and planned outreach activities can be found online at [calosba.ca.gov/publications](https://calosba.ca.gov/publications)

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

Reports can be found online at [calosba.ca.gov/publications](https://calosba.ca.gov/publications)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>34,044</b>	<b>7,682</b>	<b>\$19,205,000</b>
African American	6,258	1,120	\$2,800,000
Alaskan Native	57	18	\$45,000
Asian	5,529	1,068	\$2,670,000
Hawaiian Native	186	34	\$85,000
Hispanic or Latino	8,297	2,613	\$6,532,500
Native American	271	75	\$187,500
Other Pacific Islander	179	80	\$200,000
Rural	1,402	527	\$1,317,500
Veteran	2,194	321	\$802,500
White	9,939	2,192	\$5,480,000
Women	16,947	4,251	\$10,627,500

Data as of 01/31/2023

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received**	Awards Made***
<a href="#">6</a>	Alameda	1,065	374
<a href="#">8</a>	Amador *	41	15
<a href="#">10</a>	Butte	69	40
<a href="#">12</a>	Contra Costa	657	254
<a href="#">14</a>	El Dorado	90	40
<a href="#">16</a>	Fresno	733	376
<a href="#">18</a>	Imperial	90	0
<a href="#">20</a>	Kern	542	214
<a href="#">22</a>	Kings	124	63
<a href="#">23</a>	Lake	24	7
<a href="#">25</a>	Lassen	5	4
<a href="#">27</a>	Los Angeles	8,768	0
<a href="#">29</a>	Madera	19	17
<a href="#">31</a>	Marin *	204	111
<a href="#">32</a>	Mariposa *	16	8
<a href="#">33</a>	Mendocino	40	16
<a href="#">35</a>	Merced	162	69
<a href="#">37</a>	Modoc *	5	4
<a href="#">38</a>	Monterey	139	81
<a href="#">40</a>	Napa *	209	54
<a href="#">42</a>	Nevada *	54	43
<a href="#">43</a>	Orange	3,751	1,258
<a href="#">45</a>	Placer	148	103
<a href="#">47</a>	Plumas *	18	9

Data as of 01/31/2023

\* County has concluded their MBCRG program.

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received**	Awards Made***
<a href="#">48</a>	Riverside	4,142	212
<a href="#">50</a>	Sacramento	861	210
<a href="#">52</a>	San Benito	24	10
<a href="#">54</a>	San Bernardino	1,709	528
<a href="#">56</a>	San Diego	4,314	1,203
<a href="#">58</a>	San Francisco	357	63
<a href="#">60</a>	San Joaquin *	541	316
<a href="#">62</a>	San Mateo	657	125
<a href="#">64</a>	Santa Barbara	177	71
<a href="#">66</a>	Santa Clara	1,713	875
<a href="#">68</a>	Santa Cruz *	131	119
<a href="#">70</a>	Sierra *	3	1
<a href="#">71</a>	Siskiyou	3	1
<a href="#">73</a>	Solano	679	61
<a href="#">75</a>	Sonoma	286	70
<a href="#">77</a>	Stanislaus	114	27
<a href="#">79</a>	Sutter *	64	40
<a href="#">81</a>	Tehama	41	25
<a href="#">83</a>	Tulare *	363	200
<a href="#">84</a>	Ventura	639	252
<a href="#">86</a>	Yolo	197	81
<a href="#">88</a>	Yuba *	56	32
	<b>Total</b>	<b>34,044</b>	<b>7,682</b>

Data as of 01/31/2023

\* County has concluded their MBCRG program.

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Alameda

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

## KEY OUTREACH ACTIVITIES:

December 2022 was spent vetting applicants and following up with them for additional documentation and signatures on the payment agreement. The focus was on outreach for applicants with errors to meet the Round 1 check processing deadline. One-on-one help was given to applicants that needed help to complete their application packet. Numerous meetings were held with partners updating them on the final numbers for Round 1.

January started off extremely busy answering emails and calls that came through during the office shutdown in December. Updates were provided to partners and various city and county agencies looking to report out. Chabot-Las Positas Community College District (CLPCCD) started prepping for the launch of Round 2 to start January 18, 2023. Social media ads and updated collateral were created. Meetings and training occurred with City Economic Development Managers, County Supervisors' staff, and other partners from Round 1. CLPCCD prepared an orientation meeting and presentations for those new partners along with those remaining from Round 1 that needed to be updated. An outreach campaign began to all Round 1 applicants that were denied due to missing documents but were considered eligible.

For the 13 days Round 2 was open, there were 101 applicants from Alameda County, with 22 approved for payment. The other 81 are still being vetted. This brings the total applicants for Alameda County to 1065 with 374 receiving microbusiness grants to date.

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 1065

Final Awards Made – 374 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

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

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1065</b>	<b>374</b>	<b>\$935,000</b>
African American	458	145	\$362,500
Alaskan Native	0	0	\$0
Asian	219	61	\$152,500
Hawaiian Native	10	5	\$12,500
Hispanic or Latino	128	56	\$140,000
Native American	9	4	\$10,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	74	22	\$55,000
White	113	51	\$127,500
Women	578	210	\$525,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Amador

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

## KEY OUTREACH ACTIVITIES:

The Microbusiness COVID-19 Relief Grant was launched in Amador County on May 17, 2022. Chabot-Las Positas Community College District (CLPCCD) partnered with Southwestern Community College District's Small Business Development Center (SBDC) to help administer the grant program and provide technical assistance. The application was created by SBDC to protect against fraud, waste, and abuse while making the application process as simple as possible.

Marketing material was created in five languages, English, simple Chinese, Tagalog, Vietnamese, and Spanish. The website was launched with collateral posted online.

CLPCCD's outreach team held Zoom webinars, and in person training events for partners in Amador County. They worked with 4 external partners for outreach to deliver material to targeted areas via e-mail, social media, and hand delivery of the flyers.

After round 1 closed on October 19th, there were a total of 41 applications received. These 41 applicants were vetted with the maximum allowable grants of 15 paid out.

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

## AWARDS SUMMARY (FINAL)

Applications Received – 41

Final Awards Made – 15 (Concluded)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Amador

FISCAL AGENT: Chabot-Las Positas Community College District

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>41</b>	<b>15</b>	<b>\$37,500</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	1	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	3	3	\$7,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	4	3	\$7,500
White	28	10	\$25,000
Women	20	10	\$25,000

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte

FISCAL AGENT: 3CORE Inc.

## KEY OUTREACH ACTIVITIES:

3CORE has continued to provide information on the California Microbusiness COVID-19 Relief Grant program to partner groups and organizations. 3CORE staff have also attended various community events throughout Butte County to provide information about the program to eligible vendors. This information has been provided in Spanish, English and Hmong, including program flyers to leave behind.

Events where outreach has taken place during this reporting period include a presentation at the North State Hispanic Chamber of Commerce's morning networking event; a presentation to the Alliance for Workforce Development (the local AJCC) Business Service Representatives during their monthly meeting; and a presentation at the quarterly Butte County Countywide Economic Development Meeting.

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

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

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 69

Final Awards Made – 40 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte  
FISCAL AGENT: 3CORE Inc.

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>69</b>	<b>40</b>	<b>\$100,000</b>
African American	7	1	\$2,500
Alaskan Native	2	0	\$0
Asian	5	2	\$5,000
Hawaiian Native	1	1	\$2,500
Hispanic or Latino	18	16	\$40,000
Native American	1	0	\$0
Other Pacific Islander	1	1	\$2,500
Rural	24	11	\$27,500
Veteran	4	1	\$2,500
White	29	18	\$45,000
Women	33	18	\$45,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Contra Costa

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

## KEY OUTREACH ACTIVITIES:

December was spent vetting applicants and following up with them for additional documentation and signatures on the payment agreement. The focus was on outreach for applicants with errors to meet the Round 1 check processing deadline. One-on-one help was given to applicants that needed help to complete their application packet. Numerous meetings were held with partners updating them on the final numbers for Round 1.

