



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

OUTREACH AND OUTCOMES REPORT

Published 05/16/2023

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

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

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

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	39,055	8,772	\$21,930,000
African American	7,097	1,372	\$3,430,000
Alaskan Native	48	20	\$50,000
Asian	6,390	1,183	\$2,957,500
Hawaiian Native	193	35	\$87,500
Hispanic or Latino	9,537	2,978	\$7,445,000
Native American	317	87	\$217,500
Other Pacific Islander	195	86	\$215,000
Rural	1,631	685	#VALUE!
Veteran	1,394	372	\$930,000
White	12,230	2,531	\$6,327,500
Women	19,227	4,808	\$12,020,000

Data as of 03/31/2023

* 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***
6	Alameda	1,474	405
8	Amador *	41	15
9	Butte	82	47
11	Contra Costa	796	276
13	El Dorado	100	44
15	Fresno *	733	429
17	Imperial	89	35
19	Kern	577	247
21	Kings	124	63
22	Lake	24	7
24	Lassen	5	4
26	Los Angeles	11,876	160
28	Madera	19	17
30	Marin *	204	111
31	Mariposa *	16	8
32	Mendocino	54	21
34	Merced	185	92
36	Modoc *	5	4
37	Monterey	144	81
39	Napa *	209	54
40	Nevada *	54	43
41	Orange	3,907	1,440
43	Placer	181	115
45	Plumas *	18	9

Data as of 03/31/2023

* 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***
46	Riverside	4,434	223
48	Sacramento	1,042	246
50	San Benito	48	10
52	San Bernardino	1,876	597
54	San Diego	4,314	1,500
56	San Francisco	378	67
58	San Joaquin *	541	316
59	San Mateo *	680	129
61	Santa Barbara	197	83
63	Santa Clara *	2,010	922
65	Santa Cruz *	131	119
66	Sierra *	3	1
67	Siskiyou	6	1
69	Solano	679	93
71	Sonoma	301	70
73	Stanislaus	127	36
75	Sutter *	64	40
76	Tehama *	43	27
78	Tulare *	363	200
79	Ventura *	639	252
81	Yolo	206	81
83	Yuba *	56	32
	Total	39,055	8,772

Data as of 03/31/2023

* 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:

This report is for February 2023 and March 2023. Round 2 started on January 18, 2023, and was scheduled to end on April 2, 2023. Time was spent with the Regional Partners making sure their questions were answered so they could get the word out. Webinars were hosted for the business groups and partner's support. Chabot-Las Positas Community College District (CLPCCD) connected with County Supervisors office answering questions and encouraging their help contacting their micro businesses. Communication and collaboration ensued with partners to assist applicants and give a last push to apply. Worked with Economic Development Departments to promote the Microbusiness Grant before the April 2nd deadline. Interviewed and prepped partner for Telemundo, Channel 5 new broadcast.

Social media ads were created and boosted on Facebook and Instagram.

The outreach team spent quite a bit of time managing issues with checks. Either they were never received due to the wrong address or, they could not deposit or cash them because the check was written to their business, but they did not have a bank account under that name. Mass email was sent using Constant Contact to those who have not cashed their checks along with phone outreach.

The outreach team focused on contacting those who had errors encouraging them to reapply. Quite a bit of time was spent on the phone, and in person with potential applicants, answering questions and assisting them with technical support in the application process.

From the start of the Microbusiness Grant application process dated May 17, 2022, through March 31, 2023, Alameda County had 1,474 applicants with 405 paid, 638 denied and 431 still being vetted.

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

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 1,474

Final Awards Made – 405 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

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

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	1,474	405	\$1,012,500
African American	705	167	\$417,500
Alaskan Native	0	0	\$0
Asian	266	63	\$157,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	163	57	\$142,500
Native American	11	4	\$10,000
Other Pacific Islander	12	5	\$12,500
Rural	0	0	\$0
Veteran	88	22	\$55,000
White	147	55	\$137,500
Women	722	223	\$557,500

* 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: Amador

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	41	15	\$37,500
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.

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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte

FISCAL AGENT: 3CORE Inc.

KEY OUTREACH ACTIVITIES:

3CORE has continued to provide information on the CA Microbusiness 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 presentations at a Butte College event, BNI Business Group gathering, a Chico Chamber morning networking event, a North State Hispanic Chamber networking activity, and to local bank partners for forwarding to their small business clients.

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 03/31/2023)

Applications Received – 82

Final Awards Made – 47 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte
FISCAL AGENT: 3CORE Inc.

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	82	47	\$117,500
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	23	17	\$42,500
Native American	1	0	\$0
Other Pacific Islander	1	1	\$2,500
Rural	25	11	\$27,500
Veteran	4	1	\$2,500
White	37	24	\$60,000
Women	41	23	\$57,500

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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Contra Costa

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES:

Round 2 started on January 18, 2023, and was scheduled to end on April 2, 2023. Time was spent with the Regional Partners making sure their questions were answered so they could get the word out. Webinars were hosted for the business groups and partner's support. Chabot-Las Positas Community College District (CLPCCD) connected with County Supervisors office answering questions and encouraging their help contacting their micro businesses. Communication and collaboration ensued with partners to assist applicants and give a last push to apply. Worked with Economic Development Departments to promote the Microbusiness Grant before the April 2nd deadline. Interviewed and prepped partner for Telemundo, Channel 5 new broadcast.

Social media ads were created and boosted on Facebook and Instagram.

The outreach team spent quite a bit of time managing issues with checks. Either they were never received due to the wrong address, or they could not deposit or cash them because the check was written to their business, but they did not have a bank account under that name. Mass email was sent using Constant Contact to those who have not cashed their checks along with phone outreach.

