



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## OUTREACH AND OUTCOMES REPORT

Published 11/17/2022

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## PROGRAM OVERVIEW

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE AGGREGATE APPLICATION DEMOGRAPHICS DATA

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>21,368</b>	<b>5,642</b>	<b>\$14,105,000</b>
African American	3,669	728	\$1,820,000
Alaskan Native	43	19	\$47,500
Asian	3,092	822	\$2,055,000
Hawaiian Native	117	21	\$52,500
Hispanic or Latino	4,897	1,896	\$4,740,000
Native American	150	46	\$115,000
Other Pacific Islander	2,298	73	\$182,500
Rural	1,513	428	\$1,070,000
Veteran	1,019	235	\$587,500
White	5,321	1,672	\$4,180,000
Women	10,468	3,113	\$7,782,500

Data as of 09/30/2022

\* 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***
<u>6</u>	Alameda	685	0
<u>7</u>	Amador	37	0
<u>8</u>	Butte	17	12
<u>10</u>	Contra Costa	481	0
<u>11</u>	El Dorado	72	0
<u>12</u>	Fresno	732	340
<u>14</u>	Imperial	0	0
<u>15</u>	Kern	343	136
<u>17</u>	Kings	124	63
<u>19</u>	Lake	7	3
<u>21</u>	Lassen	4	4
<u>23</u>	Los Angeles	0	0
<u>24</u>	Madera	14	12
<u>26</u>	Marin *	204	111
<u>28</u>	Mariposa *	16	8
<u>29</u>	Mendocino	39	15
<u>31</u>	Merced	137	63
<u>33</u>	Modoc *	5	4
<u>34</u>	Monterey	132	72
<u>36</u>	Napa	103	0
<u>37</u>	Nevada *	54	43
<u>38</u>	Orange	3037	1023
<u>40</u>	Placer	134	95
<u>42</u>	Plumas *	18	9

Data as of 09/30/2022

\* County has concluded their MBCRG program and all funding has been expended.

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

## STATEWIDE COUNTY APPLICATION AND FINAL AWARD DATA

Page	County	Applications Received*	Awards Made**
<a href="#">43</a>	Riverside	3470	151
<a href="#">45</a>	Sacramento	573	137
<a href="#">47</a>	San Benito	24	10
<a href="#">49</a>	San Bernardino	1487	423
<a href="#">51</a>	San Diego	4314	1113
<a href="#">53</a>	San Francisco	219	40
<a href="#">54</a>	San Joaquin	534	298
<a href="#">56</a>	San Mateo	588	92
<a href="#">58</a>	Santa Barbara	111	53
<a href="#">60</a>	Santa Clara	1338	553
<a href="#">62</a>	Santa Cruz	131	94
<a href="#">64</a>	Sierra	1	0
<a href="#">65</a>	Siskiyou	1	0
<a href="#">66</a>	Solano	679	37
<a href="#">68</a>	Sonoma	264	57
<a href="#">70</a>	Stanislaus	79	10
<a href="#">72</a>	Sutter	38	14
<a href="#">74</a>	Tehama	16	8
<a href="#">76</a>	Tulare *	363	200
<a href="#">77</a>	Ventura	639	255
<a href="#">79</a>	Yolo	167	70
<a href="#">81</a>	Yuba	40	14
	<b>Total</b>	<b>21,368</b>	<b>5,642</b>

Data as of 09/30/2022

\* County has concluded their MBCRG program and all funding has been expended.

\*\* 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:**

Thousands of flyers were mailed along with massive social media advertising. Telemundo TV's continued advertising along with boots on the ground approach helped us reach these numbers. The Chabot-Las Positas Community College District (CLPCCD) Microbusiness COVID-19 Relief Grant (MBCRG) Team pursued organic marketing and paid advertising with direct calling local businesses, as well as emailing potential grant recipients through internet research and lead list building. In addition, CLPCCD created social media pages to connect with Alameda County and further spread the word throughout the communities. Advertisement was positioned on Social Media platforms such as, Facebook and Instagram to drive traffic to the MBCRG website. The utilization of the PeachJar portal, online platform for digital communication amongst school districts, allowed the team to reach thousands of parents who could be Microbusiness owners.

Attending local events such as: Berkeley's Foodie Land, the Día De Los Muertos Festival in Oakland and many more, created spaces to connect with, individuals one on one and be able to pass out flyers.

The MBCRG Team reached multiple entities in Alameda County including Libraries, School Districts, Grocery stores, Restaurants, Sola and Phenix Salon Suites, Religious centers, the National Food Truck Association, and small shop owners (Florists, Barbers, Estheticians, Entrepreneurs). Through, constant communication and a willingness to be proactive, this in turn lead to an increase in connections with, people taking the initiative and sharing the MBCRG information to many others on behalf of CLPDD . This also led to Patch Newspaper writing an article on the outreach CLPDD did for the Microbusiness COVID-19 Relief Grant.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 685

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Amador

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

## **KEY OUTREACH ACTIVITIES:**

Thousands of flyers were mailed along with massive social media advertising. Telemundo TV's continued advertising along with boots on the ground approach helped us reach these numbers. The Chabot-Las Positas Community College District (CLPCCD) Microbusiness COVID-19 Relief Grant (MBCRG) Team pursued organic marketing and paid advertising with direct calling local businesses, as well as emailing potential grant recipients through internet research and lead list building. In addition, the CLPCCD Fiscal Agent created social media pages to connect with Amador County and further spread the word throughout the communities. Advertisement was positioned on Social Media platforms such as, Facebook and Instagram to drive traffic to the MBCRG website.

The MBCRG Team reached multiple entities in Amador County including Libraries, School Districts, Grocery stores, Restaurants, Salons, Religious centers, the National Food Truck Association, and small shop owners (Florists, Barbers, Estheticians, Entrepreneurs). Through, constant communication and a willingness to be proactive, this in turn lead to an increase in connections with, people taking the initiative and sharing the MBCRG information to many others on behalf of CLPDD.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 37

Final Awards Are Ongoing

# 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 COVID19 Relief Grant program to partner groups and organizations. 3CORE staff have also attended various farmer's markets and other 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 includes the farmer's markets held in Chico. The Thursday Night Market is held every week from May 5th through September 29th during this year. 3CORE had a table at this event with information that included the CA Microbusiness COVID-19 Relief Grant Program, which were provided to all vendors. The Saturday Farmer's Market, also in Chico, is a year- round event. 3CORE staff attended this market and provided vendors the information on the program.

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

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

3CORE staff, in partnership with the North State Hispanic Chamber of Commerce has 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 with the business owner and completing the application with them on a laptop. The Hispanic Chamber also provides information by periodically doing live interviews and streaming the discussion via their social media platforms. These interviews are done in Spanish with 3CORE staff.

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

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 17

Final Awards Made – 12 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Butte  
FISCAL AGENT: 3CORE Inc.

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	17	12	\$30,000
African American	0	0	\$0
Alaskan Native	1	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	1	1	\$2,500
Hispanic or Latino	1	1	\$2,500
Native American	0	0	\$0
Other Pacific Islander	1	1	\$2,500
Rural	5	3	\$7,500
Veteran	0	0	\$0
White	9	6	\$15,000
Women	5	4	\$10,000

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Contra Costa

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

## **KEY OUTREACH ACTIVITIES:**

Thousands of flyers were mailed along with massive social media advertising. Continuous Telemundo TV advertising along with boots on the ground approach helped us reach these numbers. The Chabot-Las Positas Community College District (CLPCCD) Microbusiness COVID-19 Relief Grant (MBCRG) Team pursued organic marketing and paid advertising with direct calling local businesses, as well as emailing potential grant recipients through internet research and lead list building. In addition, CLPCCD created social media pages to connect with Contra Costa County and further spread the word throughout the communities. Advertisement was positioned on Social Media platforms such as, Facebook and Instagram to drive traffic to the MBCRG website. Also, the utilization of the Peachjar portal, online platform for digital communication amongst school districts, allowed the team to reach thousands of parents who could be Micro Business owners.