January started off extremely busy answering emails and calls that came through during the office shutdown in December. Updates were provided to partners and various city and county agencies looking to report out. Chabot-Las Positas Community College District (CLPCCD) started prepping for the launch of Round 2 to start January 18, 2023. Social media ads and updated collateral were created. Meetings and training occurred with City Economic Development Managers, County Supervisors' staff, and other partners from Round 1. CLPCCD prepared an orientation meeting and presentations for those new partners along with those remaining from Round 1 that needed to be updated. An outreach campaign began to all Round 1 applicants that were denied due to missing documents but were considered eligible.

For the 13 days Round 2 was open, there were 60 applicants from Contra Costa County, with 16 approved for payment. The other 44 are still being vetted. This brings the total applicants for Contra Costa County to 657 with 254 receiving microbusiness grants to date.

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 657

Final Awards Made – 254 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Contra Costa

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>657</b>	<b>254</b>	<b>\$635,000</b>
African American	173	73	\$182,500
Alaskan Native	0	0	\$0
Asian	98	24	\$60,000
Hawaiian Native	4	4	\$10,000
Hispanic or Latino	125	55	\$137,500
Native American	7	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	40	19	\$47,500
White	137	55	\$137,500
Women	377	144	\$360,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** El Dorado

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

## KEY OUTREACH ACTIVITIES:

December was spent vetting applicants and following up with them for additional documentation and signatures on the payment agreement. The focus was on outreach for applicants with errors to meet the Round 1 check processing deadline. One-on-one help was given to applicants that needed help to complete their application packet. Numerous meetings were held with partners updating them on the final numbers for Round 1.

January started off extremely busy answering emails and calls that came through during the office shutdown in December. Updates were provided to partners and various city and county agencies looking to report out. Chabot-Las Positas Community College District (CLPCDD) started prepping for the launch of Round 2 to start January 18, 2023.

Social media ads and updated collateral were created. Meetings and training occurred with City Economic Development Managers, County Supervisors' staff, and other partners from Round 1. CLPCDD prepared an orientation meeting and presentations for those new partners along with those remaining from Round 1 that needed to be updated. An outreach campaign began to all Round 1 applicants that were denied due to missing documents but were considered eligible.

For the 13 days Round 2 was open, there were 7 applicants from El Dorado County, with 2 approved for payment. The other 5 are still being vetted. This brings the total applicants for El Dorado County to 90 with 40 receiving microbusiness grants to date.

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 90

Final Awards Made – 40 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: El Dorado

FISCAL AGENT: Chabot-Las Positas Community College District

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>90</b>	<b>40</b>	<b>\$100,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	4	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	7	2	\$5,000
Native American	4	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	4	3	\$7,500
White	47	21	\$52,500
Women	58	29	\$72,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

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

## KEY OUTREACH ACTIVITIES:

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

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

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

- Fresno Metro Black Chamber targeting the African-American business community. The FMBC reached businesses in their database by sending personal emails, site visits, and social media posts.
- Hidden Wealth Foundation emphasizes the Southeast Asian business community. The hidden wealth foundation targeted the Southeast Asian community by promoting the program on their daily podcast channel and through phone calls, emails, and in-person visits.
- Fresno County EDC, embarking on rural communities; To reach a broad and diverse business audience, EDC performed outreach to Chambers of Commerce, community-based organizations, city leaders, and local businesses in Fresno County. EDC made outreach efforts through emails, phone calls, and in-person visits. Flyers were distributed while emphasizing the assistance provided for businesses seeking to apply.

California Hmong Chamber of Commerce focused on the Asian business community in Fresno County. The CHCC outreach efforts consisted of posting the flyer on Facebook, LinkedIn, and Instagram daily; stopping by businesses to talk to them about the grant; dropping off flyers; and emailing the flyer to the members and client list.

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

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

Applications Received – 733

Final Awards Made – 376 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Fresno

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

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial  
FISCAL AGENT: County of Imperial

## KEY OUTREACH ACTIVITIES:

As of February 15, 2023, the Imperial County Workforce & Economic Development Office is in the process of receiving approval from the ICBOS for a Budget Amendment Resolution to receive the \$234,506 MBCRG Grant Funds. On February 7, 2023, the item was approved and going through the final steps to be deposited within the ICWEDO, Imperial Valley Small Business Development Center account. Once received, 35 approved Microbusiness COVID-19 Relief Grants will be issued.

Over the last two months, program staff has collected all the required documentation needed for the Imperial County Auditor Controller's Office to issue grant checks. Therefore, outreach and technical assistance outreach and social media campaigns have been placed on hold.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 733  
Final Awards Made – 0 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial

FISCAL AGENT: County of Imperial

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

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

## KEY OUTREACH ACTIVITIES:

Employers' Training Resource (ETR) held a meeting in December to discuss potential ways of outreach that could possibly boost our application numbers. ETR discussed the continuation of advertising the grant on Radio and TV spots. However, towards the end of December, ETR has received a boost in applications due to the spread of information regarding the grant from previously approved applicants. Word of mouth has been the most effective form of outreach for this grant. ETR is getting closer to reaching their goal of 369 approved applications with 214 funded applications and 72 that are awaiting funding as of the end of January.

One of ETR's partners, Kern Woman Business Center (KWBC), has received an influx in potential clients from the Vietnamese community due to the spread the news via word of mouth of an approved awardee. KWBC held appointments for clients in order to assist them with filling out the application and insuring that they submitted the correct documents necessary. They also continued to share the information at the Greater Bakersfield Chamber of Commerce Ambassador Holiday Mixer, the Bakersfield Babes in Business Monthly Luncheons in December and January, and the Business Networking International (BNI) weekly meetings in December and January.

The Community Action Partnership of Kern (CAPK) assisted potential applicants by providing them with the application and answering questions they may have about the necessary documents required. They have assisted clients via phone calls and emails.

Kern Economic Development Foundation (KEDF) was available via walk-in for applicants to ask questions and drop off their applications. KEDF also promoted the grant on their LinkedIn page on December 20, 2022.

The Small Business Development Center (SBDC) continues to promote the Microbusiness Grant during their weekly webinars. They did their virtual outreach where the Microbusiness Grant was mentioned on December 7th, 14th, 21st, 28th, and January 4th, 11th, 18th, and 25th. SBDC also continues to provide clients with applications and assists them with any questions they may have regarding their application.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 542

Final Awards Made – 214 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kern

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

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>542</b>	<b>214</b>	<b>\$535,000</b>
African American	75	45	\$112,500
Alaskan Native	1	0	\$0
Asian	126	13	\$32,500
Hawaiian Native	1	0	\$0
Hispanic or Latino	106	62	\$155,000
Native American	2	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	125	35	\$87,500
Veteran	21	6	\$15,000
White	51	28	\$70,000
Women	292	120	\$300,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lake

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

## **KEY OUTREACH ACTIVITIES:**

Lake County Economic Development Corporation (EDC) continues its outreach and marketing efforts to identify and engage eligible micro-business owners. Current outreach includes social media postings on their Facebook page as well as small local group pages to engage the diverse audience in Lake County. EDC continues partnering with local associations and groups, such as, Lakeport Main Street Association Lake County Business Networking, Lake County Chamber of Commerce and La Pulga de Clearlake to help with push notifications on their Facebook pages.

EDC is currently averaging 3-4 grant applications per month (1-2 per week). Although these are not the higher numbers we hoped to see, EDC is certainly striving to continue bringing awareness of the grant to the community. The new year brought an influx of applicants who are massage therapists, so, with this Lake County Economic Development Corporation set out to re-visit salons, spas (lash techs and aestheticians) as well as tattoo shops in the hopes of connecting with artists who are renting a chair or space in these establishments. The goal is to continue visiting these artists throughout the county individually instead of focusing on the establishment as a whole. EDC will certainly be adding Facebook postings in artisan and crafters groups to local artists and niche business owners who may not rent a space or chair at an established location.