The outreach team focused on contacting those who had errors encouraging them to reapply. Quite a bit of time was spent on the phone, and in person with potential applicants, answering questions and assisting them with technical support in the application process.

From the start of the Microbusiness Grant application process dated May 17, 2022, through March 31, 2023, Contra Costa County had 796 applicants with 276 paid, 365 denied and 155 still being vetted.

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

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 796

Final Awards Made – 276 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Contra Costa

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	796	276	\$690,000
African American	231	84	\$210,000
Alaskan Native	0	0	\$0
Asian	120	29	\$72,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	141	58	\$145,000
Native American	7	1	\$2,500
Other Pacific Islander	7	4	\$10,000
Rural	0	0	\$0
Veteran	46	20	\$50,000
White	154	56	\$140,000
Women	457	154	\$385,000

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CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: El Dorado

FISCAL AGENT: Chabot-Las Positas Community College District

KEY OUTREACH ACTIVITIES:

Round 2 started on January 18, 2023, and was scheduled to end on April 2, 2023. Time was spent with the Regional Partners making sure their questions were answered so they could get the word out. Webinars were hosted for the business groups and partner's support. Chabot-Las Positas Community College District (CLPCCD) connected with County Supervisors office answering questions and encouraging their help contacting their micro businesses. Communication and collaboration ensued with partners to assist applicants and give a last push to apply. Worked with Economic Development Departments to promote the Microbusiness Grant before the April 2nd deadline. Interviewed and prepped partner for Telemundo, Channel 5 new broadcast.

Social media ads were created and boosted on Facebook and Instagram.

The outreach team spent quite a bit of time managing issues with checks. Either they were never received due to the wrong address or, they couldn't deposit or cash them because the check was written to their business, but they didn't have a bank account under that name. Mass email was sent using Constant Contact to those who have not cashed their checks along with phone outreach.

The outreach team focused on contacting those who had errors encouraging them to reapply. Quite a bit of time was spent on the phone, and in person with potential applicants, answering questions and assisting them with technical support in the application process.

From the start of the Microbusiness Grant application process dated May 17, 2022, through March 31, 2023, El Dorado has had 100 applicants with 44 paid, 44 denied and 12 still being vetted.

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

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 100

Final Awards Made – 44 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: El Dorado

FISCAL AGENT: Chabot-Las Positas Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	100	44	\$110,000
African American	2	0	\$0
Alaskan Native	0	0	\$0
Asian	4	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	8	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	52	22	\$55,000
Women	62	29	\$72,500

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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 began 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 diligently assisted small business owners with the MBCRG application and provided technical assistance when needed. Some businesses needed to renew their permits or licenses in order to comply with the program. Others were operating with the incorrect permit and needed guidance to identify the appropriate one. FAHF visited Reedley, Kingsburg, Selma, Squaw Valley, Fowler, Kerman, Mendota, Firebaugh, San Joaquin, Clovis, Huron, Coalinga, and Sanger to bring this opportunity to hard-to-reach businesses. The marketing strategy also included days for the team to visit swap meets and farmers' markets in Fresno, Coalinga, and Clovis. FAHF distributed flyers throughout their 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. Thanks to all the outreach efforts from FAHF in conjunction with the partners, FAHF has received 733 applications as of December 16, 2022. In collaboration with Fresno County, \$1,070,00.00 grant funds have been disbursed to 428 micro-businesses throughout Fresno County. Fresno County is currently closing its books to conclude the MBCRG program.

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:

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

AWARDS SUMMARY (FINAL)

Applications Received – 733

Final Awards Made – 429 (Concluded)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Fresno

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

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	733	429	\$1,072,500
African American	66	44	\$110,000
Alaskan Native	10	3	\$7,500
Asian	80	28	\$70,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	486	314	\$785,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	266	94	\$235,000
Veteran	2	2	\$5,000
White	67	31	\$77,500
Women	444	255	\$637,500

All funding for Fresno 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.

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** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial

FISCAL AGENT: County of Imperial

KEY OUTREACH ACTIVITIES:

In the month of February, the Imperial County Workforce & Economic Development Office (ICWEDO) processed grant awards of the 35 approved applications that were approved from Round 1 from the months of October and November 2022. All grantees were required to pick up their grant checks in person.

With Round 1 fully complete, ICWEDO began to strategize a Round 2 of applications to provide the Microbusiness community in Imperial County another opportunity to apply for these grant funds. Although outreach had slowed from December 2022- January 2023, Imperial Valley Small Business Development Center (IVSBDC) Program staff continued to share the grant opportunity with local businesses at community events and tradeshow. Interested businesses that believed to meet the eligibility criteria were placed on a waiting list and were informed that they would be contacted to apply in the event a Round 2 were to open.

On March 14, 2023, Round 2 (the final round) officially opened and a list of approximately 25 businesses were contacted so that they could begin the application process. Additional outreach efforts included, sharing the Round 2 Flyer on IVSBDC social media pages and was included within their Monthly Newsletter Email Blast that has a reach of approximately 2,000 recipients.

Lastly, ICWED utilized Bludot, an online business engagement platform, containing a directory of local businesses operating in Imperial County. Businesses were filtered based on grant eligibility requirements (size, revenue etc.) and a list of 47 businesses was generated that were seen as possible candidates for a target outreach approach. As of April 14, 2023, ICWEDO had received 19 applications for Round 2 and the deadline to apply was April 26, 2023.

