

Attachment 1: Federal, State and Local Small Business Assistance Programs

Federal CARES Act/SBA loans

- Paycheck Protection Program
- Economic Injury Disaster Loans
- SBA Express Bridge Loans
- Pandemic Unemployment Assistance (PUA), a new program that will provide up to 39 weeks of unemployment benefits to Californians who are business owners, self-employed, independent contractors, have limited work history, and others not usually eligible for regular state unemployment insurance benefits who are out of business or whose services are significantly reduced as a direct result of the COVID-19 pandemic. California has committed to launching a new EDD portal for PAU by April 28, 2020 and to providing payments within 24 to 48 hours after an individual applies.

State of California

- Deferral of sales/use tax up to \$50,000
- Business filing extensions
- Small Business Disaster Relief Loan Guarantee Program
- Recently announced \$125 million COVID-19 disaster relief fund to support undocumented Californians (\$500 to individuals and up to \$1,000 to households).

Silicon Valley Community Foundation

- COVID-19 Regional Response Fund for individuals and families
- COVID-19 Regional Nonprofit Emergency Fund

San Mateo County Strong Fund (through Core Service Agencies)

- Individuals and families in San Mateo County needing assistance with basic needs due to COVID 19
- Nonprofit organizations that provide services and support to the most vulnerable San Mateo County residents for operating support

Attachment 2: Allocation Methodology

Measure K funds are collected through a one-half cent sales tax levied in San Mateo County. To ensure geographic equity among the 20 cities and towns and unincorporated areas, it is proposed that these funds be divided across the 21 jurisdictions based upon 2019 share of population. This would result in the following proposed allocations:

Jurisdiction	TA 2019 Population Counts	TA 2019 Population %	Allocation in \$	Estimate: # of \$10,000 Grants
Atherton	7,167	0.9370%	\$ 9,370.00	0.937
Belmont	27,218	3.5570%	\$ 35,570.00	3.557
Brisbane	4,282	0.5600%	\$ 5,600.00	0.56
Burlingame	30,459	3.9810%	\$ 39,810.00	3.981
Colma	1,571	0.2050%	\$ 2,050.00	0.205
Daly City	106,562	13.9270%	\$ 139,270.00	13.927
East Palo Alto	29,662	3.8770%	\$ 38,770.00	3.877
Foster City	33,477	4.3750%	\$ 43,750.00	4.375
Half Moon Bay	12,657	1.6540%	\$ 16,540.00	1.654
Hillsborough	11,451	1.4970%	\$ 14,970.00	1.497
Menlo Park	33,449	4.3720%	\$ 43,720.00	4.372
Millbrae	22,795	2.9790%	\$ 29,790.00	2.979
Pacifica	39,260	5.1310%	\$ 51,310.00	5.131
Portola Valley	4,353	0.5690%	\$ 5,690.00	0.569
Redwood City	85,288	11.1470%	\$ 111,470.00	11.147
San Bruno	43,185	5.6440%	\$ 56,440.00	5.644
San Carlos	29,931	3.9120%	\$ 39,120.00	3.912
San Mateo	105,536	13.7930%	\$ 137,930.00	13.793
South San Francisco	67,271	8.7920%	\$ 87,920.00	8.792
Woodside	5,561	0.7270%	\$ 7,270.00	0.727
County of San Mateo	64,000	8.3650%	\$ 83,650.00	8.365
	765,135	100.00%	\$ 1,000,000.00	\$ 100.00

Attachment 3: Marketing and Awareness Campaign

In addition to using all communications channels and social media platforms available through the County, every city and town, all elected officials, and the County's chambers of commerce, ethnic business groups, non-profits, faith organizations, ethnic organizations, and other organizations will be asked to market the San Mateo County Strong small business grant program and the application process.

These marketing efforts will focus on ensuring that as many small businesses as possible, especially minority, women, and veteran-owned businesses, are aware of the following:

- Eligibility criteria
- Only online applications will be accepted
- The importance of preparing all eligibility and income/expense documentation before applying – especially the need to scan materials and have internet access to apply and upload supporting documentation
- There is limited funding and only complete applications will be approved.

Examples of Ways to Help:

- Send an email to all your eblast, newsletter, and other groups announcing the grant program and how to apply
- Inform all the business license holders in your city/town
- Identify public agency staff or community volunteers who can help answer questions in Spanish, Chinese, and other languages that come into your city halls or chambers of commerce
- Link to www.SMCStrong.org from your home page where a button will be added about applying for small business grants
- Post a short message on all your social media platforms with a link to www.SMCStrong.org – sample posts will be provided
- Post a message to all the Nextdoor sites in your jurisdiction
- Encourage all your elected and appointed officials to post and repost
- Contact local and ethnic media to help promote and raise awareness
- Like and link to the San Mateo County Strong Fund's social media sites:
 - Facebook: <http://facebook.com/SMCStrong>
 - Instagram: SMCStrongFund
 - Twitter: @SMC_Strong