EDC is currently walking various small communities in the hopes of reaching out in person to some businesses, which allows EDC and the businesses to put faces to names. EDC is also leaving fliers with the grant information and links to apply. EDC are currently focusing on their independent contractors such as hair stylists, nail technicians, certified massage therapists, acupuncturists, and tattoo artists.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 24

Final Awards Made – 7 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lake

FISCAL AGENT: Lake County Economic Development Corporation

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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

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

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lassen

**FISCAL AGENT:** Sierra Business Council

## **KEY OUTREACH ACTIVITIES:**

Sierra Business Council (SBC) created buzz and anticipation amongst our community partners in the four-county region about the Microbusiness COVID-19 Relief Grant Program. There was much interest in the program when SBC was initially collecting partnership agreements, so when the program went live, their focus was on reengaging those partners through direct email, newsletter blasts, phone calls, and social media. The program has been announced multiple times throughout the Sierra Business Council e-news blast, which has a reach of over 2,500 readers.

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

The program was able to fully expend funding in Plumas, Modoc, and Sierra Counties.

The MBCRG Program is still open only in one of the four original counties, Lassen. Clint Koble, outreach specialist, visited Lassen County Chamber of Commerce and Westwood Chamber of Commerce again during the month of December to, attend Chamber meetings in both communities and distribute flyers. Over the past 8 months, over 65 hours has been spent on technical assistance, outreach, and reporting for this program. Sierra SBDC staff continues to provide information to all of our Lassen County clients and is currently transitioning to a new email delivery software. Once that transition is complete, a newsblast will go out to 31 active clients in Lassen County alerting them to the opportunity.

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

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 5

Final Awards Made – 4 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lassen

FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>5</b>	<b>4</b>	<b>\$10,000</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	4	4	\$10,000
Veteran	0	0	\$0
White	3	3	\$7,500
Women	3	3	\$7,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Los Angeles

**FISCAL AGENT:** County of Los Angeles

## **KEY OUTREACH ACTIVITIES:**

The Department of Economic Opportunity (DEO) has continued its outreach about the California Microbusiness COVID-19 Relief Grant Program (MBCRG) which is part of its Economic Opportunity Grant Program (EOG). The DEO, in partnership with its contractor, the Small Business Development Centers (SBDC), has rolled out a robust outreach plan to the most vulnerable microbusinesses across the County of Los Angeles. The DEO and SBDC's continue to promote the EOG/MBCRG to its network of small businesses and partners such as Chambers of Commerce, Councils of Government, Town Councils, City managers, Office of Small Business (OSB), America's Job Centers of California (AJCC), County's Workforce Development Boards (WDB), County Film Office, Board of Supervisors offices, Countywide Communications, and County departments.

Additionally, the EOG/MBCRG outreach is targeting businesses in the High, Highest, and Moderate low income and COVID impacted areas of the County using the County's own Equity Explorer Tool. The EOG/MBCRG is prioritizing high impacted industries including, nonprofits serving youth workforce capacity, food industry businesses and historically underserved populations. Additionally, the EOG/MBCRG program prioritizes women, veteran, LGBTQ+, Disabled, and BIPOC led or owned firms to ensure equitable access and distribution.

Beginning on January 11, 2023, SBDC began holding monthly webinars in each Supervisorial District, conducting direct outreach to small businesses via subcontracts with local CBOs, one on one technical assistance with applicants, and participate with DEO and OSB on EOG/MBCRG outreach throughout the County via small business-related events, contractor fairs, street teams and other activities aimed at reaching small and microbusinesses in the County.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 8768

Final Awards Made – 0 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Los Angeles

FISCAL AGENT: County of Los Angeles

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Madera

**FISCAL AGENT:** County of Madera

## KEY OUTREACH ACTIVITIES:

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

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

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

Community Action Partnership of Madera County (CAPMC) has the flyer posted on their various community boards and has discussed the program with individuals requesting other forms of assistance. Madera Workforce shared the flyer via email to their subscribers through an email blast and has the flyer on display in their front counter. The Madera Chamber of Commerce (Chamber) continues to share the flyers with Madera Downtown Association members. The Chamber also has the flyer on display on their front counter. MCEDC has the flyer on display in their front counter.

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

Applications continue to be accepted as the application period is open as funds are still available. Madera County will receive applications until all program funds have been exhausted. Approved applications are processed for disbursement within five business days after approval. Madera County will be posting program information on all County social media platforms on a monthly basis. The County's outreach partners will also continue to post program information on their social media pages; Posts will be in both English and Spanish. MCCJ will continue to be present at the local flea market at least once in the months of March and April to reach local vendors in need of financial assistance.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 19

Final Awards Made – 17 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera  
FISCAL AGENT: County of Madera

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Marin

FISCAL AGENT: County of Marin

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa  
FISCAL AGENT: County of Mariposa

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mendocino

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

## KEY OUTREACH ACTIVITIES:

During the performance period of December of 2022 and January of 2023, the County of Mendocino's Microbusiness Grant Program was stagnant. To date the Economic Development and Financing Corporation (EDFC) has awarded 16 grants to local businesses across the County. 152 microbusiness started applications, many of which continue to work with EDFC staff to provide the required documentation to determine eligibility. Outreach efforts continue with the goal of funding 35 grants. Community partners such as the Chamber, SBDC, Workforce Development, the County and Women's Business Center continue to share the grant opportunity in social media campaigns with their audiences. Monthly, EDFC sends updates to 856 newsletter subscribers. Public service announcements have been shared in both English and Spanish. On January 26th a presentation was given at the Willits Chamber of Commerce 2023 Financial Strategies Workshop, encouraging micro businesses to apply.

The outreach activities are ongoing. Activities planned after January 31:

- February 8th outreach in Willits
- February 10th EDFC newsletter campaign
- February 21st North Bay Regional Business Services Meeting presentation
- February 22nd in-person presentation scheduled at the Chamber of Commerce Lunch & Learn event

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 40

Final Awards Made – 16 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mendocino

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

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>40</b>	<b>16</b>	<b>\$40,000</b>
African American	2	0	\$0
Alaskan Native	1	1	\$2,500
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	4	4	\$10,000
Native American	4	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	39	16	\$40,000
Veteran	2	0	\$0
White	24	7	\$17,500
Women	22	11	\$27,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Merced

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

## **KEY OUTREACH ACTIVITIES:**

The Merced County Department of Workforce Investment received approval to commence its second round for the Microbusiness COVID-19 Relief Grant on January 9, 2023. With the second round of funding available, Merced County informs micro-size business owners that funding is available for those who qualify and meet the requirements. Merced County re-designed its marketing content and the website - providing a different feel to the concept with the same values as in the first round. Merced County and its partners have scheduled various application workshops to assist applicants who need computer access or are having difficulties completing or uploading the required documents for the application.

Merced County continues to conduct outreach to various small business operators who fit the profile for the grant. Merced County has taken a different approach by aiming to more street vendors and childcare providers in rural locations. The purpose for additional vendors and childcare providers - Merced County saw few applicants take advantage of the program. Merced County is working with chambers of commerce, communicating with the Small Business Development Center in Merced, collaborating with non-profit organizations that have communication access to vendors, and communicating with the Merced County Office of Education A.C.C.E.S.S. program - recruiting more daycare providers to apply for funding.

Merced County has also discovered that some businesses in rural areas think of the Microbusiness Grant as a loan - which the Merced County team has changed the communication approach by indicating the available funds are not loans, changing how small business operators view the grant application. Merced County is working by advertising additional ways to get the word out, making public service announcements, and translating the content that reaches the rural community for the program.