Regarding Technical Assistance being provided, IVSBDC Program Staff has been scheduling meetings with applicants one-on-one during the months of March and April to assist in completing the online application process and to help ensure all required documents are uploaded online in order to facilitate a quick approval process that will be conducted the last week of April.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 89

Final Awards Made – 35 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Imperial
FISCAL AGENT: County of Imperial

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	89	35	\$87,500
African American	9	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	61	32	\$80,000
Native American	2	0	\$0
Other Pacific Islander	0	0	\$0
Rural	90	35	\$87,500
Veteran	4	0	\$0
White	11	3	\$7,500
Women	64	26	\$65,000

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** Total applications received may include ineligible applications.

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 March to continue to discuss potential ways of outreach that could possibly boost our application numbers as they near the end of the program. ETR addressed the continuation of advertising the grant on Radio and TV spots. ETR continued to receive a boost in applications in February due to the spread of information regarding the funding from previously approved applicants. Word of mouth continues to be the most effective form of outreach for this grant. ETR is getting closer to reaching its goal of 369 approved applications, with 247 funded applications and 68 that are awaiting funding as of the end of March.

One of ETR's partners, Kern Woman Business Center (KWBC), continues to receive an influx of potential clients from the Vietnamese community because of a past applicant who spread the news via word of mouth. KWBC continued to hold appointments for clients to assist them with filling out the application and ensuring that they submitted the correct documents. They also continued to share the information at the Greater Bakersfield Chamber of Commerce Ambassador Meeting in February.

The Community Action Partnership of Kern (CAPK) assisted potential applicants on the phone, by email, or through walk-ins, by providing them with the application and answering questions potential participants may have about the required documents. They are also using additional staff in outer-lying areas of the county with their outreach efforts to make a final push for these last few months.

Kern Economic Development Foundation (KEDF) was available via email, phone calls, and walk-ins for applicants to ask questions and drop off their applications. KEDF continues to receive an influx of potential clients from the cosmetology/barber community because of a past applicant who spread the news via word of mouth.

During its weekly Wednesday webinars, the Small Business Development Center (SBDC) continues promoting the Microbusiness Grant virtually. SBDC also continues to provide clients with applications and assists them with any questions they may have regarding their applications on the phone, by email, or through walk-ins.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 577

Final Awards Made – 247 (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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	577	247	\$617,500
African American	67	58	\$145,000
Alaskan Native	0	0	\$0
Asian	57	61	\$152,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	93	89	\$222,500
Native American	2	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	91	89	\$222,500
Veteran	18	10	\$25,000
White	42	39	\$97,500
Women	260	183	\$457,500

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** 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
Total	124	63	\$157,500
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.

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** 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) has continued its efforts with outreach, which includes social media postings on their Facebook page as well as small, diverse local groups in Lake County. EDC is continuing the partnership with the 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. EDC has not received any application this round, and although it is discouraging, they are continuing to forge ahead in getting the word out about the grant.

During this phase, EDC is also making it clear that the grant will be closing soon with the hopes of renewing some of our community members to step forward and apply before it is too late. EDC is continuing to visit many of the communities on a weekly basis, talking with hairstylists, tattoo artists, nail, and eyebrow technicians, 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. EDC is working toward 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. With the change of season, the Farmers Markets are starting up once again and visits to these events are being added weekly.

AWARDS SUMMARY (AS OF 03/31/2023)

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	24	7	\$17,500
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 their community partners in the four-county region about the Microbusiness COVID-19 Relief Grant (MBCRG) Program. There was much interest in the program when they were 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 our 4 original counties, Lassen. Despite over 65 hours of technical assistance, outreach, and reporting for this program, Lassen County has not had any new applicants over the past two months. In February, Sierra SBDC sent an e-news blast specifically to 31 clients of the SBDC alerting them to the grant opportunity. Unfortunately, it has not resulted in any new applications from Lassen County.

SBC staff and the Small Business Development Center (SBDC) advisors continue to work hard on outreach for this program. They are also sending out communications with time-sensitive messaging like "Last chance" to inspire some activity from any local businesses that qualify.

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

AWARDS SUMMARY (AS OF 03/31/2023)

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	5	4	\$10,000
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:

Los Angeles County (County) Department of Economic Opportunity (DEO) is implementing the California Microbusiness COVID-19 Relief Grant Program (MBCRG) as part of the County's Economic Opportunity Grant Program (EOG). DEO has partnered with Lendistry to create the application portal and the Los Angeles Regional Small Business Development Centers (SBDCs) to provide outreach and application assistance.

Los Angeles County began accepting applications on January 25, 2023. Phase 1 of the EOG (January 25, 2023–May 5, 2023) is dedicated to distributing grants of \$2,500, funded by the State of California MBCRG, for eligible microbusinesses. The outreach and application assistance strategy includes:

- More than 100 webinars and virtual Q&A sessions to date in English and Spanish
- Launched a dedicated program website at grants.lacounty.gov
- Regular newsletter blasts to SBDC subscribers (70K) and DEO subscribers (150K)
- EOG is also featured in the County's social media platforms and digital channels.
- Customer support line to assist with eligibility and how to apply: 1-833-364-7268.
- The IT support line solves issues related to the application portal: 1-866-238-0516.
- The County announced the launch at an ethnic media briefing on January 26, 2023, featuring three members of the County's Board of Supervisors.
- Through press briefings and other media outreach, EOG has been featured in media outlets such as: the Santa Monica Daily Press, The Los Angeles Business Journal, LA 36, SCVnews.com, and Univision.
- LA County Channel video: "Help for small businesses" on Vimeo.
- Flyers, factsheets, collateral, and application guides available in 15 languages.
- Placement of Spanish and English Posters in more than 200 locations throughout LA County with high concentrations of small businesses.
- 107 application events and canvassing days to date with 30+ currently scheduled through May.
- Geographic targeting of business corridors with high concentrations of microbusinesses, including swap meets, flea markets and farmers' markets.
- In person office hours providing application assistance three days per week at Centro Maravilla Service Center, daily at Inclusive Action in East LA and daily at Koreatown Youth and Community Center.
- Presentations and trainings to all County Board of Supervisors Offices, America's Job Centers of California, the Community Economic Resilience Fund network, the Artesia Chamber of Commerce, East LA Business Roundtable and more.
- SBDC has established a network of 10+ additional CBO partners providing outreach and application assistance in specific communities throughout the County.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 11,876

