



San Mateo County  
COVID-19 Recovery Initiative

# **Economic Recovery Update**

February 8, 2022

# San Mateo County Recovery Initiative

## Economic Recovery Update

### **Agenda**

- North County Economic Advancement Center Update
- Choose Local Update
- Small Business Grants Update

# Economic Advancement Center

*located in South San Francisco*

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NELL SELANDER  
DIRECTOR, ECONOMIC & COMMUNITY DEVELOPMENT DEPARTMENT  
CITY OF SOUTH SAN FRANCISCO



# One-Stop-Shop for Economic Resources

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- Located in Downtown South San Francisco
- Center provides:
  - Small business assistance to businesses and business owners located in North County
  - Workforce development services to South San Francisco residents
- Seed funding:
  - \$2 million from the City of SSF (ARPA)
  - \$200,000 from the County (for small biz)
  - \$100,000 from the State Workforce 9.0 Grant
  - \$50,000 from Genentech
  - \$10,000 from Lane Partners



# Services Provided by Trusted Partners

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# Renaissance's Services

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Initial contracted scope is for Renaissance to serve 200 emerging and established businesses in the first year (July '21 – June '22)

Services include:

- Intake
- Business assessment
- Multi-session training classes
- Workshops
- Individual technical assistance
- Access to capital
- Technology training
- Networking
- Programs for women
- Pop up events

# JobTrain's Services

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Initial contracted scope is for JobTrain to serve 100 South San Francisco residents in the first year (July '21 – June '22)

Services include:

- Assessment
- Career coaching
- Work readiness workshops
- Job development and placement
- Rapid reemployment
  
- *Expanded to include in-person training (forklift operator) through Workforce 9.0 grant*

# EAC Funding & Sustainability Plan

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- Awaiting awards of funding:
  - \$1.1 million from U.S. EDA for two-years of small business assistance (passed local, regional, and legal review; awaiting award announcement from Washington later this month)
  - \$500,000 Congressional Earmark in current budget bill awaiting a vote in Congress (supported by both Congresswoman Speier and Senator Feinstein) for workforce development services
- Both Renaissance & JobTrain are contracted to provide program and funding plans for future years
  - City augmenting this with consultant support to develop longer-term plan for sustainable operations



# Questions?

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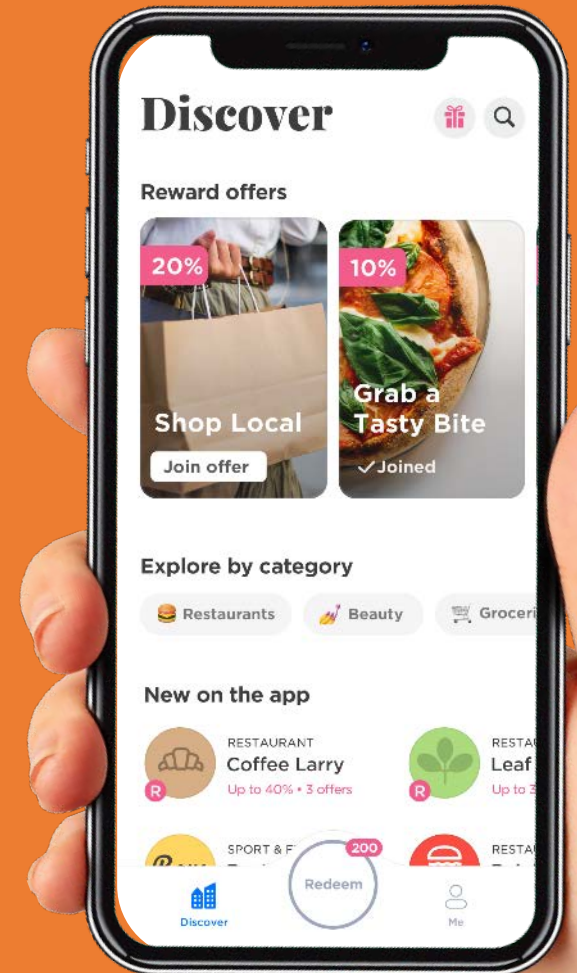
**Economic  
Recovery  
Update**