Merced County and its team are helping more applicants apply for the program; from previous PPT presentations at community organizations, upcoming workshops to childcare providers are being developed. Merced County has a unit with tablets - that allows meeting with business owners on the go to process their requests, upload their information, and work with rural business operators if eligible for grant funding.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 162

Final Awards Made – 69 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>162</b>	<b>69</b>	<b>\$172,500</b>
African American	9	3	\$7,500
Alaskan Native	0	0	\$0
Asian	15	7	\$17,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	98	42	\$105,000
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	76	34	\$85,000
Veteran	1	0	\$0
White	34	15	\$37,500
Women	100	41	\$102,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Modoc  
FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>5</b>	<b>4</b>	<b>\$10,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	4	\$10,000
Veteran	0	0	\$0
White	4	4	\$10,000
Women	3	2	\$5,000

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Monterey

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

## **KEY OUTREACH ACTIVITIES:**

The resources developed by the Monterey County Workforce Development Board (WDB) 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 WDB team and partners continue to do outreach in-person and online through email blasts to various distribution lists, social media posts, and door-to-door visits. All partners are required to report their outreach efforts to the WDB team via an electronic form on a regular basis until the program ends. Doing so allows the WDB team to not only understand what businesses are being reached and where, but also allows them to be able to cross-reference with the applicant database later to identify what percentage of those contacted had applied and been awarded.

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 WDB team and partners are available to applicants for assistance via email, telephone, and in-person. After an application is submitted, communication between the WDB 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 WDB team with tracking applicant data and reviewing applications for eligibility, an internal database and application review process were also established.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 139

Final Awards Made – 81 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>139</b>	<b>81</b>	<b>\$202,500</b>
African American	7	4	\$10,000
Alaskan Native	1	1	\$2,500
Asian	7	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	99	62	\$155,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	0	0	\$0
Veteran	3	0	\$0
White	21	12	\$30,000
Women	90	54	\$135,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Napa

**FISCAL AGENT:** County of Napa

## KEY OUTREACH ACTIVITIES:

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

When the window opened July 11, applications began to come in slowly. The Solano-Napa SBDC/Solano WDB shared flyers and press releases with all chambers of commerce in Napa County, the city economic development departments, and local newspapers. An article appeared in the Napa newspaper and a Solano-Napa SBDC business advisor was interviewed on a Napa radio station.

The SBDC also sent out multiple e-newsletters to business clients to share information about this grant. English informational webinars were on July 11 and July 13. Altogether, only five people attended both webinars. A Spanish webinar on July 26 had eight participants.

Applications were coming in but at a much slower pace than anticipated. The Solano-Napa SBDC/Solano WDB continued to work with community partners, especially the CRC Napa. CRC Napa communicated with childcare owners around the county and provided services in both Spanish and English. Altogether, CRC Napa assisted 25 childcare businesses submitting applications.

When the application window closed on Aug. 15, there were just under 100 applications submitted for the grant. Of those, 71 qualified for the randomized lottery. When the vetting process began on the 71 qualified applicants, it was quickly discovered that a significant number would not qualify because their 2019 income was too high. After a month of vetting, only 26 of those businesses qualified for the grant.

With approval from Napa County, the grant application re-opened for the month of November. We expanded our outreach and visited area farmers markets and pop-up business events to promote the grant. By the beginning of November, an additional 80 applications were received.

Starting January 1, 2023, the County started to contract and fund the grant awards. The County completed and sent all grant funds to all 54 eligible grantees by 2/10/23. As of 2/13/2023, we have completed and closed the grant. This will serve as our final update.

## AWARDS SUMMARY (FINAL)

Applications Received – 209

Final Awards Made – 54 (Concluded)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Napa  
FISCAL AGENT: County of Napa

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>209</b>	<b>54</b>	<b>\$135,000</b>
African American	25	1	\$2,500
Alaskan Native	0	0	\$0
Asian	17	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	73	14	\$35,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	3	0	\$0
White	89	32	\$80,000
Women	130	30	\$75,000

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Orange

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

## **KEY OUTREACH ACTIVITIES:**

The Orange County Workforce and Economic Development Division (OCWEDD) continues to partner with the Cities, Chambers of Commerce, Public Libraries, and other organizations throughout Orange County to provide outreach for the program. The program relaunched on Monday, May 09, 2022, and closed on Friday, September 30, 2022. After said deadline the County still had about \$667,500 left to award, therefore they reopened the application on November 03, 2022. OCWEDD continues to provide live support to applicants and awardees during normal business hours through the Economic and Business Recovery call center with translation services in more than 240 languages.

In efforts to better reach the programs target demographics Orange County CEO Executives conducted a social media campaign by sharing the program on all social media platforms. It has also been shared with the board members so they can share the relaunch with their networks. OCWEDD also shared it with CIELO (Comunidades Indigenas En Liderazgo), the Orange County Leadership Council, California State Fullerton University of Business and Economics, and United Way so they can share with their partners and participants. OCWEDD continues to post information on social media and the website to distribute the remaining funds in a timely manner.

In addition to the outreach strategies mentioned above, street canvassing was performed by program staff in Orange County neighborhoods handing out flyers to sidewalk vendors. The County's libraries, Workforce Solutions Center and Mobile One-Stop center were all made available to applicants to provide access to the application site if needed.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 3751

Final Awards Made – 1258 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3751</b>	<b>1258</b>	<b>\$3,145,000</b>
African American	199	62	\$155,000
Alaskan Native	1	1	\$2,500
Asian	1325	416	\$1,040,000
Hawaiian Native	38	2	\$5,000
Hispanic or Latino	885	333	\$832,500
Native American	39	13	\$32,500
Other Pacific Islander	28	9	\$22,500
Rural	332	108	\$270,000
Veteran	137	53	\$132,500
White	1246	430	\$1,075,000
Women	1971	671	\$1,677,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Placer

**FISCAL AGENT:** Placer County and Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Placer County and its partners engaged in a widespread outreach campaign to ensure that the Microbusiness COVID-19 Relief Grant (MBCRG) program was being distributed across the entire county and especially to reach the underserved, smallest businesses in the county. Prior to opening Rounds One and Two of the program, the County entered into an intensive County-wide marketing effort that included Spanish language radio ads, earned media, press releases, and more. The program has been re-opened on a first come, first-served basis until funds are expended and a new outreach effort was launched to reflect this new process of receiving applications.

After a challenging fall due to wildfire, December and January allowed for renewed outreach efforts across Placer County. In December, two additional rounds of radio ads went live. One radio spot was in Spanish, and one was on the local radio station for Tahoe, which is Eastern Placer County and a more rural part of the County. Below are the statistics from December and January. The radio ad continues to be an effective form of promotion for this program and more applications are coming in the first two weeks of February!

Sierra Business Council (SBC) is now administering an additional grant program for a City within Placer County. Due to the eligibility requirements of each grant program, there is no overlap for small business applicants between the programs. However, this has allowed for additional opportunities to promote the MBCRG to those applicants who do not qualify for the new City grant. This type of collaborative business support is critical as the impacts of the pandemic continue to resonate for most vulnerable businesses.

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 1/31/23 SBC has received 148 applications, of which 103 are eligible. Applications are open on a first-come, first-served basis and are processed on a rolling timeline to ensure that grants are deployed quickly to eligible applicants.