Final Awards Made – 160 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Los Angeles

FISCAL AGENT: County of Los Angeles

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	11,876	160	\$400,000
African American	2,178	37	\$92,500
Alaskan Native	1	0	\$0
Asian	2,594	26	\$65,000
Hawaiian Native	6	0	\$0
Hispanic or Latino	2,414	36	\$90,000
Native American	102	1	\$2,500
Other Pacific Islander	51	1	\$2,500
Rural	0	0	\$0
Veteran	229	5	\$12,500
White	4,009	58	\$145,000
Women	5,814	80	\$200,000

At the time of this report, the County of Los Angeles continues the process of completing their application review. Additional grant awards are anticipated with the next report.

* 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: Madera

FISCAL AGENT: County of Madera

KEY OUTREACH ACTIVITIES:

At the start of the program, Madera County partnered with four community-based organizations (CBO's) 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. The CBO's inform those they serve about the Microbusiness COVID-19 Relief Grant (MBCRG) Program, 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 also 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. The website page has been an asset from the start of the program as it holds all relevant information in one place. 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. Unfortunately, very few that applied for the County's ARPA Small Business Assistance Program have met the requirements for the MBCRG 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 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. MCEDC continues to include information about the program on their monthly e-newsletter.

AWARDS SUMMARY (AS OF 03/31/2023)

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	19	17	\$42,500
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
Total	204	111	\$277,500
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
Total	16	8	\$20,000
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	1	1	\$2,500
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	16	8	\$20,000
Veteran	0	0	\$0
White	13	7	\$17,500
Women	12	6	\$15,000

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

* 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 February and March of 2023, the County of Mendocino's Microbusiness COVID-19 Relief Grant Program continues to progress towards the goal of distributing 35 grants to microbusinesses. To date Economic Development Financing Corporation (EDFC) has awarded 21 grants to local businesses across the County. 198 microbusiness started applications, many of which continue to work with EDFC staff to provide the required documentation to determine eligibility.

Outreach took place March 24th at the Low Rider Festival an event hosted by La Familia Market and Big Picture Ukiah. Information was shared with several food vendors, artisans, and community service groups participating in the event. Grant flyers were shared with food vendors and posted in areas throughout the County that groups gather to sell their goods, at Farmers Markets, posted on community billboards and personally delivered. An emphasis of outreach was focused on Hair stylists in the North County. Community partners such as the Chamber, SBDC, Workforce Development, Al Punto, the County of Mendocino and Women's Business Center 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. Information has been circulated with Latinx groups, on social media and flyers posted at County Libraries. The program was also presented to a group of Native Americans attending a webinar on Entrepreneurship hosted by the Northern Circle Indian Housing Authority in partnership with RCAC on February 23rd.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 54

Final Awards Made – 21 (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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	54	21	\$52,500
African American	2	0	\$0
Alaskan Native	1	1	\$2,500
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	7	4	\$10,000
Native American	4	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	54	21	\$52,500
Veteran	2	0	\$0
White	33	12	\$30,000
Women	31	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: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

KEY OUTREACH ACTIVITIES:

The Merced County Department of Workforce Investment is currently working with its partners to help identify microbusinesses in Merced County. The County team is now focusing on several key industries to help with funding: swap meet vendors, childcare providers, barbers, and stylists. The County continues to promote on social media, communicating with other community-based organizations and City partners to share their connections for potential new applicants.

The County business team has encouraged applicants to visit the office, or the team can stop by their location to provide technical assistance. The new approach has significantly improved by submitting applicant information and retrieving any critical information as the application reviews remain ongoing. The technical assistance approach answered many questions from applicants, and the team now uses updated tech tools to be more out and about across the community. The County team has also participated with other community organizations in events to discuss the program with street vendors who meet the qualifications for the grant.

The County team visits data and results with its partners to review updates and data, develop upcoming application sessions, and make suggestions for improvement. In addition to the recent winter storms, the County team identified a few businesses in Planada, a location severally hit by floods, which did help a few operators receive funding to assist with their operations during these trying times. The County is on track and has awarded 92 grants to eligible micro-size business owners. The County team will schedule more public radio announcements and advertising to help push out the last 23 grants remaining in Merced County.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 185

Final Awards Made – 92 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	185	92	\$230,000
African American	12	6	\$15,000
Alaskan Native	0	0	\$0
Asian	17	9	\$22,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	112	59	\$147,500
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	81	43	\$107,500
Veteran	4	3	\$7,500
White	36	16	\$40,000
Women	114	55	\$137,500

* 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
Total	5	4	\$10,000
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	4	\$10,000
Veteran	0	0	\$0
White	4	4	\$10,000
Women	3	2	\$5,000

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

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

** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

KEY OUTREACH ACTIVITIES:

OUTREACH

The resources the Monterey County Workforce Development Board (WDB) developed include the application, flyers, PowerPoint presentations, live recordings of the informational webinars, and frequently asked questions (FAQs) in both English and Spanish. A dedicated webpage (<https://www.montereycountywdb.org/monterey-county-works/small-business-grants/>) was also created that includes a widget to enable translations to other languages. Both the 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 for the team to be able to cross-reference with our applicant database later to identify what percentage of those contacted had applied and been awarded.