The MBCRG Team reached multiple entities in Contra Costa County including Libraries, School Districts, Grocery stores, Restaurants, Sola and Phenix Salon Suites, Religious centers, the National Food Truck Association, and small shop owners (Florists, Barbers, Estheticians, Entrepreneurs). Through, constant communication and a willingness to be proactive, this in turn lead to an increase in connections with, people taking the initiative and sharing the MBCRG information to many others on behalf of CLPCCD. This also led to Patch Newspaper writing an article on the outreach CLPCCD did for the Microbusiness COVID-19 Relief Grant.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 481

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** El Dorado

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

## **KEY OUTREACH ACTIVITIES:**

Thousands of flyers were mailed along with massive social media advertising. Telemundo TV's continued advertising along with boots on the ground approach helped us reach these numbers. The Chabot-Las Positas Community College District (CLPCCD) Microbusiness COVID-19 Relief Grant (MBCRG) Team pursued organic marketing and paid advertising with direct calling local businesses, as well as emailing potential grant recipients through internet research and lead list building. In addition, CLPCCD created social media pages to connect with, each of the four counties represented and further spread the word throughout the communities. Advertisement was positioned on Social Media platforms such as, Facebook and Instagram to drive traffic to the MBCRG website

The MBCRG Team reached multiple entities in El Dorado County including Libraries, School Districts, Grocery stores, Restaurants, Sola and Phenix Salon Suites, Religious centers, the National Food Truck Association, and small shop owners (Florists, Barbers, Estheticians, Entrepreneurs). Through, constant communication and a willingness to be proactive, this in turn lead to an increase in connections with, people taking the initiative and sharing the MBCRG information to many others on behalf of CLPCCD.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 72

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Fresno

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

## KEY OUTREACH ACTIVITIES:

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

The team at FAHF visited Reedley, Kingsburg, Selma, Squaw Valley, Fowler, Kerman, Mendota, Firebaugh, San Joaquin, Clovis, Huron, Coalinga, and Sanger to bring this opportunity to hard-to-reach businesses. The marketing strategy also included days for the team to visit swap meets and farmers' markets in Fresno, Coalinga, and Clovis. We distributed flyers through social media platforms, email communications, and door-to-door distribution. In addition, FAHF ran a campaign on TV and radio to promote the program with commercials airing daily, primarily during and after the 6 pm local news. Radio interviews were done twice a week in March.

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

- Fresno Metro Black Chamber targeting the African-American business community. The 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 flyers; and emailing the flyer to the members and client list.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 732

Final Awards Made – 340 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Fresno

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

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>732</b>	<b>340</b>	<b>\$850,000</b>
African American	66	31	\$77,500
Alaskan Native	10	3	\$7,500
Asian	80	24	\$60,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	485	248	\$620,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	266	82	\$205,000
Veteran	0	2	\$5,000
White	67	25	\$62,500
Women	444	201	\$502,500

\* 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:** Imperial

**FISCAL AGENT:** County of Imperial

## **KEY OUTREACH ACTIVITIES:**

The County of Imperial completed their agreement with the State of California on September 12, 2022. The Imperial County Workforce and Economic Development Office began work soon after to develop the grant application, grant agreement, other grant implementation pieces and marketing material to begin the program.

September 30th was set as the Program Start Date and outreach efforts began that day. The County of Imperial Public Information Officer was notified of the grant opening date and distributed the flyer on all County of Imperial social media platforms, including Facebook, Instagram, and Twitter. Social Media platforms have a combined total following of approximately 16,636 accounts.

With the grant start date beginning on the very last day that this reporting period ended, outreach activities were limited to only social media.

A more extensive report covering additional marketing strategies and partner engagement for October-November will be provided in the October & November report.

For the month of October, staff will be distributing grant program information with grant partnering agencies, Chambers of Commerce, organization newsletters, and advertising in local publications. Outreach efforts will continue as necessary for the month of November.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 0

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kern

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

## KEY OUTREACH ACTIVITIES:

Kern Economic Development Foundation continued pushing the message about the Microbusiness COVID-19 Relief Grant Program at meetings with Greater Tehachapi Economic Development, the East Kern Economic Alliance and at its Board Meeting. Their agency also utilizes LinkedIn and Facebook to disseminate information about the program.

Community Action Partnership of Kern County (CAPK) is still utilizing their social media platforms for outreach. The English version has reached 5,099 with 39 messages sent, 11 comments, 52 likes, 23 shares, and has been clicked 213 times. Their Spanish version has had a reach of 4,648, 42 messages sent, 4 comments, 61 likes, 43 shares, and has been clicked 203 times.

CSUB Small Business Development Center continues to spread the word through their Webinar Wednesdays. The SBDC has also utilized Invention Con 2022, a SBA event celebrating rural entrepreneurship; SBA Twitter Space Event and the National Minority Enterprise Development Week to perform outreach to microbusinesses.

Kern Women's Business Center (KWBC) shares the grant information at the Business Network International networking meeting every Thursday. They also shared the information at the Bakersfield Babes in Business meeting on August 17th. Flyers and a PowerPoint presentation were shared at the Greater Bakersfield Ambassador's meeting on August 23rd. Instructors from the KWBC also share the grant information at their classes. The KWBC Director, Norma Dunn, continues to share grant information with acquaintances such as dentists, dental hygienists, and local eyebrow threading businesses.

ETR and its partners are still discussing the possibility of mailing postcards to the microbusinesses listed in the database downloaded from JobsEQ, which would potentially provide outreach to 1,500 microbusinesses.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 343

Final Awards Made – 136 (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 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>343</b>	<b>136</b>	<b>\$340,000</b>
African American	49	26	\$65,000
Alaskan Native	0	0	\$0
Asian	12	5	\$12,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	64	33	\$82,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	50	26	\$65,000
Veteran	14	3	\$7,500
White	32	20	\$50,000
Women	198	86	\$215,000

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

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Kings

**FISCAL AGENT:** County of Kings Job Training Office

## **KEY OUTREACH ACTIVITIES:**

The Fresno Area Hispanic Foundation (FAHF) and Kings County Job Training Office have completed the Microbusiness COVID-19 Relief Grant program. A total of 124 applications were submitted from businesses throughout Kings County and 63 were awarded that's a total of \$157,500.00 funds deployed. Of the 63 awarded, 32 businesses are located in rural communities and 43 are women- owned businesses.

This program has been very rewarding for the FAHF team. It has allowed them to aid and share about the programs and services it offers. The FAHF is extremely grateful for the opportunity to work alongside the Kings County Job Training Office and be part of the small business community sustainability.

FAHF is extremely thankful for the partnerships with local community organizations that played a big role in completing this program:

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 124

Final Awards Made – 63 (Final)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Kings

FISCAL AGENT: County of Kings Job Training Office

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Lake

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

## **KEY OUTREACH ACTIVITIES:**

Lake County Economic Development Corporation (Lake EDC) will be hosting bilingual webinar/workshops. The first at the Clear Lake Chamber of Commerce on October 18th and the second in at the Lake County Chamber of Commerce on October 20th, with the premise of aiding micro-business owners with the application process and responding to any questions that might arise. Each workshop will be held hybrid, with a presentation of eligibly and application instructions (approx. 30 minutes) followed by one-on-one assistance for business to apply.