Throughout Rounds One and Two of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included over 130 hours of direct, technical assistance for the program from 2/1/22 to 1/31/23 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 01/31/2023)

Applications Received – 148

Final Awards Made – 103 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>148</b>	<b>103</b>	<b>\$257,500</b>
African American	6	3	\$7,500
Alaskan Native	0	0	\$0
Asian	11	5	\$12,500
Hawaiian Native	2	0	\$0
Hispanic or Latino	11	6	\$15,000
Native American	6	5	\$12,500
Other Pacific Islander	3	2	\$5,000
Rural	76	58	\$145,000
Veteran	9	6	\$15,000
White	89	65	\$162,500
Women	86	63	\$157,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Plumas  
FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>18</b>	<b>9</b>	<b>\$22,500</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	2	1	\$2,500
Native American	2	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	17	9	\$22,500
Veteran	1	0	\$0
White	12	6	\$15,000
Women	10	7	\$17,500

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Riverside

**FISCAL AGENT:** County of Riverside and Charitable Ventures

## **KEY OUTREACH ACTIVITIES:**

The County of Riverside Office of Economic Development (RivCoED), MBCRG program community partners, outlined below, and additional county partners across the county continue to collaborate to provide outreach and technical assistance for the MBCRG program. RivCoED and community partners have continued to promote the program in newsletters and on social media platforms as well as with city and chamber partners countywide to include the county's Hispanic Chambers of Commerce. All social media marketing and print materials have been produced in both English and Spanish.

Media buys ran from early May till the end of June with three radio stations, two of which were Spanish language radio. Over 850,000 total radio campaign impressions were made through the radio advertising schedule. Additionally, RivCoED staff did eleven on-air radio interviews as well as two TV news station interviews with KESQ (ABC affiliate - English) and Telemundo (Spanish) about the MBCRG program. Advertising funds have been fully expended and no additional paid media buys will be made.

Community-based partners:

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

Starting again in January 2023, Riverside County has continued with a heavy push of the program with Community-based and countywide partners, as well as to over 30,000 county department newsletter subscribers and on social media platforms. More than 40,000 email recipients continue to receive information on the grant program from all partners combined.

RivCoED staff, the Coachella Valley Small Business Development Center (CVSBDC), and other community partners continue to promote the program on a regular basis via consultants' 1:1 appointments, events, office incoming calls, initial intakes, and any opportunity that might seem fit to mention the program. In the last 90 days, RivCoED attended several special events to where the program was promoted.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 4142

Final Awards Made – 212 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4142</b>	<b>212</b>	<b>\$530,000</b>
African American	1019	43	\$107,500
Alaskan Native	0	0	\$0
Asian	384	21	\$52,500
Hawaiian Native	69	5	\$12,500
Hispanic or Latino	1411	71	\$177,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	315	11	\$27,500
White	2318	128	\$320,000
Women	2508	139	\$347,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sacramento

**FISCAL AGENT:** County of Sacramento Office of Economic Development

## **KEY OUTREACH ACTIVITIES:**

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

Sacramento County and partners (Partners) performed extensive outreach and marketing to the microbusiness community between December 1, 2022-January 31, 2023. Partners are continuing these efforts until all grant funds are committed. Partners circulated 8 news stories. Program flyers were distributed to partner email lists, local ethnic community partners, 18 Property and Business Improvement Districts, 22 local and regional chambers of commerce, and city Economic Development partners from the County's seven incorporated cities. Partners walked over 859 microbusinesses, with a focus on disadvantaged and underserved communities, to distribute flyers in English, Spanish, and Russian. Partners posted ads on their websites and promoted the Program through 5 Instagram, 3 Twitter, 5 Facebook, and 4 LinkedIn posts. Partners attended 12 in-person events where the Program was highlighted and print material was distributed. 14 webinars were hosted that promoted the program to 432 attendees.

The grant website and all material about the Program was made available in: English, Arabic, Chinese, Farsi, Hmong, Punjabi, Russian, Spanish, Tagalog and Vietnamese. A Rapid Response Hotline responded to 48 inquiries and provided in-language assistance.

A total of 210 applications have been awarded funding through the Program through January 31, 2023.

Round 5 of the Program opened on January 10, 2023 and will close on March 30, 2023. Applications are reviewed and funded as they are submitted and approved. Payments are made on a bi-weekly basis.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 861

Final Awards Made – 210 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sacramento

FISCAL AGENT: County of Sacramento Office of Economic Development

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>861</b>	<b>210</b>	<b>\$525,000</b>
African American	223	44	\$110,000
Alaskan Native	0	0	\$0
Asian	132	22	\$55,000
Hawaiian Native	16	5	\$12,500
Hispanic or Latino	139	27	\$67,500
Native American	12	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	99	17	\$42,500
Veteran	36	11	\$27,500
White	334	103	\$257,500
Women	432	103	\$257,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Benito

**FISCAL AGENT:** County of San Benito

## **KEY OUTREACH ACTIVITIES:**

The County board approved a third round of the Microbusiness COVID-19 Relief Grant, with an application period from mid-November to January 31, 2023. This information was broadcasted at public meetings, and the direct link to the grant program and application was linked to the county website banner for easy access.

During the application period, staff assisted potential business owners with answering questions and addressing concerns regarding qualifications and documentation. At the end of the period, we received about 24 more applications, with the ability to award 16 eligible applicants. Currently, the staff is reviewing each application and plans to make a recommendation to the economic development committee no later than the end of February.

No grant allocation or awards changes have been recorded since the last report. We anticipate minor changes in the incoming year.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 24

Final Awards Made – 10 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito  
FISCAL AGENT: County of San Benito

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

**FISCAL AGENT:** San Bernardino County Economic Development  
Department

## KEY OUTREACH ACTIVITIES:

San Bernardino County Economic Development Department (SBCEDD) is able to report that the Microbusiness COVID-19 Relief Grant touched a large majority of businesses. Outreach engagement during November and December included weekly drop-in hours for businesses, email communications, application assistance held by AmPac Business Capitol and the SBCEDD department. The grant operations team meets weekly to determine potential outcomes of the grassroots efforts set forth by the collective team. SBCEDD has reached out to local cities and community-based organizations to continue to get the word out about the grant and its availability.

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

Many of the activities listed above will continue, including media and marketing campaigns. Weekly emails go out to applicants updating them on the status of their application and opportunities still available to those that have not completed their application.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 1709

Final Awards Made – 528 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

**FISCAL AGENT:** San Bernardino County Economic Development  
Department

**AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1709</b>	<b>528</b>	<b>\$1,320,000</b>
African American	698	231	\$577,500
Alaskan Native	36	12	\$30,000
Asian	144	29	\$72,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	483	131	\$327,500
Native American	16	2	\$5,000
Other Pacific Islander	25	8	\$20,000
Rural	0	0	\$0
Veteran	66	22	\$55,000
White	346	113	\$282,500
Women	986	322	\$805,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Diego

**FISCAL AGENT:** County of San Diego

## **KEY OUTREACH ACTIVITIES:**

During this reporting period the County of San Diego did not conduct any additional outreach activities for the purpose of obtaining additional applications. The activities during this period were focused on the issuance of checks and the review of documentation submitted for all Round 2 applicants that submitted items by stated deadlines.

The County utilized the services of the outreach partners to provide assistance via the phone, email, or in-person to applicants that had questions or required additional assistance with submitting the required documentation.

Also, during this rating period, the County initially sent an Intent to Award notification to the Round 2 applicants that met the eligibility criteria. Once the deadline for those individuals to submit their documentation expired, a notification was sent to the remaining Round 2 applications advising of them to submit their documentation for funding consideration. Applicants were instructed that the limited funds would be made available on a first-come first-complete basis, which means that full and complete document submission would be processed first. The outreach partners began assisting Round 2 individuals with uploading required documents and answering questions as needed.

The activities during this round consisted of:

- Intent to Award communication to Round 2 applicants to submit documentation required for grant award.
- Made computer labs available for entrepreneurs that wanted to come into the office and complete the submission of required documents.
- Assisted applicants with completing required document submission.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 4314

Final Awards Made – 1203 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Diego  
FISCAL AGENT: County of San Diego

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4314</b>	<b>1203</b>	<b>\$3,007,500</b>
African American	879	235	\$587,500
Alaskan Native	0	0	\$0
Asian	318	120	\$300,000
Hawaiian Native	26	7	\$17,500
Hispanic or Latino	578	228	\$570,000
Native American	19	6	\$15,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	252	78	\$195,000
White	1035	373	\$932,500
Women	1696	611	\$1,527,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Francisco

**FISCAL AGENT:** Mission Economic Development Agency (MEDA)

## **KEY OUTREACH ACTIVITIES:**

Mission Economic Development Agency (MEDA) started receiving applications for the program on August 8 and (to date) has opened the application period three times - with the last one using a different strategy of direct referrals and outreach to specific businesses that are believed may qualify for the program.