TECHNICAL ASSISTANCE

Technical assistance is available in both English and Spanish and includes a walkthrough of the program requirements and help with submission of the application. The 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 team with tracking applicant data and reviewing applications for eligibility, an internal database and application review process were also established.

One of the partners has been in communication with a community leader to collaborate on a special event on April 18, 2023, whereas microbusiness applicants will have an opportunity to submit applications in-person and have any questions answered. The partner has already provided information about the grant, eligibility criteria, and required documents to the prospective applicants to help expedite the process when they arrive to the event. WDB staff will be present to help ensure that all the required documents are submitted and begin processing the applications in real time.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 144

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	144	81	\$202,500
African American	7	4	\$10,000
Alaskan Native	1	1	\$2,500
Asian	8	0	\$0
Hawaiian Native	1	0	\$0
Hispanic or Latino	100	62	\$155,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	0	0	\$0
Veteran	4	0	\$0
White	24	12	\$30,000
Women	94	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

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	209	54	\$135,000
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
Total	54	43	\$107,500
African American	1	1	\$2,500
Alaskan Native	0	0	\$0
Asian	2	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	2	2	\$5,000
Native American	1	1	\$2,500
Other Pacific Islander	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 the application was reopened on November 03, 2022. OCWEDD continues to provide live support to applicants and awardees during normal business hours through the Economic and Business Recovery call center with translation services in more than 240 languages.

In efforts to better reach the programs target demographics, Orange County CEO Executives conducted a social media campaign by sharing the program on all social media platforms. The County has also shared it with the board members so they can share the program with their networks. The County has also utilized their social media and website to post information on the program so that they may distribute the remaining funds in a timely manner.

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

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 3,907

Final Awards Made – 1,440 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	3,907	1,440	\$3,600,000
African American	208	68	\$170,000
Alaskan Native	4	1	\$2,500
Asian	1,228	422	\$1,055,000
Hawaiian Native	38	2	\$5,000
Hispanic or Latino	932	392	\$980,000
Native American	44	18	\$45,000
Other Pacific Islander	32	11	\$27,500
Rural	396	138	\$345,000
Veteran	141	62	\$155,000
White	1,429	549	\$1,372,500
Women	1,993	743	\$1,857,500

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

** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

KEY OUTREACH ACTIVITIES:

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

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 February and March. The radio ad continues to be an effective form of promotion for this program.

Sierra Business Council (SBC) is now administering an additional grant program on behalf of Placer County. Due to the eligibility requirements of this new grant program, there is limited 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 County grant. This type of collaborative business support is critical as the impacts of the pandemic continue to resonate for most vulnerable businesses.

Throughout the entire application, Sierra Business Council staff provided have provided all of the technical assistance necessary to applicants. This included over 150 hours of direct, technical assistance for the program from 2/1/22 to 3/31/23 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.

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.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 181

Final Awards Made – 115 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	181	115	\$287,500
African American	12	3	\$7,500
Alaskan Native	1	1	\$2,500
Asian	11	5	\$12,500
Hawaiian Native	3	1	\$2,500
Hispanic or Latino	17	8	\$20,000
Native American	7	6	\$15,000
Other Pacific Islander	4	3	\$7,500
Rural	93	65	\$162,500
Veteran	9	6	\$15,000
White	103	71	\$177,500
Women	99	67	\$167,500

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

** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Plumas
FISCAL AGENT: Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	18	9	\$22,500
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), Microbusiness COVID-19 Relief Grant (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 until the end of June with three radio stations, two of which were Spanish language radio. Over 850,000 total radio campaign impressions were made through the radio advertising schedule. Additionally, RivCoED staff did eleven on-air radio interviews as well as two TV news station interviews with KESQ (ABC affiliate - English) and Telemundo (Spanish) about the MBCRG program. Advertising funds have been fully expended and no additional paid media buys will be made.

Community-based partners:

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

Starting again in January 2023, Riverside County has continued with a heavy push of the program with Community-based and countywide partners. In April, more than 40,000 email recipients continue to receive information on the grant program from all partners combined and the program was promoted through the department's social media platforms and in newsletter distribution to over 30,000 subscribers which include all the county's chamber of commerce.

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. At the April 20th Coachella Valley Business Conference, the MBCRG program was promoted at the department's exhibit table.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 4,434

Final Awards Made – 223 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	4,434	223	\$557,500
African American	1,055	49	\$122,500
Alaskan Native	0	0	\$0
Asian	391	20	\$50,000
Hawaiian Native	70	5	\$12,500
Hispanic or Latino	1,510	78	\$195,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	326	11	\$27,500
White	2,514	137	\$342,500
Women	2,622	143	\$357,500

* 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 (collectively, Partners); 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 performed extensive outreach and marketing to the microbusiness community between February-March 2023. Partners circulated 4 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 160 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 16 Instagram, 11 Twitter, 10 Facebook, and 4 LinkedIn posts. Partners attended 27 in-person and 24 webinar events where the Program was highlighted and print material was distributed.

The grant website and all material about the Program was made available in: English, Arabic, Chinese, Farsi, Hmong, Punjabi, Russian, Spanish, Tagalog and Vietnamese. A Rapid Response Hotline responded to 139 inquiries and provided in-language assistance.

A total of 246 applications have been awarded funding through the Program through March 31, 2023.