In person outreach continues each week, this includes the project manager and collaborating team members visiting farmers markets and microbusinesses throughout the county. Local farmers markets include Lakeport, Kelseyville, Clearlake, and Middletown. In person outreach has also occurred at Fall Festivals (Upper Lake) and Dia de la Independencia de Mexico Celebrations (Kelseyville). Staff plans to attend the Dia de los Muertos celebrations as well.

Outreach to hairdressers and other businesses that rent booths to independent contractors have received outreach as well. As farmers markets start to close due to weather, additional outreach will be aimed towards these businesses.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 7

Final Awards Made – 3 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lake

FISCAL AGENT: Lake County Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

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

**FISCAL AGENT:** Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Sierra Business Council created buzz and anticipation amongst our community partners in the four-county region about the Microbusiness COVID-19 Relief Grant Program (MBCRG). 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.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of our Sierra Small Business Development Center advisor Clint Koble. Clint personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information. As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

The MBCRG Program is now open only in two Counties, Sierra and Lassen. In response to this smaller footprint, more in-person outreach is possible. Staff is delivering flyers to Sierra County's small community of Sierra City, and attended a collaborative meeting in Plumas County that had partners from surrounding Counties to network and collaborate on MBCRG outreach ideas. Over the past 4 months, staff has spent over 60 hours on technical assistance, outreach, and reporting for this program.

Future plans for disbursement of funds includes additional targeted outreach to the existing partners like the Lassen County Chamber of Commerce, with additional engagement from some other community stakeholder groups that were not initially included such as the Westwood Chamber of Commerce in Lassen County.

The application process for all four counties launched May 31st and closed on June 30th and Plumas County received 18 applications, with 9 eligible, so the program closed. On July 6th, the application process for Modoc, Lassen, and Sierra counties re-opened on a first-come, first-serve basis. Modoc County quickly received an additional 3 applications and closed on July 11th. The other two are receiving and processing applications on a rolling basis.

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

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 4

Final Awards Made – 4 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Lassen

FISCAL AGENT: Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4</b>	<b>4</b>	<b>\$10,000</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	0	0	\$0
Native American	0	0	\$0
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

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

Outreach reporting was not available during the August – September reporting period.

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Madera

**FISCAL AGENT:** County of Madera

## **KEY OUTREACH ACTIVITIES:**

Madera County continues to work with the four community-based organizations (CBOs) it partnered with earlier in the year, to provide outreach in the community for the Microbusiness COVID-19 Relief Grant Program. The four CBO's: Community Action Partnership of Madera County, Madera Chamber of Commerce, Madera Coalition for Community Justice, and Madera Workforce, work with underserved communities and individuals on a daily basis and continue to present the program to those they serve, when applicable. Flyers continue to be provided for distribution to each of the four partners in both English and Spanish. These flyers are posted on each of the CBO's front desks and community boards and are distributed to the individuals they serve.

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

On August 31st, Madera County joined Madera Coalition for Community Justice (MCCJ) for a community meeting held in the evening. Approximately twenty (20) county residents were in attendance. The grant program was discussed during the community meeting, questions were answered, and applications were taken. During the first week of September, MCEDC tasked themselves with reaching 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. Both the event and the task proved to be successful as the number of awards nearly doubled since the last report submitted.

Community Action Partnership of Madera County (CAPMC) has the flyer posted on their various community boards and has sent flyers home with their headstart students on different occasions. The Madera Workforce shared the flyer via email to their subscribers through an email blast. The Madera Chamber of Commerce (Chamber) continues to share the flyers with Madera Downtown Association members and with the list of businesses that are not Chamber members but received PPE distributions last year. The Chamber also has the flyer on display on their front counter. MCEDC 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. The Madera Workforce posted the flyer on their LinkedIn page. MCEDC has included information about the program in their monthly e-newsletter.

Madera County will be posting program information on all County social media platforms on a biweekly basis. The County's outreach partners will also continue to post program information on their social media pages; Posts will be in both English and Spanish. MCCJ will attend the local flea market at least once in the months of October and November to reach local vendors.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 14

Final Awards Made – 12 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Madera

FISCAL AGENT: County of Madera

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>14</b>	<b>12</b>	<b>\$30,000</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	0	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	5	4	\$10,000
Native American	1	1	\$2,500
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	0	0	\$0
White	8	6	\$15,000
Women	6	6	\$15,000

\* 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

## **KEY OUTREACH ACTIVITIES:**

The Marin County application closed June 30, 2022. The County spent the following 6 weeks reviewing applications and contacting applicants to be able to get the final number of qualified applicants for the lottery process. The County worked with applicants to obtain correct documentation and follow up where applications were incomplete. The first batch of award notices went out on August 17th.

The County reallocated some of its administrative funds to be able to give out more awards, so in total the MBCRG program in Marin gave out 111 grants. The County expressed that they wanted to stretch this money as far as it could go as it was desperately needed by these business owners. In one case, there was a man who was living out of his car just barely getting by with his business. In another case, the County worked with a single mother doing a catering business that was still going into debt to keep things afloat. In another case the County worked with a female caregiver who lost most of her work during the pandemic and is still struggling to get by. The additional grants will help give these business owners a little bit of relief.

Checks for the MBCRG program in Marin County were distributed in 4 batches and were mailed or could be picked up in-person. The County made calls and sent emails to remind awardees to pick up their checks. The County conducted these outreach efforts mostly in English and Spanish. By September 9th, all checks were either picked up or mailed and the program is now officially closed.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 204

Final Awards Made – 111 (Final)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Marin  
FISCAL AGENT: County of Marin

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Mariposa  
FISCAL AGENT: County of Mariposa

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Mendocino

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

## KEY OUTREACH ACTIVITIES:

During the performance period of August and September of 2022, the County of Mendocino's Microbusiness COVID-19 Relief Grant Program has continued to make strides toward accomplishing the goal of distributing 35 grants to microbusiness.

To date EDFC has been able to award and fund 15 grants to local businesses across the County out of 39 total completed applications. Although the challenges of finding eligible grant applicants still exists, outreach efforts have been targeted towards small service-based businesses like hairstylists, jewelry makers and nail technicians who have been proven to be the most eligible industry type for microbusinesses in Mendocino County.

Economic Development and Financing Corporation (EDFC) continues to campaign through social media, email and partner organizations to promote the grant programs availability and have seen consistent applications through those channels of promotion.

Outreach activities are ongoing through events like Pumpkinfest where small businesses are able to have pop-up style spaces. Also, outreach is continually planned at the various chamber of commerce mixers around Mendocino County and continued attendance to Farmers Markets and other small vendor driven events to ensure appropriate exposure to grant programs availability.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 39

Final Awards Made – 15 (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 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>39</b>	<b>15</b>	<b>\$37,500</b>
African American	2	0	\$0
Alaskan Native	1	1	\$2,500
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	4	4	\$10,000
Native American	4	3	\$7,500
Other Pacific Islander	0	0	\$0
Rural	39	15	\$37,500
Veteran	2	0	\$0
White	23	6	\$15,000
Women	21	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:** Merced

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

## **KEY OUTREACH ACTIVITIES:**

The Merced County Small Business Covid-19 Relief Grant Program currently remains open. For the ongoing session of 2022, the County made minor edits to the website, allowing staff to continue its outreach, identifying additional applicants who meet the requirements, and providing technical assistance with the online application. The County continues to advertise the grant on its social media platforms, email marketing (blasts), contacting small community groups on Facebook to help spread awareness, and visiting small markets where rural small business owners are identified. The County communicates and conveys its content with its partners (Chambers and other CBOs) to help promote the Microbusiness Grant on its platforms or upcoming events.