During the past 2 months, MEDA has continued with outreach to businesses in the City of San Francisco and has received referrals from partner organizations. MEDA has changed the process and now allows businesses to access the application by referral only (shared link), as during the previous application period(s) a high volume of unqualified applications were received, including applicants that submitted altered documentation.

Most recently, MEDA has been collaborating with the FinTax team at MEDA, where the Microbusiness COVID-19 Relief Grant is presented to clients that file a Schedule C on their personal tax returns and that may be eligible for the grant. Although MEDA is not receiving as many applications as in the previous rounds, the eligibility of the applications that are currently being processed has significantly increased.

To date, all of the marketing efforts and different initiatives have resulted in 760+ profiles created on the application management platform Lenderfit, with 357 applications received (including applications from businesses not in San Francisco, and not including duplicate applications), and 63 disbursed grants.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 357

Final Awards Made – 63 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Francisco

FISCAL AGENT: Mission Economic Development Agency (MEDA)

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>357</b>	<b>63</b>	<b>\$157,500</b>
African American	19	1	\$2,500
Alaskan Native	0	0	\$0
Asian	21	13	\$32,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	49	37	\$92,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	2	0	\$0
White	51	10	\$25,000
Women	86	35	\$87,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Joaquin

**FISCAL AGENT:** County of San Joaquin

## **KEY OUTREACH ACTIVITIES:**

San Joaquin County has successfully awarded all 316 grants in the amount of \$5000 per business, due to the local county match, as of December 31, 2022. Funds for this program are now exhausted. A total of \$1,580,000 was awarded to businesses over the course of half a year, due to the Microbusiness COVID-19 Relief Grant from the California Office of the Small Business Advocate and the match made by San Joaquin County's Board of Supervisors.

By advertising through social media, radio, and print the County was able to reach a large target audience. In addition to this, the County worked closely with local community-based organizations, Chambers of Commerce, and business service organizations to spread the word. By diversifying the marketing strategy to include bilingual and rural radio and print, the County was able to be more inclusive in their outreach. Staff hired to support the grant also reflected the makeup of the community to include those bilingual in Spanish and Chinese.

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

The County continued to extend the award period until all awards had been claimed, which occurred in the beginning of October 2022. The County worked with the final businesses who were struggling to remain open and sent the final checks prior to the end of the year.

## **AWARDS SUMMARY (FINAL)**

Applications Received – 541

Final Awards Made – 316 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Joaquin  
FISCAL AGENT: County of San Joaquin

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded***
<b>Total</b>	<b>541</b>	<b>316</b>	<b>\$790,000</b>
African American	152	83	\$207,500
Alaskan Native	0	0	\$0
Asian	86	40	\$100,000
Hawaiian Native	5	2	\$5,000
Hispanic or Latino	144	93	\$232,500
Native American	11	3	\$7,500
Other Pacific Islander	4	5	\$12,500
Rural	31	14	\$35,000
Veteran	21	11	\$27,500
White	138	67	\$167,500
Women	311	174	\$435,000

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

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

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

\*\*\* 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.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

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

## KEY OUTREACH ACTIVITIES:

During the reporting period, all outreach activities were conducted by staff or consultants from Renaissance Entrepreneurship Center (Renaissance) in English and Spanish. Outreach continued via weekly newsletters and word-of-mouth between past grant recipients and other small business owners. Additionally, Renaissance continued to meet with business owners who had completed the eligibility form and appeared eligible, to submit their final application. More than 80 applicants from before July 2022, who filled out the eligibility form and appeared eligible based on their responses, have continued to be unresponsive to outreach (either by email, phone, or in person) for assistance on completing their application.

Renaissance also partnered with the San Mateo Small Business Development Center and the Child Care Coordinating Council of San Mateo County, who were administering a state infrastructure grant program for small family childcare providers to invest into becoming large family childcare providers, to recruit small businesses likely to meet the income limit for this grant program. Of the 657 San Mateo County applications received through January 2023, 250 were preliminarily eligible, and 125 have been awarded the grant.

The application will remain open until April 30, 2023, so that there is enough time to process any final applications and complete disbursements by May 31, 2023.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 657

Final Awards Made – 125 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Mateo

FISCAL AGENT: County of San Mateo and Renaissance Entrepreneurship Center

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>657</b>	<b>125</b>	<b>\$312,500</b>
African American	41	7	\$17,500
Alaskan Native	0	0	\$0
Asian	221	36	\$90,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	239	47	\$117,500
Native American	6	2	\$5,000
Other Pacific Islander	6	0	\$0
Rural	14	2	\$5,000
Veteran	10	1	\$2,500
White	200	38	\$95,000
Women	383	83	\$207,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

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

## KEY OUTREACH ACTIVITIES:

During this reporting period, the Santa Barbara Foundation (SBF) in partnership with the County of Santa Barbara and the community-based organizations, we continue to provide outreach in Santa Barbara County for the Microbusiness COVID-19 Relief Grant Program. The outreach consisted of an information sharing road show that took place in various locations around Santa Barbara County from Santa Maria to Santa Barbara and locations in between such as Lompoc.

In addition, SBF has partnered with local business development organizations such as Santa Barbara County Workforce development, Economic Development Collaborative, SCORE and Women's Economic Venture to put on a resource fair and have each organization share information about the services they provide to businesses. The event took place on February 15, 2023.

In addition, SBF continues to advertise and promote the program through their network of community partners that provide business technical support and capital to businesses. SBF also continues to engage with local City to ensure information is being shared within their jurisdictions and media platforms.

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

Lastly, SBF continues to update marketing materials to ensure that they are vibrant and appealing to eligible businesses to encourage applications to be submitted. All materials continue to be promoted in both English and Spanish.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 177

Final Awards Made – 71 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

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

**AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>177</b>	<b>71</b>	<b>\$177,500</b>
African American	7	6	\$15,000
Alaskan Native	0	0	\$0
Asian	2	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	35	29	\$72,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	1	\$2,500
Veteran	2	1	\$2,500
White	66	31	\$77,500
Women	67	47	\$117,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

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

## KEY OUTREACH ACTIVITIES:

Since first opening the program to applications in April 2022, there has been a significant response from the community with a continuous flow of grant applications through the grant portal, as well as in person. The County's press releases, and the promotional efforts of the Enterprise Foundation and its community outreach partners have been overwhelmingly successful, including social media, email blasts, and local community radio and television spots in English, Spanish and Vietnamese.

The targeted outreach in person at shopping centers, churches and busy streets in specific zip codes resulted in face-to-face conversations with potential applicants as well as with individuals who hear about the program from their friends and neighbors. Personal contact and referrals from friends continue to be the best ways to reach qualified applicants in the most underserved communities.

In fourth quarter 2022, the Enterprise Foundation hosted an in-person workshop at its office for both grant applicants and grant awardees, comprised mostly of local street vendors. The workshop presenters included Juan Borrelli, City of San Jose Business Ally, who discussed how to start a business in San Jose, the importance of permits and licenses and making sure their financial documentation is well maintained. A presenter from the San Jose Police Department emphasized the importance of complying with the health and safety guidelines, as well as reporting any crime and/or harassment they may have faced as a street vendor. The Enterprise Foundation, through its Access SBDC program, also gave a brief overview of the free services available to assist these microenterprises with additional funding, marketing and the permitting process. The goal continues to be to provide as much support as possible to these microenterprises whether they were awarded a grant or not. This workshop was attended by over 70 microenterprises and as a result garnered additional applications for the microgrant program from attendees and attendee referrals.