Round 5 of the Program opened on January 10, 2023 and closed on March 30, 2023. Round 5 applications are in review and final award notifications will be made by April 30, 2023.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 1,042

Final Awards Made – 246 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sacramento

FISCAL AGENT: County of Sacramento Office of Economic Development

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	1,042	246	\$615,000
African American	269	50	\$125,000
Alaskan Native	0	0	\$0
Asian	167	24	\$60,000
Hawaiian Native	18	5	\$12,500
Hispanic or Latino	173	30	\$75,000
Native American	14	4	\$10,000
Other Pacific Islander	0	0	\$0
Rural	122	18	\$45,000
Veteran	42	12	\$30,000
White	394	109	\$272,500
Women	510	111	\$277,500

* 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:

In administering the California Microbusiness COVID-19 Relief Grant program, San Benito County's goal was to establish a quality grant program that aligned with their strategic goals: (1) operational development & excellence, (2) planning for sustainable growth, (3) technology, (4) community engagement, and (5) health & Safe communities, while prioritizing micro-businesses that have faced historical barriers to accessing capital. Commencing on January 25, 2022, and up to April 2023, County staff and Community organizations have collaborated in not only the dissemination of information but also in redirecting microbusiness owners to other potential resources available. Below is a list of efforts conducted throughout the process of this program:

- Presentations and Public announcements at public events and meetings.
- Distribution of flyers – mailers.
- Word-of-mouth promotion.
- Publications: Twitter, Facebook, Instagram.
- Programmed Informational Webinars.
- Dedicated webpage.
- Outreach through partnering agencies.

Given the county demographics¹, with 85.8% identifying as white alone and 62.0% identifying as Hispanic or Latino, the county offered materials in English and Spanish and provided directions on how to access other languages, if necessary.

Over the course of the grant program, they have conducted three rounds of outreach and from those three rounds, they successfully allocated funding for eleven micro businesses (1 is currently pending payment) out of the potential twenty-six grant awards they had the capacity to give out. Unfortunately, San Benito County was unable to allocate funds to all possible twenty-six businesses, however, they were able to redirect the applicants to different resources for assistance.

In summation, the County does not expect to conduct a fourth round however the County of San Benito and its constituents express their gratitude for being part of this program to further assist local businesses in unexpected situations.

¹ <https://www.census.gov/quickfacts/fact/table/sanbenitocountycalifornia,US/RHI125221#RHI125221>

AWARDS SUMMARY (FINAL)

Applications Received – 48

Final Awards Made – 10 (Concluded)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito
FISCAL AGENT: County of San Benito

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	48	10	\$25,000
African American	10	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	26	6	\$15,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	44	11	\$27,500
Veteran	1	1	\$2,500
White	24	8	\$20,000
Women	21	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 can report that the Microbusiness COVID-19 Relief Grant touched a large majority of businesses. Outreach engagement during between February-April included weekly drop-in hours for businesses, email communications, application assistance held by AmPac Business Capitol and the County department. Weekly, the grant operations team meets to determine potential outcomes of the grassroots efforts set forth by the collective team. The County has reached out to local cities and community-based organizations to continue to get the word out about the grant and its availability.

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

The County ran a 3-month Facebook campaign from February-May 2023. The goal of this campaign was to market this program to small businesses in the County. Between March and April, there were 152,912 post impressions and 7,045 post engagements. There was a page reach of 143,861 during this time. The number of net likes increased by 1.57% from the previous month. The County found that the top followers are women between the ages of 45-54. This demographic is also the top reached user. Women ages 55-64 are the leader demographic of engaged users. Overall audience engagement for the Facebook page increased by 27.3% from the previous month.

The County department has made a great effort in contacting applicants directly through making calls to applicants who have begun the application but have not yet submitted. As of March 29th, over 725 calls have been made with 265 calls having been answered by applicants. Out of the applicants who answered the phone, 177 people were given further assistance by our staff. There are less than 335 applicants left to call on our list.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 1,876

Final Awards Made – 597 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Bernardino

FISCAL AGENT: San Bernardino County Economic Development
Department

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	1,876	597	\$1,492,500
African American	496	267	\$667,500
Alaskan Native	23	13	\$32,500
Asian	120	32	\$80,000
Hawaiian Native	16	9	\$22,500
Hispanic or Latino	391	149	\$372,500
Native American	15	2	\$5,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	49	25	\$62,500
White	252	125	\$312,500
Women	718	354	\$885,000

* 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 performed this period were solely focused on the review of items/documents that were previously submitted for all remaining applicants and the final issuance of grant payments to awardees.

Overall, the County issued a total of 1,500 Microbusiness Grants for the entire program. By advertising through social media, television, and print the County was able to reach a large target audience and obtain over 4,000 applications. To reach a diverse population, the County created a grant website which offered information about the program in English, Arabic, Chinese, Korean, Persian, Somali, Spanish, Tagalog and Vietnamese.

The County also utilized the services of four outreach partners to aid applicants, via the phone, email, or in-person regarding any questions or help submitting/resubmitting the required documentation. During the duration of the program these outreach providers also performed outreach activities by working closely with local community-based organizations, Chambers of Commerce, and business service organizations to spread the word and conducted door-to-door marketing in targeted areas.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 4,314

Final Awards Made – 1,500 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Diego
FISCAL AGENT: County of San Diego

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	4,314	1,500	\$3,750,000
African American	879	318	\$795,000
Alaskan Native	0	0	\$0
Asian	318	132	\$330,000
Hawaiian Native	26	7	\$17,500
Hispanic or Latino	578	285	\$712,500
Native American	19	8	\$20,000
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	252	101	\$252,500
White	1,035	453	\$1,132,500
Women	1,696	736	\$1,840,000

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

** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Francisco

FISCAL AGENT: Mission Economic Development Agency (MEDA)

KEY OUTREACH ACTIVITIES:

Mission Economic Development Agency (MEDA) started receiving applications for the program on August 8, 2022, and (to date) has opened the application period three times. Since the end of last year (2022) MEDA has used a different strategy to process applications via direct referrals only. Similarly, they focus their outreach to specific businesses that they (and their partners) believe 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 the partner organizations.