An essential element to the County's outreach that has led to a slight increase in applicants was having a data-powered device for our outreach. This device allows staff to go over the program details at a business site, submit the business application, aid with the supporting documentation, and working with the applicant if additional paperwork is required.

The County will continue its endeavors by promoting the grant program, making minor revisions to its current content every month, disseminating with City, Chambers, and CBOs, visiting swap meet markets, and laundry mats, and participating in upcoming fairs before the holiday season. The County has scheduled several ongoing application clinics to recruit small business operators interested in submitting their applications for the grant program.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 137

Final Awards Made – 63 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Merced

FISCAL AGENT: County of Merced Department of Workforce Investment

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>137</b>	<b>63</b>	<b>\$157,500</b>
African American	6	3	\$7,500
Alaskan Native	0	0	\$0
Asian	14	7	\$17,500
Hawaiian Native	2	1	\$2,500
Hispanic or Latino	80	38	\$95,000
Native American	1	0	\$0
Other Pacific Islander	0	0	\$0
Rural	65	30	\$75,000
Veteran	0	0	\$0
White	31	13	\$32,500
Women	89	38	\$95,000

\* 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: Modoc  
 FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

\* 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:**

Monterey County developed resources including an 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 County team and outreach partners continue to do outreach in-person and online through email blasts to various distribution lists, social media posts, and door-to-door visits.

Technical assistance is available in both English and Spanish and includes a walkthrough of the program requirements and help with submission of the application. The County team and partners are available to applicants for assistance via email, telephone, and in-person. After an application is submitted, communication between the County 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 the applicant 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.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 132

Final Awards Made – 72 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Monterey

FISCAL AGENT: Monterey County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>132</b>	<b>72</b>	<b>\$180,000</b>
African American	6	4	\$10,000
Alaskan Native	1	1	\$2,500
Asian	5	0	\$0
Hawaiian Native	1	0	\$0
Hispanic or Latino	95	54	\$135,000
Native American	1	1	\$2,500
Other Pacific Islander	1	0	\$0
Rural	0	0	\$0
Veteran	3	0	\$0
White	21	11	\$27,500
Women	89	48	\$120,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Napa

**FISCAL AGENT:** County of Napa

## **KEY OUTREACH ACTIVITIES:**

Outreach for the Napa County Microbusiness COVID-19 Relief Grant began in June, with the application window set for July 11 to Aug. 15. Napa County contracted with the Solano-Napa Small Business Development Center (SBDC) and Workforce Development Board (WDB) of Solano County to administer this microgrant. The Solano-Napa SBDC/Solano WDB partnered with the Napa Hispanic Chamber of Commerce and the Community Resources for Children (CRC) Napa to reach underserved microbusinesses, particularly those in the childcare industry and Hispanic business owners.

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

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

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 103

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Nevada

FISCAL AGENT: Nevada County and Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Orange

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

## **KEY OUTREACH ACTIVITIES:**

The Orange County Workforce and Economic Development Division (OCWEDD) continues to partner with the Cities, Chambers of Commerce, Public Libraries, and other organizations throughout Orange County to provide outreach for the program. The program relaunched on Monday, May 09, 2022, and closed on Friday, September 30, 2022. 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. They also contacted the Orange County Register, which resulted in the program being included in the article 'Status Update: New retail, eats coming to Pacific City; Ingram Micro donates \$750,000 to OC United Way.' on September 19, 2022. The article informed readers of the requirements, link to the application, and deadline. In addition to the media efforts, they have presented information on the grant at the Orange County Small Business Development Center (SBDC) Small Business Conference on September 30, 2022. There were over 515 businesses registered. OCWEDD was allotted a table to distribute material as well as a 15-min presentation.

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 09/30/2022)**

Applications Received – 3037

Final Awards Made – 1023 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Orange

FISCAL AGENT: Orange County Workforce Development Board

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3,037</b>	<b>1,023</b>	<b>\$2,557,500</b>
African American	162	47	\$117,500
Alaskan Native	1	1	\$2,500
Asian	1,162	370	\$925,000
Hawaiian Native	4	2	\$5,000
Hispanic or Latino	32	268	\$670,000
Native American	21	8	\$20,000
Other Pacific Islander	2,193	5	\$12,500
Rural	674	81	\$202,500
Veteran	260	40	\$100,000
White	104	327	\$817,500
Women	1,602	560	\$1,400,000

\* 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:** 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. Unfortunately, that outreach effort was interrupted by a large wildfire (Mosquito Fire) that impacted Placer County and the Public Information Office specifically. October will bring renewed marketing efforts for this very important grant program.

- County website: <https://www.placer.ca.gov/bizgrants>
- Updated website with new language and testimonials (08/10)
- Distributed Facebook advertisement with recipient - 8/12 6,287 reach
- Distributed Twitter advertisement with recipient – 08/12, 539 impressions, 6 engagements
- Included in one Placer County weekly newsletter (38,000+ subscribers)
- 8/11-12 Newsletter 5/13 clicks
- Created new social/newsletter marketing with testimonials from recipient (08/18)

Sierra Business Council (SBC) staff reviewed eligibility quiz results and application submittals daily to ensure that no mistakes were made. SBC took care to contact applicants where errors were clear, and communicate quickly with applicants found ineligible to ensure no mistakes were made. As of 9/30/22 SBC has received 134 applications, of which 95 are eligible. Applications are now open on a first-come, first-served basis and are processed on a rolling timeline to ensure that grants are deployed quickly to eligible applicants.

Throughout Rounds One and Two of the application, Sierra Business Council staff provided all of the technical assistance necessary to applicants. This included over 110 hours of direct, technical assistance for the program from 2/1/22 to 9/30/22 by staff and Small Business Development Center advisors. Many applicants required assistance gathering documentation to prove that the business was in operation in 2019 and provide an explanation of revenue that meets the required \$50,000 limit. SBC's technical assistance includes phone calls, zoom meetings, and emails.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 134

Final Awards Made – 95 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Placer

FISCAL AGENT: Placer County and Sierra Business Council

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>134</b>	<b>95</b>	<b>\$237,500</b>
African American	6	3	\$7,500
Alaskan Native	0	0	\$0
Asian	9	4	\$10,000
Hawaiian Native	1	0	\$0
Hispanic or Latino	9	5	\$12,500
Native American	6	5	\$12,500
Other Pacific Islander	2	2	\$5,000
Rural	71	55	\$137,500
Veteran	8	5	\$12,500
White	82	61	\$152,500
Women	78	59	\$147,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Plumas  
 FISCAL AGENT: Sierra Business Council

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Riverside

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

## **KEY OUTREACH ACTIVITIES:**

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

Media buys ran from early May till the end of June with three radio stations, two of which were Spanish language radio. Over 850,000 total radio campaign impressions were made through the radio advertising schedule. Additionally, RivCoED staff did eleven on-air radio interviews as well as two TV news station interviews with KESQ (ABC affiliate - English) and Telemundo (Spanish) about the MBCRG program.

Community-based partners:

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

On a continuous basis, community-based partners are engaging in in-person delivery of English and Spanish flyers at street vending locations and in key areas where vendors operate including parks, open lots, near swap meets and mechanic shops. More than 40,000 email recipients continue to receive information on the grant program from all partners combined, and over 30,000 subscribers are included in the mailing list for RivCoED.