**Choose Local  
San Mateo County**

Margot Grant-Gould  
San Mateo County Recovery Initiative

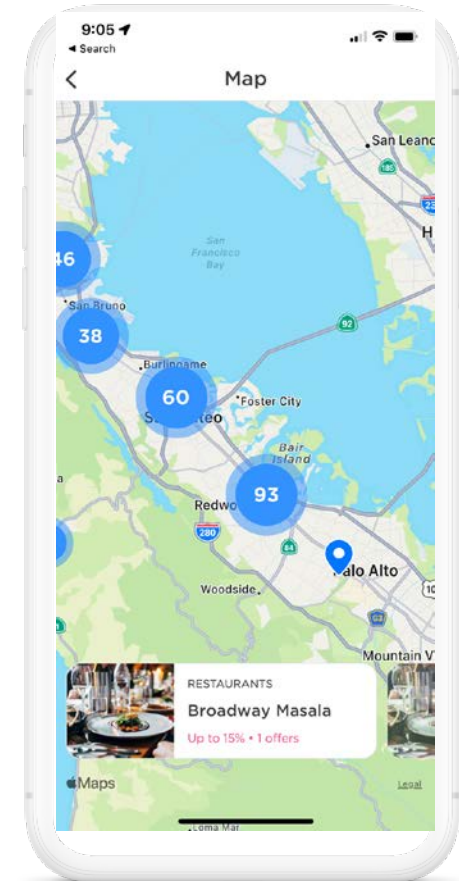


- Supporting Small Businesses
- Rewarding customers for choosing local
- Shopping local boosts local economies – **Boston saw 8x in economic activity for every \$1 invested in reward points**



# Choose Local San Mateo County – App Activity

- Launched on November 8th!
- Pilot cities: Daly City, Half Moon Bay/Coastside, Millbrae, Redwood City and North Fair Oaks, San Carlos, San Mateo, and South San Francisco. Expanded to Burlingame & San Bruno + plans to expand to more cities
- Creating a comprehensive directory of small businesses in San Mateo County



# Choose Local San Mateo County – App Activity

- 2,000 app downloads
- Nearly 400 participating businesses on the app – will expand significantly soon thanks to city partnerships
- 37 Redeeming Businesses – key focus for Q1
- Launched County Wellness Initiative

# We'll DOUBLE

For every **1 SMC Point** you accept at your business, we'll reimburse you with **\$2**.



# County Clear Your Mind Challenge

## Integrated County Employee Wellness program with Choose Local SMC rewards

**Clear Your Mind Challenge**, rewards **Choose Local points** to county employees users who participate in the walking program for 2 or more weeks and complete at least 56,000 steps.

- 10 points (\$10) for an average of 2,000 steps per day
- 30 points (\$30) for an average of 7,000 steps per day

Plan to launch the **Move More Challenge** in May



**COUNTY OF  
SAN MATEO**



# Small Business Owner Testimonial

“We’ve been part of the local community for 20 years. We have a lot of repeat customers, and **the Choose Local SMC app will help us build our loyal customer base.** I already see people using the app in my cafe, and I look forward to partnering with more local downtown businesses in the area.”