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 our grant. Furthermore, MEDA has had conversations with the organization implementing the program in San Mateo County to share best practices and refer clients to each other - although they have also seen the same challenges in deploying the funds to local businesses.

To date, all of the marketing efforts and different initiatives have resulted in 820+ profiles created in MEDA's application management platform Lenderfit, with 378 applications received (including applications from businesses not in San Francisco, and not including duplicate applications), and 67 disbursed grants.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 378

Final Awards Made – 67 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Francisco

FISCAL AGENT: Mission Economic Development Agency (MEDA)

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	378	67	\$167,500
African American	21	1	\$2,500
Alaskan Native	0	0	\$0
Asian	23	14	\$35,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	59	40	\$100,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	2	0	\$0
White	58	10	\$25,000
Women	86	39	\$97,500

* 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

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded***
Total	541	316	\$790,000
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:

San Mateo County was one of the first counties granted funds, so the program has been accepting applications since March 2022, with the first awards going out in May 2022. Since February 2022, San Mateo County has conducted extensive outreach with businesses most likely to be able to receive this microbusiness grant - those working in childcare and personal services. Some businesses that had started in 2019 but were affected by COVID-19 in 2020 were also contacted.

Their approach to outreach was primarily a boots-on-the-ground strategy, plus working with trusted community partners to get the message out. In the most recent reporting period, the County worked to follow up with the final "incomplete" applications, to ensure that those who had submitted most of their documents, but not all, could be approved before the end of the program. In this reporting period, all outreach activities were conducted by staff or consultants from Renaissance Entrepreneurship Center in English and Spanish. These efforts were successful.

Given the length of time the grant has been open, the County does not anticipate additional applications. The San Mateo County program effectively closed on March 31, 2023, pending payment to the final approved grant recipients. 129 grants have been approved with two of them still awaiting disbursement.

Overall, more than 100 small business owners who filled out the eligibility form and appeared eligible did not submit the additional required documentation and did not respond to follow-up outreach (by email, phone or in person, in English, Spanish and Mandarin).

AWARDS SUMMARY (Final)

Applications Received – 680

Final Awards Made – 129 (Concluded)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Mateo

FISCAL AGENT: County of San Mateo and Renaissance Entrepreneurship Center

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	680	129	\$322,500
African American	46	8	\$20,000
Alaskan Native	0	0	\$0
Asian	227	37	\$92,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	243	48	\$120,000
Native American	6	2	\$5,000
Other Pacific Islander	6	0	\$0
Rural	19	2	\$5,000
Veteran	17	1	\$2,500
White	208	39	\$97,500
Women	383	86	\$215,000

The County of San Mateo has concluded operations of their MBCRG Program. 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: Santa Barbara

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

KEY OUTREACH ACTIVITIES:

Santa Barbara Foundation (SBF), in partnership with the County of Santa Barbara and community-based organizations, continues to provide and share information on the CA Microbusiness COVID-19 Relief Grant program in Santa Barbara County. The outreach efforts consist of information sharing at local community-based organizations like Self-Help Housing locations. In addition, SBF is providing technical assistance office hours at the Self-Help Housing locations to assist eligible applicants with the completion of the application.

SBF continues to collaborate with local business development organizations such as Women's Economic Venture and childcare provider organizations to share information with the businesses they serve directly. Through these efforts, SBF can directly reach a large target audience. Also, this allows SBF to diversify the marketing approach to include bilingual outreach efforts.

Lastly, SBF staff continue to share information at community events attended throughout the County. All materials continue to be promoted in both English and Spanish.

Here is a list of the outreach campaign in 2023:

- Social Media (Facebook, Linked-In, Twitter, etc.)
- E-newsletters
- Office hours & technical support in SB County
- Direct boots on the ground outreach

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 197

Final Awards Made – 83 (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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	197	83	\$207,500
African American	7	7	\$17,500
Alaskan Native	0	0	\$0
Asian	2	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	35	35	\$87,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	1	\$2,500
Veteran	2	1	\$2,500
White	66	34	\$85,000
Women	67	55	\$137,500

* 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:

As of the end of March 2023, The Enterprise Foundation had disbursed the final checks for the California Microbusiness COVID-19 Relief Grant Program for Santa Clara County.

After almost a year of reviewing over 2000 applications, the program concluded with 922 grant awards totaling \$2,305,000.

Santa Clara County exceeded its original goal of 875 grants as they had funding left over due to unused administrative funds. At the County's instruction, and as the County had indicated in its application to the State, the Enterprise Foundation used those funds to make an additional 47 grants. Of the 47 final grants, 39 were issued to Hispanic-owned microenterprises and 20 of the 47 were made to female-owned businesses.

As stated in previous reports, best practices for finding qualified applicants were:

- 1) direct engagement with microentrepreneurs from underserved communities,
- 2) speaking to them in their preferred language, and
- 3) connecting with program advisors that understood not only their language but their cultural and social perspectives.

The Enterprise Foundation through its Access SBDC program continues to provide business advising for many of the microbusiness grant awardees, including marketing, additional financing resources, food safety, legal compliance and more.

The success of the program can be attributed to the combined efforts of the County of Santa Clara, Enterprise Foundation and its Access SBDC program, and the community outreach partners. Especially deserving of recognition were the Hispanic Chamber of Commerce Silicon Valley, the Vietnamese American Chamber of Santa Clara County, ConXion and the San Jose Police Department. The County thanks all who participated.