As of January 31, 2023, the Enterprise Foundation had awarded an additional 140 grants since its last report. Santa Clara County has awarded the full number of grants proposed (875) totaling \$2,187,500. However, as Santa Clara County intends to make additional grants available, to the extent that there is additional funding available from savings in the administrative budget. The County expects to finish accounting for all administrative costs and award all remaining funds as additional grants during the current new reporting period.

The Board of Supervisors has approved internal funding for an additional small business grant program, which is expected to be open to new applications by the end of this quarter, which may be available to microbusinesses as well as to other small businesses.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 1713

Final Awards Made – 875 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County of Santa Clara and Enterprise Foundation

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1713</b>	<b>875</b>	<b>\$2,187,500</b>
African American	69	13	\$32,500
Alaskan Native	1	0	\$0
Asian	309	145	\$362,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	684	587	\$1,467,500
Native American	1	1	\$2,500
Other Pacific Islander	3	0	\$0
Rural	21	10	\$25,000
Veteran	1	1	\$2,500
White	78	17	\$42,500
Women	591	400	\$1,000,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Cruz

**FISCAL AGENT:** Cabrillo Community College District

## **KEY OUTREACH ACTIVITIES:**

The Santa Cruz County Microbusiness COVID-19 Relief Grant Program has completed round one of application acceptance on June 30th, 2022, and round two of application acceptance on September 26th, 2022. Cabrillo Community College District (CCCD) received 131 applications and have concluded the initial processing of applications. CCCD has submitted check requests to their accounting department for final processing and disbursement of 119 completed and eligible applications. 119 total Grants have been disputed at this time. Round 1 and 2 check disbursement is complete as of December 20th 2022. CCCD continues to provide support for MBCRG recipient clients through ongoing technical assistance.

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. While all microbusinesses may be underserved to some extent, our partnership with the El Pajaro Community Development Corporation ensures that the most underserved businesses and communities in Santa Cruz County will be specifically targeted during this program through area and language specific outreach in south Santa Cruz County. The Santa Cruz County SBDC leveraged its network of partners to cross promote marketing materials in English and Spanish language through digital fliers as well as social media posts.

## **AWARDS SUMMARY (FINAL)**

Applications Received – 131

Final Awards Made – 119 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Cruz

FISCAL AGENT: Cabrillo Community College District

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sierra

FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3</b>	<b>1</b>	<b>\$2,500</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	1	1	\$2,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	2	1	\$2,500
Veteran	0	0	\$0
White	1	0	\$0
Women	2	1	\$2,500

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Siskiyou

**FISCAL AGENT:** County of Siskiyou

## **KEY OUTREACH ACTIVITIES:**

Siskiyou Economic Development Council (EDC) has received three applicants for the program. One applicant has been awarded and the other two applications are under review.

The Siskiyou EDC began another round of marketing and outreach targeted at farmers market vendors. The Siskiyou EDC used email marketing for this effort. The Siskiyou EDC did another social media push on Facebook and Instagram announcing the grant program and will be sending another round of marketing materials to distribute via email, post on social media, and share in offices to partners ((including the Jefferson Economic Development Institute (JEDI), Great Northern Services (GNS), and the County of Siskiyou) for the second marketing push. There are approximately fifteen (15) grants left to execute.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 3

Final Awards Made – 1 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Siskiyou  
FISCAL AGENT: County of Siskiyou

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Solano

**FISCAL AGENT:** County of Solano

## **KEY OUTREACH ACTIVITIES:**

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

Due to the outreach efforts and grant partnerships conducted during the last reporting period, 679 applications were received. Over half of the applicants were minority business owners and more than 420 were female business owners. Over 360 applicants identified as Black/African American and nearly 100 were Hispanic/Latino. The list of 180 businesses eligible for grant funds was published on June 1st and awardees were notified in June to begin the contract process for grant payment.

Since award notification, WDB staff have been providing technical assistance to applicants on providing documentation needed for verification purposes. Technical assistance has included understanding the tax documents needed to show eligibility. If tax documents were not available, staff have provided technical assistance on alternative means of showing the business is a qualified microbusiness.

In Late November, WDB re-opened the application process so we may fund the remaining grants. A new outreach effort was developed to gain new applicants.

We are continuing to collect and process the applications on a first come serve basis till June 2023 or when we reach our goal of 180 awardees.

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 679

Final Awards Made – 61 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Solano  
FISCAL AGENT: County of Solano

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>679</b>	<b>61</b>	<b>\$152,500</b>
African American	364	17	\$42,500
Alaskan Native	0	0	\$0
Asian	61	13	\$32,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	101	11	\$27,500
Native American	6	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	0	\$0
White	99	13	\$32,500
Women	425	30	\$75,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

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

## **KEY OUTREACH ACTIVITIES:**

Sonoma County has shared an informational webinar via Facebook on the grant program with local artists and business owners of the Creative Sector. The total number of followers on these shared pages is approximately 6,000. A dedicated LIVE webinar will be hosted in mid-February.

### **Newsletters**

Economic Development Board Email Newsletter, 12/20/2022

Information regarding microbusiness grant and how to apply, included in economic focused newsletter.

- Delivered: 3,079
- Unique Opens: 563

Creative Sonoma Email Newsletter, 1/13/2023

Newsletter sent to members of Sonoma County's creative economy from arts and cultural organizations to individual artists. Newsletter included information regarding microbusiness grant and promoted upcoming February microbusiness grant information session.

- Delivered: 3,519
- Unique Opens: 934

### **Facebook Promotion**

Facebook event created to promote an upcoming information webinar on the microbusiness grant, specifically geared towards artists. Event was shared to the following pages and groups:

- Sonoma County Economic Development Board- Economic focused page for all things Sonoma County.
  - Followers: 2,600
  - Date: January 13, 2023
- Creative Sonoma- Arts economy and arts education focused page for Sonoma County.
  - Followers: 2,600
  - Date: January 19, 2023
- Guerneville – Up with Downtown – Community group focused on Guerneville and the Russian River area. Community is rural with many small businesses and artists.
  - Members: 3,594

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 286

Final Awards Made – 70 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>286</b>	<b>70</b>	<b>\$175,000</b>
African American	15	5	\$12,500
Alaskan Native	0	0	\$0
Asian	25	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	69	17	\$42,500
Native American	3	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	6	3	\$7,500
White	106	30	\$75,000
Women	155	42	\$105,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Stanislaus

**FISCAL AGENT:** Stanislaus Equity Partners

## KEY OUTREACH ACTIVITIES:

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

The following are marketing activities executed by Stanislaus Equity Partners:

- Invited and presented the MBCRG program at various Chamber of Commerce events throughout the County
- On the ground efforts in visiting businesses and dropping off flyers in southern rural agricultural towns with majority Spanish speaking residents in Stanislaus County such as Newman (pop. 11,500), Patterson (pop. 22,310), Grayson (pop. 1,600), Westley (pop. 689)
- Set up information tables at Hispanic Grocery Stores in underserved rural communities the County
- Posted on social media stories multiple times a week. Social Media post sponsored for a week each month
- Passed out flyers to several street fairs

The following outreach activities were led by Valley Sierra SBDC:

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

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

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

Stanislaus Equity Partners has an intake team with three MBCRG bilingual (English & Spanish) to provide technical assistance. There is a dedicated phone line for the MBCRG created in English and Spanish. The technical assistance has mostly been in Spanish and for those who are not tech. savvy. The intake team has assisted in scanning and uploading documents. The team also follows up with applicants with missing documents and send application status updates.