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 30 days, RivCoED attended several special events, to include a town hall meeting and chamber mixers and conferences where the program was promoted.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 3,470

Final Awards Made – 151 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Riverside

FISCAL AGENT: County of Riverside and Charitable Ventures

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>3,470</b>	<b>151</b>	<b>\$377,500</b>
African American	839	35	\$87,500
Alaskan Native	0	0	\$0
Asian	343	14	\$35,000
Hawaiian Native	54	5	\$12,500
Hispanic or Latino	1,195	46	\$115,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	222	8	\$20,000
White	1,866	98	\$245,000
Women	2,097	109	\$272,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sacramento

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

## **KEY OUTREACH ACTIVITIES:**

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

Sacramento County and partners (Partners) performed extensive outreach and marketing to the microbusiness community between August 1-September 30, 2022. Partners are continuing these efforts until all grant funds are committed. Partners circulated 6 news stories and participated in 4 local news interviews. Program flyers were distributed to partner email lists, local ethnic community partners, 18 Property and Business Improvement Districts, 24 local and regional chambers of commerce, and city Economic Development partners from the County's seven incorporated cities. Partners walked over 450 microbusinesses, with a focus on disadvantaged and underserved communities, to distribute flyers in Spanish, Chinese, Vietnamese, and Russian. A digital billboard sign continued to advertise the Program, reaching approximately 441,000 drivers and passengers per week. Partners posted ads on their websites and promoted the Program through 61 Twitter, Facebook, and LinkedIn posts. Partners attended 18 in-person 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. Partners provided technical assistance through 9 live and recorded webinars, A Rapid Response Hotline responded to 79 inquiries and provided in-language assistance.

Round 4 of the Program opened on October 20, 2022 and will close on October 1, 2022.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 573

Final Awards Made – 137 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sacramento

FISCAL AGENT: County of Sacramento Office of Economic Development

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>573</b>	<b>137</b>	<b>\$342,500</b>
African American	176	35	\$87,500
Alaskan Native	0	0	\$0
Asian	90	2	\$5,000
Hawaiian Native	14	2	\$5,000
Hispanic or Latino	87	16	\$40,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	34	8	\$20,000
Veteran	23	9	\$22,500
White	209	62	\$155,000
Women	149	64	\$160,000

\* 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 Benito

**FISCAL AGENT:** County of San Benito

## **KEY OUTREACH ACTIVITIES:**

From August 2022 through September 2022, County staff conducted outreach while administrative staff conducted document reviews of applications received during round two of the Microbusiness Grant Program. During this time, the outreach consisted of following up with the applicants to clarify information and assessing the eligibility of each applicant for a grant.

Following document review completion and the determination of eligible entities, staff moved forward with providing each applicant with a determination notice. All applicants deemed eligible and that met the requisites were allocated their funds in September. An updated presentation was then provided to the Economy Development Advisory Committee regarding the overall outcome of the grant program and a brief report to the entire County Board of Supervisors.

The County plans to open an additional round in the coming months. Further outreach that will be conducted for the upcoming round consist of mailers, social media outlets, newspaper publications, partnerships, participation in community events, word of mouth, and sharing of best practices with other counties.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 24

Final Awards Made – 10 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Benito  
FISCAL AGENT: County of San Benito

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

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

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Bernardino

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

## KEY OUTREACH ACTIVITIES:

San Bernardino County Economic Development Department is able to report that the Microbusiness COVID-19 Relief Grant program has touched a large majority of the County's businesses. Outreach engagement during August and September included weekly drop-in hours for businesses, email communications, application assistance held by Small Business Development Center Inland Empire and visiting multiple farmers markets. The grant operations team meets weekly to determine potential outcomes of the grassroots efforts set forth by the collective team. The County has doubled their radio advertising and added additional Spanish radio stations. Facebook marketing was also adjusted to include additional hashtags that target independent rideshare drivers.

Throughout August, September, and October the County has continued to contact applicants with incomplete applications and offer one-on-one assistance from the team. The San Bernardino County Economic Development Department has reached out to County and local City agencies seeking contact information for home-based businesses through the municipalities permit offices. They have 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 made contact with several companies and have an ongoing effort to offer local independent contractors the opportunity to apply for the grant, this is still a work in progress.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 1,487

Final Awards Made – 423 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Bernardino

FISCAL AGENT: San Bernardino County Economic Development  
Department

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1,487</b>	<b>423</b>	<b>\$1,057,500</b>
African American	580	165	\$412,500
Alaskan Native	28	10	\$25,000
Asian	133	24	\$60,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	463	115	\$287,500
Native American	15	0	\$0
Other Pacific Islander	16	4	\$10,000
Rural	0	0	\$0
Veteran	47	18	\$45,000
White	215	100	\$250,000
Women	864	256	\$640,000

\* 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:**

No outreach activities were performed during this period as the County of San Diego continued to process and fund Round 1 and began processing Round 2 applications.

The activities during this round include:

- Assisted applicants with applications and submitting documentation for those awarded a grant. These activities were conducted via phone, in-person, and Zoom.
- Provided office hours for in person/phone support to address questions
- Made a computer lab available for entrepreneurs that wanted to come into the office and complete the application or submit documents.
- Direct outreach and assisted applicants with completing new applications and curing Round 1 items.

The County is currently reviewing Round 2 applications and anticipates making awards to those selected in November and December.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 4,314

Final Awards Made – 1,113 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Diego  
FISCAL AGENT: County of San Diego

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>4,314</b>	<b>1,113</b>	<b>\$2,782,500</b>
African American	879	219	\$547,500
Alaskan Native	0	3	\$7,500
Asian	318	116	\$290,000
Hawaiian Native	26	4	\$10,000
Hispanic or Latino	578	211	\$527,500
Native American	19	3	\$7,500
Other Pacific Islander	0	3	\$7,500
Rural	0	0	\$0
Veteran	252	70	\$175,000
White	1,035	337	\$842,500
Women	1,696	565	\$1,412,500

\* 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. Data and percentages may change as reporting continues.

# 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) received applications for the Microbusiness COVID-19 Relief Grant program from August 8 to September 9, 2022. During the months of August and September (until the application portal closed), MEDA hosted 2 Facebook Lives in Spanish and English and invited partner organizations to share information about the event with their clients. Similarly, MEDA distributed flyers and other marketing materials in person in the Mission District, as well as through Mission District partners (such as Latino Task Force, Calle24, Clecha). MEDA / Fondo Adelante presented about the program during the Latino Task Force meetings held every Wednesday, ongoing Business Development Workshop meetings, and reached out to current borrower clients that were believed may qualify for the grant. Furthermore, MEDA arranged interviews with Telemundo and other local news organizations to present the program.