AWARDS SUMMARY (FINAL)

Applications Received – 2,010

Final Awards Made – 922 (Concluded)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County of Santa Clara and Enterprise Foundation

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	2,010	922	\$2,305,000
African American	128	16	\$40,000
Alaskan Native	1	0	\$0
Asian	372	147	\$367,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	749	626	\$1,565,000
Native American	4	1	\$2,500
Other Pacific Islander	4	1	\$2,500
Rural	21	10	\$25,000
Veteran	1	1	\$2,500
White	144	19	\$47,500
Women	717	420	\$1,050,000

All funding for Santa Clara 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: Santa Cruz

FISCAL AGENT: Cabrillo Community College District

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	131	119	\$297,500
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
Total	3	1	\$2,500
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:

Since the previous report, Siskiyou EDC has received five (5) additional applicants for the program. One applicant has been awarded and the other five (5) applications will start the review process.

Siskiyou EDC began another round of marketing and outreach targeted at local farmers market vendors but none of them qualified. Siskiyou EDU will do another social media push on Facebook and Instagram announcing the grant program. Siskiyou EDC will finish the review of the other five (5) applicants by the next reporting round in June.

Siskiyou EDC completed the following activities during the reporting period:

- 02/01/23 - one applicant awarded
- 03/01/23 - Farmers Market Vendor outreach

Siskiyou EDC will conduct the following activities during the next period:

- 04/25/23 - Finish the review of other 5 applicants in the portal.
- 05/01/23 - Send marketing email campaign email lists.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 6

Final Awards Made – 1 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Siskiyou
FISCAL AGENT: County of Siskiyou

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	6	1	\$2,500
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	1	0	\$0
Hispanic or Latino	2	0	\$0
Native American	0	0	\$0
Other Pacific Islander	1	0	\$0
Rural	6	1	\$2,500
Veteran	0	0	\$0
White	1	1	\$2,500
Women	4	1	\$2,500

* 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: 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, 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.

The WDB has reached out to 415 applicants on the awardee list and will continue to provide technical assistance balanced with risk management measures until 180 businesses receive grant funds.

In December 2022, WDB re-opened the application process so they may fund the remaining grants. A new outreach effort was developed to gain new applicants. WDB is continuing to collect and process the applications on a first come serve basis until June 2023 or when the goal of 180 awardees is reached. In Late March 2023, WDB scrubbed the new applications submitted to identify the next round of approved applicants. In April 2023, 67 approved applications started the vetting process. WDB staff will continue vetting applicants on a first come first basis.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 679

Final Awards Made – 93 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Solano
FISCAL AGENT: County of Solano

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	679	93	\$232,500
African American	364	33	\$82,500
Alaskan Native	0	0	\$0
Asian	61	17	\$42,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	101	16	\$40,000
Native American	6	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	0	\$0
White	99	17	\$42,500
Women	425	52	\$130,000

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

** Total applications received may include ineligible applications.

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

KEY OUTREACH ACTIVITIES:

During the reporting period, the County of Sonoma and Working Solutions Community Development Financial Institution (CDFI) promoted the Microbusiness COVID-19 Relief Grant (MBCRG) Program through newsletters and engagement at workshops. Specifically, the following outlets were utilized to promote the MBCRG Program:

Newsletters

Creative Sonoma Email Newsletter, 2/6/2023

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.

Workshops

Workshop for Artists, 2/9/2023

Informational webinar specifically for artists on the CA Microbusiness COVID-19 Relief Grant Program. Workshop promoted to artist community through Creative Sonoma.

The County of Sonoma will be accepting applications through June 16, 2023 and continues to review, vet, and process applications on a first come, first serve basis.

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 301

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	301	70	\$175,000
African American	18	5	\$12,500
Alaskan Native	0	0	\$0
Asian	27	3	\$7,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	74	17	\$42,500
Native American	3	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	6	3	\$7,500
White	110	30	\$75,000
Women	165	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 our partners Valley Sierra Small Business Development Center (SBDC) and Central Valley Hispanic Chamber continue to bring awareness of the Microbusiness COVID-19 Relief Grant (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
- Set up table with information about the grant at the Business Funding Expo in Turlock, CA in collaboration with the partners below
- Set up a table with information about the grant at a business resource fair called Bridging the Gap in Ceres, CA
- Continuously sharing on social media

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
- Shared on their monthly newsletter

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

AWARDS SUMMARY (AS OF 03/31/2023)

Applications Received – 127

Final Awards Made – 36 (Ongoing)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Stanislaus

FISCAL AGENT: Stanislaus Equity Partners

AGGREGATE DEMOGRAPHICS DATA (AS OF 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	127	36	\$90,000
African American	17	5	\$12,500
Alaskan Native	1	0	\$0
Asian	4	2	\$5,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	56	22	\$55,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	127	36	\$90,000
Veteran	6	2	\$5,000
White	28	4	\$10,000
Women	65	19	\$47,500

* 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

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	64	40	\$100,000
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 COVID-19 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 two Corning Chamber business networking events, including an evening gathering, and also at a Good Morning Red Bluff Chamber networking event. Several in-person bank visits also took place 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 COVID-19 Relief Grant Program.

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

AWARDS SUMMARY (FINAL)

Applications Received – 43
Final Awards Made – 27 (Concluded)

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama
FISCAL AGENT: 3CORE Inc.

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	43	27	\$67,500
African American	3	0	\$0
Alaskan Native	2	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	24	19	\$47,500
Native American	0	0	\$0
Other Pacific Islander	2	1	\$2,500
Rural	43	27	\$67,500
Veteran	0	0	\$0
White	17	9	\$22,500
Women	24	14	\$35,000

All funding for Tehama 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: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	363	200	\$500,000
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 (FINAL)

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 (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	639	252	\$630,000
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

Ventura County has concluded operations of their MBCRG Program. 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: 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 daily 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 03/31/2023)

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 03/31/2023):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	197	81	\$202,500
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

AGGREGATE DEMOGRAPHICS DATA (FINAL):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
Total	56	32	\$80,000
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.