- Rafat Haddad, 3 Bees Coffee in San Mateo



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# Economic Recovery Update



# Small Business Grants

Ellie Dallman

San Mateo County Recovery Initiative





# Small Business Grants to-date

- County Funds - \$9,322,611
- Leveraged Funds  
Committed - \$7,875,696
- Total Funds - \$17,198,307
- Grants Disbursed – 1,440

No.	Grant	County Funds	Leveraged Funds Committed	Grants Distributed to Date
1.	Small Business Grants – SMCU CF – Round 1	\$2,000,000	\$3,526,126	451
2.	Small Business Grants – Renaissance Center	\$3,430,000	\$195,000	349
3.	Restaurant, Brewery & Winery	\$1,080,000	\$2,889,325	352
4.	Small Business Grants – SMCU CF Round 6	\$2,000,000	\$800,000	192
5.	Digital Tools and Training- Renaissance	\$250,000	-	53
6.	Micro Food Business Grants	\$500,000	-	40
7.	Microenterprise Home Kitchen Operations	\$62,500	-	3
8.	Micro Business		\$765,245	Opens Feb. 2022

# Micro food Grants

- Application Period Closed  
December 27, 2021
- Award notices to 90 applicants  
January 6, 2022
- 38 grants awarded to date totaling \$192,500:
  - 1 Food Cart
  - 3 Commissaries
  - 5 Cottage Food Operators
  - 8 Caterers
  - 21 Food Trucks





# Microenterprise Home Kitchen Operations (MEHKO) Grant Program

- Opened January 31, 2022
- 21 Permits
- 2 Grants approved to date- \$5,000



# Renaissance Entrepreneurship Center Survey of Small Business Grant Recipients

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- **85%** Response Rate
- **97%** of businesses that received funds and responded to the survey are still in business
- **385** of 394 jobs have been sustained
- Small business owners are still recovering from losses
- Technical assistance was key in recovery:
  - *“Thank you for the opportunity to receive advice because money helps a lot, always but the guidance offered by Renaissance helps even more. We need to invest resources well and have a clearer vision of where we can go with our business and the path to take to get there”*



Small Business Grant Recipients  
In their words.....





# Tokemoana Foods

Fusi Taga | North Fair Oaks



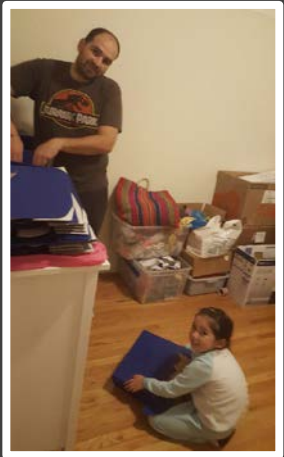
Order online for delivery using our online site (5 mile delivery radius), Doordash (7-10 mile delivery radius) or UberEats (up to 15 mile delivery radius).



“ Please continue to allow smaller businesses to apply for grants before larger businesses use up all the funding. The grant funds really helped my business. We paid bills, covered payroll expenses, hired administrative staff, and strategically pivoted our online presence. As a result, our sales have increased. We are so grateful.”

# Arte Azul

Claudia and Mario Barba | South San Francisco



“The grant helped us **rebrand**, **create a web page** and **purchase products** to pivot from running events to selling products online. The funds also helped us to relaunch **our Viva Frida event this fall, where we invited more than 30 other small businesses** to sell their products, make their brand known and build community. Many of these small businesses are the ones that we also support in our online store. The idea is to see how we help each other push forward and thrive.”



# Step Up and Dance

Juakila McConnell | East Palo Alto



“Once COVID hit, we had to stop all indoor dances classes. With this grant, we were able to go back to business by teaching our dance classes outdoors not only once a week but two times a week by safely spacing the kids outdoors. This pivot brought more business as people saw that we were an outdoor dance company.”

# Lessons Learned from Supporting Our Small Businesses

1. Build relationships with trusted partners
2. Utilize multiple communication channels
3. Keep it simple and culturally and linguistically appropriate
4. Centralize information and resources
5. Look at the whole business
6. Recognize that customers matter too
7. Coordinate timing of grant opportunities and eligibility
8. Create application processes that promote equity and remove barriers
9. We're continuing to learn about small business needs, which are reflected in the ARPA proposals to come



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**Thank you!**