Kultivate Labs, SF LGBTQ Center, SF Black Wallstreet, Northeast Community Federal Credit Union and Asian Inc. ("Partners") used the Marketing and Social Media Toolkit to promote the program within their corresponding networks. They hosted one-on-one and group webinars, conducted social media campaigns, used emails to share the flyers, talked to their businesses in person, and connected with additional partners servicing the same communities for potential referrals. As an example of these initiatives, Kultivate Labs built an eligibility quiz, which was used 424 times. Lastly, MEDA hosted meetings with the Partners in August and September to check on progress, troubleshoot challenges, and to share ideas to improve the effectiveness of the marketing efforts.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 219

Final Awards Are Ongoing

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Joaquin

**FISCAL AGENT:** County of San Joaquin

## **KEY OUTREACH ACTIVITIES:**

San Joaquin County has awarded 298 grants in the amount of \$5000, due to the local county match, as of September 30, 2022. The County continued to advertise through social media, on the main grant page, and with the California Office of the Small Business Advocate (CalOSBA). To ensure the County could get all awards out to their local businesses, the grant period remains extended until all awards have been exhausted.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 534

Final Awards Made – 298 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: San Joaquin  
FISCAL AGENT: County of San Joaquin

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>534</b>	<b>298</b>	<b>\$745,000</b>
African American	152	83	\$207,500
Alaskan Native	0	0	\$0
Asian	86	40	\$100,000
Hawaiian Native	5	2	\$5,000
Hispanic or Latino	144	93	\$232,500
Native American	11	3	\$7,500
Other Pacific Islander	4	5	\$12,500
Rural	31	14	\$35,000
Veteran	21	11	\$27,500
White	138	67	\$167,500
Women	311	174	\$435,000

\* 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 Mateo

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

## **KEY OUTREACH ACTIVITIES:**

Outreach activities have continued to prioritize getting full applications and required documentation from existing approved applicants. Although the County has followed-up with applicants via email after 2-3 weeks, they have also continued to visit businesses in person, where possible, to complete the application together. Fortunately, through some of the follow-up outreach activities, the County was able to find additional eligible clients who had not yet filled out any forms, and the County filled out the applications with them immediately. There are still have some clients who have not completed their taxes, and so the County has followed up with them about free services to help them reach that goal.

Outreach to new clients has continued via emails to businesses, door-to-door outreach, and the Renaissance Entrepreneurship Center Peninsula newsletter. In this reporting period, all outreach activities were conducted by staff or consultants from Renaissance Entrepreneurship Center in English and Spanish. In addition, San Mateo County launched a childcare grant program in late August, advertised on the same SMC Strong site as the California Microbusiness COVID-19 Relief Grant, which also drove several new applications for this grant.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 588

Final Awards Made – 92 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** San Mateo

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

**AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>588</b>	<b>92</b>	<b>\$230,000</b>
African American	35	4	\$10,000
Alaskan Native	0	0	\$0
Asian	195	30	\$75,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	213	27	\$67,500
Native American	5	1	\$2,500
Other Pacific Islander	6	0	\$0
Rural	14	2	\$5,000
Veteran	10	1	\$2,500
White	178	32	\$80,000
Women	340	62	\$155,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Barbara

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

## KEY OUTREACH ACTIVITIES:

As the grant program continues, the Santa Barbara Foundation (SBF) and the County of Santa Barbara continue the collaborative efforts with the local Chamber of Commerce's organizations and the Economic Development Office in Santa Barbara County, to do direct outreach to engage eligible microbusinesses. The Santa Barbara Foundation has directly performed outreach activities by attending and working at local events around Santa Barbara County to provide information on the grant to possible eligible microbusinesses and vendors. These events include the Santa Maria Downtown Friday, Santa Maria Hispanic Business Mixer, Goleta Old Town Microbusiness Outreach with City Council members, etc.

Additionally, the Santa Barbara Foundation conducted in person outreach to various business in the City of Carpinteria to supplement the activities of the outreach partners. There were direct boots on the ground outreach in downtown Carpinteria, flyers were being passed out to eligible microbusinesses and noneligible, with the goal that the information will be shared throughout the community.

In addition to the partner's outreach activities, Santa Barbara Foundation staff participated in public radio live interviews at three local Hispanic radio stations to help promote the grant program. Due the high volume of interest in the grant program after the radio station interviews, SBF continued to host office hours around the County to provide technical support the eligible businesses. The activities accomplished at office hours consist of, assisting eligible businesses with application online or via paper copy, and submitting documentation for possible grant award. These activities happen via phone, and in-person.

Lastly, as the County continues to promote the grant program, they continue to share the grant program through the following platforms with their partners:

- Social Media (Facebook, Linked-In, Twitter).
- E-newsletters
- Office hours around the County
- Direct boots on the ground outreach
- Local Newspaper
- Radio announcements

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 111

Final Awards Made – 53 (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 09/30/2022):**

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>111</b>	<b>53</b>	<b>\$132,500</b>
African American	7	6	\$15,000
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	30	15	\$37,500
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	4	3	\$7,500
Veteran	2	1	\$2,500
White	66	16	\$40,000
Women	64	36	\$90,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Santa Clara

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

## **KEY OUTREACH ACTIVITIES:**

On August 11th, 2022, the Enterprise Foundation reopened the application portal on the Small Business Development Center (SBDC) website and began accepting a second round of grant applications. It has continued to do so with the goal to award and disburse all remaining grants by December 31, 2022.

Enterprise Foundation and its community outreach partners see a continuous flow of applications because of their promotional efforts for the grant program via social media, email blasts, and local community radio and television spots in English, Spanish and Vietnamese.

However, the best way to reach qualified applicants is when targeted outreach results in face-to-face conversations about the program with potential applicants in underserved communities, as well as with individuals who hear about the program from their friends and neighbors.

Outreach to street vendors was also assisted by community officers of the San Jose Police Department.

The Enterprise Foundation's targeted outreach to specific industries and specific zip codes continues to be the best way to reach qualified applicants in the most underserved communities.

As of the end of September 2022, the Enterprise Foundation has awarded an additional 113 grants since the last report, with the majority of those grants going to Hispanic/Latinx street food vendors. Of the 113 grants newly awarded, 72 went to female-owned microenterprises. Thus far we have awarded 553 grants totaling \$1,382,500.00. Of the total approved, the number of recipients that identified as Hispanic was 343 (62.0%) and the number identifying as Asian was 114 (20.6%). The total of Hispanic, Asian and Black grant recipients combined was 83.9% of the total grants awarded. The number of woman-owned businesses receiving a grant was 253 (45.8%).

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 1358

Final Awards Made – 553 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Clara

FISCAL AGENT: County of Santa Clara and Enterprise Foundation

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>1,338</b>	<b>553</b>	<b>\$1,382,500</b>
African American	60	7	\$17,500
Alaskan Native	0	0	\$0
Asian	269	114	\$285,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	408	343	\$857,500
Native American	1	0	\$0
Other Pacific Islander	3	0	\$0
Rural	21	10	\$25,000
Veteran	1	1	\$2,500
White	66	8	\$20,000
Women	422	253	\$632,500

\* 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 Cruz

**FISCAL AGENT:** Cabrillo Community College District

## **KEY OUTREACH ACTIVITIES:**

The Santa Cruz County Microbusiness COVID-19 Relief Grant program has completed round one of application acceptance on June 30th, 2022, and round two of application acceptance on September 26th, 2022. There have been 131 applications received and Santa Cruz County SBDC has concluded the initial processing of applications. Check requests have been submitted to the accounting department for final processing and disbursement of 119 completed and eligible applications. 94 total Grants have been distributed at this time.

The Santa Cruz County Small Business Development Center (SBDC) has partnered with the County of Santa Cruz and El Pajaro Community Development Corporation to promote and administer the Microbusiness grant program. While all microbusinesses may be underserved to some extent, our partnership with the El Pajaro Community Development Corporation will ensure that our most underserved businesses and communities will be specifically targeted during this program through area and language specific outreach in south Santa Cruz County.