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 114

Final Awards Made – 27 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Stanislaus  
FISCAL AGENT: Stanislaus Equity Partners

AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>114</b>	<b>27</b>	<b>\$67,500</b>
African American	16	5	\$12,500
Alaskan Native	0	0	\$0
Asian	4	2	\$5,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	48	15	\$37,500
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	114	27	\$67,500
Veteran	5	0	\$0
White	24	2	\$5,000
Women	62	15	\$37,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sutter

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

## **KEY OUTREACH ACTIVITIES:**

Yuba Sutter Economic Development Corporation (YSEDC) staff did a search through the Secretary of State to search for small business listings, the nonprofit registry and previous grantees of Small Business Emergency Economic Relief Program to find potential candidates for the funding. YSEDC staff were able to find 16 qualified candidates for Sutter County and 5 for Yuba County. The Yuba County Microbusiness COVID-19 Relief Grant Program is fully expended with 33 grants awarded for a total of \$80,075. The Sutter County Microbusiness COVID-19 Relief Grant Program awarded 39 grants for a total of \$97,500 with only \$4,642.50 funding remaining, enough for 2 more grants.

**Social Media Marketing:** YSEDC completed three email campaigns marketing to 3,103 unique businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 43.5 percent (1,363) open rate and 2.5 percent (122) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 250 people reached on Facebook and the media was shared by eight community partners.

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

## **AWARDS SUMMARY (FINAL)**

Applications Received – 64

Final Awards Made – 40 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sutter

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>64</b>	<b>40</b>	<b>\$100,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	3	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	33	16	\$40,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	1	1	\$2,500
White	40	25	\$62,500
Women	46	30	\$75,000

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

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

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama  
FISCAL AGENT: 3CORE Inc.

## KEY OUTREACH ACTIVITIES:

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

Events where outreach has taken place during this reporting period include a Corning Chamber business networking event that was held in a local cafe, a Rotary Club meeting where information was presented to the Rotary members, and several in-person bank visits where information was provided to our bank partners, for distribution to their microbusiness clients.

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

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

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

## AWARDS SUMMARY (AS OF 01/31/2023)

Applications Received – 41  
Final Awards Made – 25 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama  
 FISCAL AGENT: 3CORE Inc.

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>41</b>	<b>25</b>	<b>\$62,500</b>
African American	3	0	\$0
Alaskan Native	2	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	22	17	\$42,500
Native American	0	0	\$0
Other Pacific Islander	2	1	\$2,500
Rural	41	25	\$62,500
Veteran	0	0	\$0
White	17	9	\$22,500
Women	23	13	\$32,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>363</b>	<b>200</b>	<b>\$500,000</b>
African American	17	9	\$22,500
Alaskan Native	0	0	\$0
Asian	13	6	\$15,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	254	138	\$345,000
Native American	4	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	3	1	\$2,500
Veteran	4	4	\$10,000
White	56	35	\$87,500
Women	209	122	\$305,000

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Ventura

**FISCAL AGENT:** County of Ventura

## KEY OUTREACH ACTIVITIES:

The County of Ventura successfully awarded 255 qualified microbusinesses a \$2,500 grant from the California Microbusiness COVID-19 Relief Grant Program. The outreach campaign included (but was not limited to) advertising in local Spanish language newspapers, phone canvassing with bilingual staff to revenue-qualified business owners, multiple bilingual email blasts to over 140,000 community members, social media postings, radio interviews, and outreach through a network of trusted community partners.

The grant website and call center were available in more than 100 languages. The Call Center was coordinated through our local nonprofit economic development corporation. This allowed applicants who called the assistance line to be connected to other business support services.

Some of the highlights from the community outreach efforts include:

The Westside Community Development Corporation (WCDC), a non-profit working specifically in a very underserved community located on Ventura Avenue called and canvassed more than 649 businesses. They provided technical assistance to apply and placed the information prominently on their website and social media.

Women's Economic Ventures, a nonprofit organization that provided business technical support and capital to women-owned businesses heavily promoted the grant information with their client list of more than 3,600.

Local Chambers of Commerce organizations promoted the program to all members using their newsletters and websites.

Local cities participated in outreach using their newsletters and websites. The City of Fillmore did in person canvassing of local businesses.

The Ventura County Arts Council reached its network of over 5,140 art organizations and independent artists.

The County of Ventura, with the assistance of a grassroots nonprofit and the local Boys and Girls Club coordinated a walk-in clinic to help business owners apply for the grant. The clinic was held over two days and didn't require an appointment to attend. Microbusiness owners were able to come in and have a live person review their documents, scan and upload them, and submit an application.

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

## AWARDS SUMMARY (AS OF 07/31/2022)

Applications Received – 639

Final Awards Made – 252 (Concluded)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Ventura  
FISCAL AGENT: County of Ventura

AGGREGATE DEMOGRAPHICS DATA (AS OF 07/31/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>639</b>	<b>252</b>	<b>\$630,000</b>
African American	20	5	\$12,500
Alaskan Native	0	0	\$0
Asian	91	27	\$67,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	207	75	\$187,500
Native American	27	10	\$25,000
Other Pacific Islander	4	0	\$0
Rural	15	5	\$12,500
Veteran	29	5	\$12,500
White	416	182	\$455,000
Women	360	155	\$387,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yolo

**FISCAL AGENT:** County of Yolo

## **KEY OUTREACH ACTIVITIES:**

Yolo County collaborated 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 In. (RISE Inc.), the Yolo County Farm Bureau, Yolo County Children's Alliance, and Children's Home Society.

Each organization has taken outreach approaches tailored to best suit the diversity of Yolo County and the communities they serve. Yolo County staff continues to support the organizations with the information and digital materials needed for successful outreach to eligible microbusinesses, including translations to Spanish. Rural Innovations in Social Economics distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and distributed program information in the Fall and Winter editions of 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their December, and January newsletters and in their regular email distributions. Children's Home Society has supported distribution to childcare providers across Yolo County via email blasts and mailing flyers to childcare providers in the County. In addition to community outreach in hard-to-reach communities in West Sacramento, Yolo County Children's Alliance has assisted with the development of outreach materials in Russian. Additionally, outreach was conducted to Yolo Farm Bureau at their December 3rd meeting, encouraging referrals to farmers, which led to an increase in applications from farmers.

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

## **AWARDS SUMMARY (AS OF 01/31/2023)**

Applications Received – 197

Final Awards Made – 81 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yolo  
FISCAL AGENT: County of Yolo

## AGGREGATE DEMOGRAPHICS DATA (AS OF 01/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>197</b>	<b>81</b>	<b>\$202,500</b>
African American	25	21	\$52,500
Alaskan Native	0	0	\$0
Asian	22	7	\$17,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	44	20	\$50,000
Native American	4	2	\$5,000
Other Pacific Islander	2	1	\$2,500
Rural	3	0	\$0
Veteran	6	6	\$15,000
White	50	30	\$75,000
Women	92	44	\$110,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yuba

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

## **KEY OUTREACH ACTIVITIES:**

Yuba Sutter Economic Development Corporation (YSEDC) staff did a search through the Secretary of State to search for small business listings, the nonprofit registry and previous grantees of Small Business Emergency Economic Relief Program to find potential candidates for the funding. YSEDC staff were able to find 16 qualified candidates for Sutter County and 5 for Yuba County. The Yuba County Microbusiness COVID-19 Relief Grant Program is fully expended with 33 grants awarded for a total of \$80,075. The Sutter County Microbusiness COVID-19 Relief Grant Program awarded 39 grants for a total of \$97,500 with only \$4,642.50 funding remaining, enough for 2 more grants.

**Social Media Marketing:** YSEDC completed three email campaigns marketing to 3,103 unique businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 43.5 percent (1,363) open rate and 2.5 percent (122) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 250 people reached on Facebook and the media was shared by eight community partners.

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

## **AWARDS SUMMARY (FINAL)**

Applications Received – 56

Final Awards Made – 32 (Concluded)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yuba

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>56</b>	<b>32</b>	<b>\$80,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	6	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	28	12	\$30,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	2	2	\$5,000
White	46	17	\$42,500
Women	38	31	\$77,500

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

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

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