

Economic Advancement Centers for the Coastside & North Fair Oaks

BOARD OF SUPERVISORS MEETING

OCTOBER 4, 2022

Agenda

- Community Economic Advancement Center Concept
 - South San Francisco Economic Advancement Center
 - Coastside Center Planning Process and Concept
 - North Fair Oaks Business and Family Center Feasibility Study
- Recommendation
- Questions



South San Francisco Economic Advancement Center

South San Francisco Economic Advancement Center Concept



SUPPORT SMALL
BUSINESSES AND
ENTREPRENEURS



ASSIST JOB SEEKERS



HAVE A PHYSICAL
LOCATION IN THE
NEIGHBORHOOD WHERE
RESIDENTS COULD
BENEFIT FROM THESE
SERVICES



VIRTUAL PROGRAMS
BEGAN: JULY 2021



FACILITY OPENED:
FEBRUARY 2022



PROVIDERS:
RENAISSANCE
ENTREPRENEURSHIP
CENTER & JOBTRAIN

Clients served include residents and aspiring small businesses in North San Mateo County:

- Colma
- Daly City
- Millbrae
- Pacifica
- San Bruno
- Brisbane
- South San Francisco

Services include:

- Walk-in assistance for rapid employment placement
- Bootcamps for start ups
- Resource referrals
- Grant program administration
- Bilingual staff (English and Spanish)
- Networking programs in the evenings
- Pop up events



Servicing 100 clients per organization annually

JobTrain:

- Career Advising, Resume Development, and Resources on Occupational Training
- 36 individuals gained new employment after services with an average wage of \$23/hour
- 70% into full time positions
- 15 individuals pursued training through the Teamster's Transportation, Distribution, and Logistics (TDL) Apprenticeship Training

Renaissance workshops:

- Comida y Comunidad
- SPARK – Women's Empowerment Program
- Administrator of CA Microbusiness COVID-19 Relief Grant
- Website Development
- Q2 '22 – 34 classes & workshops held (22 English & 12 Spanish)



ARPA Tranche 2
Proposal
presented to
Board in
February 2022



\$2.5 million each for centers
in NFO & on Coastside



County funds expected to cover two years of
operation



Future funding dependent on a combination
of fed/state grants, philanthropy and
possibly County funds



Opportunity Center of the Coastsides

GOALS

Address immediate needs of local business and Coastside community to effectively **recover** from economic impacts of COVID-19

Advance strategies that lead to a more **equitable, vibrant and resilient** Coastside economy

OVERVIEW



OPEN HOUSE



TASK FORCE



DATA SOURCES



RECOMMENDATIONS

RECOVERY TASK FORCE

Executive Oversight Committee



Matthew Chidester
City of Half Moon Bay



Karen Decker
City of Half Moon Bay



Krystlyn Giedt
Chamber of Commerce



Danielle Lee
County of San Mateo



Erica Wood
Consultant

Recovery Task Force



Aisha Baro
Life Science Cares
Bay Area



Brian Holt
East Bay Regional
Park District



Sophia Layne
Cabrillo Unified School
District



Magan Pritam Ray
Greenberg Traurig



Roy Salume
Coastside News Group



Jayne Battey
Miramar Farms



Dan Littlefield
Hop Dogma Brewing
Company



Richard Lotti
Ocean Colony



Irma Rodriguez
Fruition Sustainability
Solutions



Sandra Winters
Senior Coastsiders



Dana Dahl
Beach House Hotel



Randy Kinghorn
Kinghorn Real Estate



Gopi Mattel
LifeBoat Ventures



Roman Rodriguez
College of San
Mateo



Jenny Walter
Hedger & Walter, LLP



Dawn Dilman
Andreotti Farms



Jered Lawson
Pie Ranch



STRUCTURE AND RESOURCES

- City of Half Moon Bay lead agency
- New economic and community vitality division (3.0 FTEs)
- Plan for sustainability to include earned income strategy
- Regional partners
- Local community advisors



PROGRAM DESIGN

- Entrepreneur, small business and job-seeker support
- Co-located business incubator and other support services (i.e., childcare)
- Integration of Chamber's recently launched business development center
- Connection to higher education and trades
- Cultural and language-appropriate services, including for undocumented population



SPACE AND INFRASTRUCTURE

- Physical space to serve as one-stop site for co-located services
- Vacant commercial properties with approximately 3,000 – 4,000 sq. ft.
- Tenant improvements needed, potential donor for support
- City-leased facility



North Fair Oaks Business and Family Center Feasibility Study

NFO Business & Family Resource Center Feasibility Study



Conducted by Renaissance Entrepreneurship Center and Generations United



Completed in early 2022



Process: 31 interviews, survey of 25 businesses



Findings: Strong support for a Business & Family Center

Requested Services for NFO Center

Business Services

- Job Training
- Entrepreneurship training and resources
- Working capital, loans and grants
- Affordable office space
- Business education and training

Community Services

- Better Information about community services
- Navigation assistance
- Co-working space for community organizations
- Community meeting space

NFO Center Launch Target: Early 2023

\$500,000 Grant to support the Center received from Chan Zuckerberg Initiative
August 2022

Meeting with Community Partners regarding shared location
September/October

RFP for Job Seeker and Small Business Assistance Providers
October/November 2022

EAC Evaluation and Group Learning

- **\$100,000 grant from Chan Zuckerberg Initiative**
 - Evaluate the impacts of the SSF Economic Advancement Center
 - Create a Learning Community for all three sites to share best practices, lessons learned, outreach and contractor management ideas and other suggestions
 - Performance evaluation will be shared with potential future funders

Recommendation: Adopt a Resolution

- (A) Authorizing a total allocation of \$5,000,000 in American Rescue Plan Act (“ARPA”) funds for the development and operation of Economic Advancement Centers in Half Moon Bay (\$2,500,000) and North Fair Oaks (\$2,500,000) to assist local households and small businesses negatively impacted by the COVID-19 pandemic; and
- (B) Authorizing and directing the County Executive, or designee, acting in consultation with the County Attorney’s Office, to negotiate and enter into an agreement with the City of Half Moon Bay for the County’s contribution of \$2,500,000 in ARPA funds to support two years of operation of a Coastside Economic Advancement Center; and
- (C) Approving an Appropriation Transfer Request (“ATR”) in the amount of \$500,000, recognizing unanticipated revenue from the Chan Zuckerberg Initiative grant through the Silicon Valley Community Foundation to Non-Departmental Services to supplement funding for the North Fair Oaks Economic Advancement Center.

Questions