The Santa Cruz County SBDC leveraged its network of partners to cross promote grant marketing materials in English and Spanish language through digital and physical fliers as well as social media posts. In addition to regular and continued social media posts marketing the Program, multiple E-newsletters have been distributed to the SBDC network throughout the grant application time frame and physical flyers have been distributed to flea markets, farmers markets and partner agencies throughout the County. SBDC advisors have been available to assist grant applicants through one-on-one meetings, emails, and phone calls beginning June 1st and will be available throughout the course of the second round of grant administration and beyond.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 131

Final Awards Made – 94 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Santa Cruz

FISCAL AGENT: Cabrillo Community College District

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>131</b>	<b>94</b>	<b>\$235,000</b>
African American	4	3	\$7,500
Alaskan Native	0	0	\$0
Asian	10	7	\$17,500
Hawaiian Native	0	2	\$5,000
Hispanic or Latino	27	12	\$30,000
Native American	1	0	\$0
Other Pacific Islander	2	0	\$0
Rural	0	0	\$0
Veteran	2	2	\$5,000
White	67	56	\$140,000
Women	85	58	\$145,000

\* 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:** Sierra

**FISCAL AGENT:** Sierra Business Council

## KEY OUTREACH ACTIVITIES:

Sierra Business Council created buzz and anticipation amongst our community partners in the four-county region about the Microbusiness COVID-19 Relief Grant Program (MBCRG). 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.

In addition to comprehensive partner outreach, SBC leveraged the deep connections and contacts of our Sierra Small Business Development Center advisor Clint Koble. Clint personally emailed 70+ contacts of community leaders in Sierra, Plumas, Lassen, and Modoc Counties with the flyer and partner toolkit information. As the program open period continued, SBC targeted in-person outreach efforts at various meetings across the region. This included a recreation economy meeting with businesses and community leaders, a visit to Alturas to deliver flyers to banks and the Chamber, delivery of flyers to Shane Starr on behalf of Modoc County, and an in-person meeting with Plumas County Arts.

The MBCRG Program is now open only in two Counties, Sierra and Lassen. In response to this smaller footprint, more in-person outreach is possible. Staff is delivering flyers to Sierra County's small community of Sierra City, and attended a collaborative meeting in Plumas County that had partners from surrounding Counties to network and collaborate on MBCRG outreach ideas. Over the past 4 months, staff has spent over 60 hours on technical assistance, outreach, and reporting for this program.

Future plans for disbursement of funds includes additional targeted outreach to the existing partners like the Lassen County Chamber of Commerce, with additional engagement from some other community stakeholder groups that were not initially included such as the Westwood Chamber of Commerce in Lassen County.

The application process for all four counties launched May 31st and closed on June 30th and Plumas County received 18 applications, with 9 eligible, so the program closed. On July 6th, the application process for Modoc, Lassen, and Sierra counties re-opened on a First-come, first-serve basis. Modoc County quickly received an additional 3 applications and closed on July 11th. The other two are receiving and processing applications on a rolling basis.

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

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 1



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Siskiyou

FISCAL AGENT: County of Siskiyou

## KEY OUTREACH ACTIVITIES:

The County of Siskiyou and Siskiyou Economic Development Corporation (EDC) began the marketing and outreach campaign for the Microbusiness COVID-19 Relief Grant Program in preparation for our program rollout on September 1st, 2022.

Marketing kits were developed and sent to the following outreach partners:

- Jefferson Economic Development Institution (JEDI)
- Great Northern Services (GNS)

Siskiyou EDC has posted on Facebook, Instagram, and other social media accounts. The application period was opened September 1st and one application had been received as of the reporting deadline.

Siskiyou EDC plans to complete another big media push and also a special campaign dedicated to farmers markets in Siskiyou County in the coming month.

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 1

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Solano

**FISCAL AGENT:** County of Solano

## **KEY OUTREACH ACTIVITIES:**

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

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

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 679

Final Awards Made - 37 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Solano  
FISCAL AGENT: County of Solano

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>679</b>	<b>37</b>	<b>\$92,500</b>
African American	364	9	\$22,500
Alaskan Native	0	0	\$0
Asian	61	8	\$20,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	101	6	\$15,000
Native American	6	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	0	\$0
White	99	9	\$22,500
Women	425	4	\$10,000

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Sonoma

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

## **KEY OUTREACH ACTIVITIES:**

Sonoma County Economic Development Board (EDB) staff members presented the Microbusiness COVID-19 Relief Grant program and dispersed flyers with event attendees at the "Stabilize Your Business in Uncertain Times Workshop" held on Monday September 19th at the Advanced Energy Center in Santa Rosa. A Spanish version of the workshop was also held the following week on Monday, September 26th. EDB staff also presented to approximately 1500 attendees at the "South Park Day and Night Festival" on Saturday September 24th.

The application portal for Sonoma County's MBCRG program remains open and partner Working Solutions CDFI continues to conduct application review and document verification.

Sonoma County EDB plans to conduct additional outreach to Mobile Food Vendors through the Environmental Health Department to increase awareness and participation in the program. Additionally, webinars will be held for the local creative industries through a partnership with Creative Sonoma.

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 264

Final Awards Made - 57 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sonoma

FISCAL AGENT: County of Sonoma and Working Solutions CDFI

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>264</b>	<b>57</b>	<b>\$142,500</b>
African American	14	3	\$7,500
Alaskan Native	0	0	\$0
Asian	24	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	61	15	\$37,500
Native American	3	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	5	2	\$5,000
White	99	25	\$62,500
Women	146	35	\$87,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Stanislaus

**FISCAL AGENT:** Stanislaus Equity Partners

## **KEY OUTREACH ACTIVITIES:**

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

The following outreach activities were led by Valley Sierra SBDC:

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

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

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

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 79

Final Awards Made - 10 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Stanislaus

FISCAL AGENT: Stanislaus Equity Partners

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>79</b>	<b>10</b>	<b>\$25,000</b>
African American	13	4	\$10,000
Alaskan Native	0	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	33	5	\$12,500
Native American	1	0	\$0
Other Pacific Islander	1	0	\$0
Rural	79	10	\$25,000
Veteran	2	0	\$0
White	17	0	\$0
Women	44	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:** Sutter

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

## KEY OUTREACH ACTIVITIES:

**Community Events Outreach:** YSEDC staff or represented five community events that were direct services or involvement of businesses in area. Staff personally visited attending vendors to create awareness of the program handing out flyers in three languages (English, Punjabi, and Spanish and vetted potential applicants. There were approximately 250 business attendees at these events. Event sponsors included Ampla Health, Wide-Awake Geek, Habitat for Humanity, Yuba-Sutter Chamber of Commerce, and Geweke Ford. These events were regionally based.

**Social Media Marketing:** YSEDC did 3 email campaigns marketing to 3,900 businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 39 percent (1200) open rate and 3 percent (86) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 925 people reached on Face Book and was shared by 8 community partners.

**In-person Business Visits:** YSEDC staff, Alliance for Hispanic Advancement, and Punjabi American Heritage Society to conducted in-person visits to 105 businesses in the Yuba-Sutter region (13 regional, 39 Sutter County, 53 Yuba County).

**Media Outreach:** YSEDC contracted with Punjabi Radio, Radio Mexicana and KUBA for language specific promotion of the program. KUBA radio PSA has been running since July 15 and runs 7 times per day. It was last aired August 30, 2022. Punjabi Radio promotion aired between July 23, 2022 and August 7, 2022 for a total of 44 spots. Radio Mexicana promotion aired between August 9, 2022 and August 21, 2022 for a total of 44 spots.

YSEDC increased social media marketing efforts, email blasts through constant contact, print and radio marketing and requested further outreach from its community partners and CBO's. YSEDC and community partners will begin re-promoting the availability of funds with the new deadline now that a revised contract has been signed.

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

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 38

Final Awards Made - 14 (Ongoing)



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Sutter

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>38</b>	<b>14</b>	<b>\$35,000</b>
African American	0	0	\$0
Alaskan Native	0	0	\$0
Asian	2	0	\$0
Hawaiian Native	0	0	\$0
Hispanic or Latino	24	8	\$20,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	0	1	\$2,500
White	23	11	\$27,500
Women	20	11	\$27,500

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama

FISCAL AGENT: 3CORE Inc.

## KEY OUTREACH ACTIVITIES:

3CORE has continued to provide information on the CA Microbusiness COVID19 Relief Grant program to partner groups and organizations. 3CORE staff have also attended various farmer's markets and other 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 includes the popular Olive Festival held in Corning. This event brought many vendors that 3CORE staff were able to visit with and provide information on the Microbusiness Grant Program. Farmers markets that 3CORE staff attended for marketing the program included markets in Red Bluff and Corning's Tuesday night event. The local chambers in Red Bluff and Corning also held events where 3CORE staff presented information on the Microbusiness Grant to businesses and other partner agencies.

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
- Araceli Rentería - Business Consultant.

3CORE staff, in partnership with the North State Hispanic Chamber of Commerce has provided information to minority owned businesses in Tehama County by visiting with business owners in-person and providing technical assistance, as needed, for them to apply. This includes sitting with the business owner and completing the application with them on a laptop. The Hispanic Chamber also provides information by periodically doing live interviews and streaming the discussion via their social media platforms. These interviews are done in Spanish with 3CORE staff.

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

## AWARDS SUMMARY (AS OF 09/30/2022)

Applications Received – 16

Final Awards Made - 8 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Tehama  
FISCAL AGENT: 3CORE Inc.

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>16</b>	<b>8</b>	<b>\$20,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	1	1	\$2,500
Hawaiian Native	1	1	\$2,500
Hispanic or Latino	10	6	\$15,000
Native American	0	0	\$0
Other Pacific Islander	1	1	\$2,500
Rural	16	8	\$20,000
Veteran	0	0	\$0
White	5	3	\$7,500
Women	10	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: Tulare

FISCAL AGENT: County Of Tulare Workforce Investment Board

## AGGREGATE DEMOGRAPHICS DATA (FINAL):

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

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Ventura

**FISCAL AGENT:** County of Ventura

## KEY OUTREACH ACTIVITIES:

The County of Ventura successfully awarded 255 qualified microbusinesses a \$2,500 grant from the California Microbusiness COVID-19 Relief Grant Program.

The outreach campaign included (but was not limited to) advertising in local Spanish language newspapers, phone canvassing with bilingual staff to revenue-qualified business owners, multiple bilingual email blasts to over 140,000 community members, social media postings, radio interviews, and outreach through a network of trusted community partners.

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

Some of the highlights from the community outreach efforts include:

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

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

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

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

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

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

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

As the application deadline approached, the County of Ventura placed 185 calls to applicants who had not finished their MBCRG application to encourage and assist them to submit it before the deadline.

Once applications were submitted the County of Ventura assigned a team to work directly with applicants who were potentially eligible but whose applications had incorrect or incomplete information. This bilingual team called applicants and provided technical support to bring the application into compliance.

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

Applications Received – 639

Final Awards Made – 255

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Ventura  
FISCAL AGENT: County of Ventura

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

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

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

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yolo

**FISCAL AGENT:** County of Yolo

## **KEY OUTREACH ACTIVITIES:**

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

Each organization has taken outreach approaches tailored to best suit the diversity of Yolo County and the communities they serve. Yolo County staff continues to support the organizations with the information and digital materials needed for successful outreach to eligible microbusinesses, including translations to Spanish. Rural Innovations in Social Economics distributed flyers through the Esparto Chamber of Commerce, handed out flyers at their front desk in Esparto, and distributed program information in the Summer editions of 'Valley Voice'. The Yolo County Farm Bureau has distributed flyers and program information in their September newsletter and in their regular email distributions. Children's Home Society has supported distribution to childcare providers across Yolo County via email blasts and mailing flyers to childcare providers in the County. In addition to community outreach in hard-to-reach communities in West Sacramento, Yolo County Children's Alliance has assisted with the development of application and outreach materials in Russian. Additionally, outreach was conducted to Yolo Farm Bureau at their October 3rd meeting, encouraging referrals to 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 09/30/2022)**

Applications Received – 167

Final Awards Made – 70 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yolo  
FISCAL AGENT: County of Yolo

## AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>167</b>	<b>70</b>	<b>\$175,000</b>
African American	17	9	\$22,500
Alaskan Native	0	0	\$0
Asian	22	7	\$17,500
Hawaiian Native	0	0	\$0
Hispanic or Latino	42	20	\$50,000
Native American	4	2	\$5,000
Other Pacific Islander	2	1	\$2,500
Rural	3	0	\$0
Veteran	4	4	\$10,000
White	38	21	\$52,500
Women	81	38	\$95,000

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



# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

**COUNTY:** Yuba

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

## **KEY OUTREACH ACTIVITIES:**

**Community Events Outreach:** YSEDC staff or represented five community events that were direct services or involvement of businesses in area. Staff personally visited attending vendors to create awareness of the program handing out flyers in three languages (English, Punjabi, and Spanish and vetted potential applicants. There were approximately 250 business attendees at these events. Event sponsors included Ampla Health, Wide-Awake Geek, Habitat for Humanity, Yuba-Sutter Chamber of Commerce, and Geweke Ford. These events were regionally based.

**Social Media Marketing:** YSEDC did 3 email campaigns marketing to 3,900 businesses in the Yuba-Sutter region through Constant Contact and was shared on YSEDC's Face Book and LinkedIn pages. These campaigns averaged 39 percent (1200) open rate and 3 percent (86) click through rate. All Social media collateral was provided in English, Spanish and Punjabi. There were 925 people reached on Face Book and was shared by 8 community partners.

**In-person Business Visits:** YSEDC staff, Alliance for Hispanic Advancement, and Punjabi American Heritage Society to conducted in-person visits to 105 businesses in the Yuba-Sutter region (13 regional, 39 Sutter County, 53 Yuba County).

**Media Outreach:** YSEDC contracted with Punjabi Radio, Radio Mexicana and KUBA for language specific promotion of the program. KUBA radio PSA has been running since July 15 and runs 7 times per day. It was last aired August 30, 2022. Punjabi Radio promotion aired between July 23, 2022 and August 7, 2022 for a total of 44 spots. Radio Mexicana promotion aired between August 9, 2022 and August 21, 2022 for a total of 44 spots.

YSEDC increased social media marketing efforts, email blasts through constant contact, print and radio marketing and requested further outreach from its community partners and CBO's. YSEDC and community partners will begin re-promoting the availability of funds with the new deadline now that a revised contract has been signed.

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

## **AWARDS SUMMARY (AS OF 09/30/2022)**

Applications Received – 40

Final Awards Made – 14 (Ongoing)

# CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

COUNTY: Yuba

FISCAL AGENT: Yuba-Sutter Economic Development Corporation

AGGREGATE DEMOGRAPHICS DATA (AS OF 09/30/2022):

Demographic*	Applications Received**	Grant Awards	Dollars Awarded
<b>Total</b>	<b>40</b>	<b>14</b>	<b>\$35,000</b>
African American	1	0	\$0
Alaskan Native	0	0	\$0
Asian	0	2	\$5,000
Hawaiian Native	0	0	\$0
Hispanic or Latino	18	8	\$20,000
Native American	0	0	\$0
Other Pacific Islander	0	0	\$0
Rural	0	0	\$0
Veteran	1	1	\$2,500
White	22	10	\$25,000
Women	16	9	\$22,500

\* 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.