



San Mateo County COVID-19 Recovery Initiative

**Small Business,
Entrepreneurship and
Workforce Recovery Plan**

March 9, 2021

Project Partners

- **SAMCEDA:** Rosanne Foust, Don Cecil, & Larisa Ocañada
- **NOVAworks:** Kris Stadelman & Luther Jackson
- **Renaissance Entrepreneurship Center:** Sharon Miller & Tim Russell
- **Recovery Initiative Participants**
- **IEM:** Meghan Aminto
- **County Staff:** Danielle Lee, Jessica Stanfill Mullin, John Nibbelin, Brian Kulich, Monali Sheth, & Dan McCloskey

Plan Development Process



Recovery Initiative Economic Recovery Committee

- Support Small Businesses
- Prepare the Workforce for New and Future Jobs

Board of Supervisors Economic Recovery Subcommittee

- Requested Implementation Plan

NOVAworks Report

- Prioritize small businesses from permanent closure
- Train workers for a new economy
- Connect employers to workforce talent

Recovery Initiative Economic Recovery Committee and Equity Recovery Group

- Unanimously approved Implementation Plan

Recovery Plan Components

Phase 1: Small and New Businesses

1. Shop local app with incentives
2. North County small business center
3. Digital tools and training grants

Phase 2: Preparing Workforce

1. Future of jobs and training timing: business intelligence, data, and convening
2. Post-pandemic workforce recovery plan
3. Implementing the workforce recovery plan

Phase 3: Connecting Talent to Jobs

1. Networking, events, and other activities

Phase 1

Small and New Businesses

1.Shop local app with incentives

2. North County small business center
3. Digital tools and training grants

Why? • Stimulate our local economy and support small businesses that are the fabric of our communities

What? • *Colu* – Shop Local app
• \$250,000 for app development and shopper incentives
• Ready to roll-out in early May

Stimulate Your **Local** Economy.

San Mateo County, CA

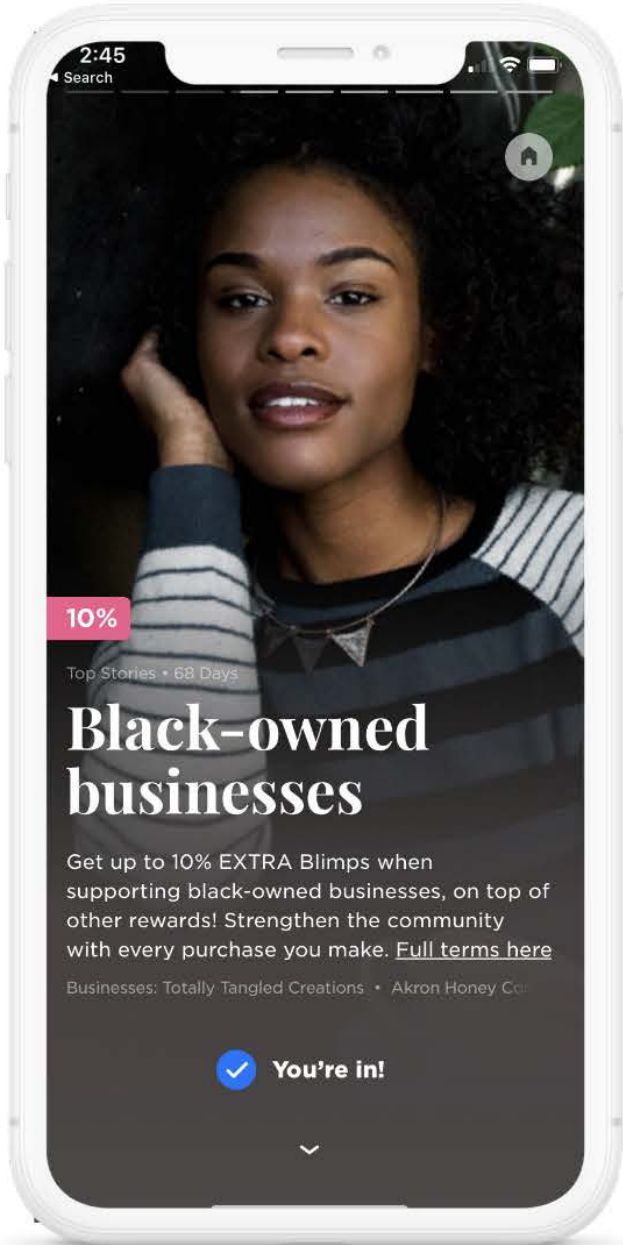


Inclusivity is part of our mission



Possible initiatives include supporting

- Minority-Owned Businesses
- Women-Owned Businesses
- Sustainable Businesses
- Health-Related Activities
- Volunteering for a Cause



Increase Small Business Revenue.

\$ Spent on Amazon



**Local SMBs
additional income**



**Secondary Local
Spending**

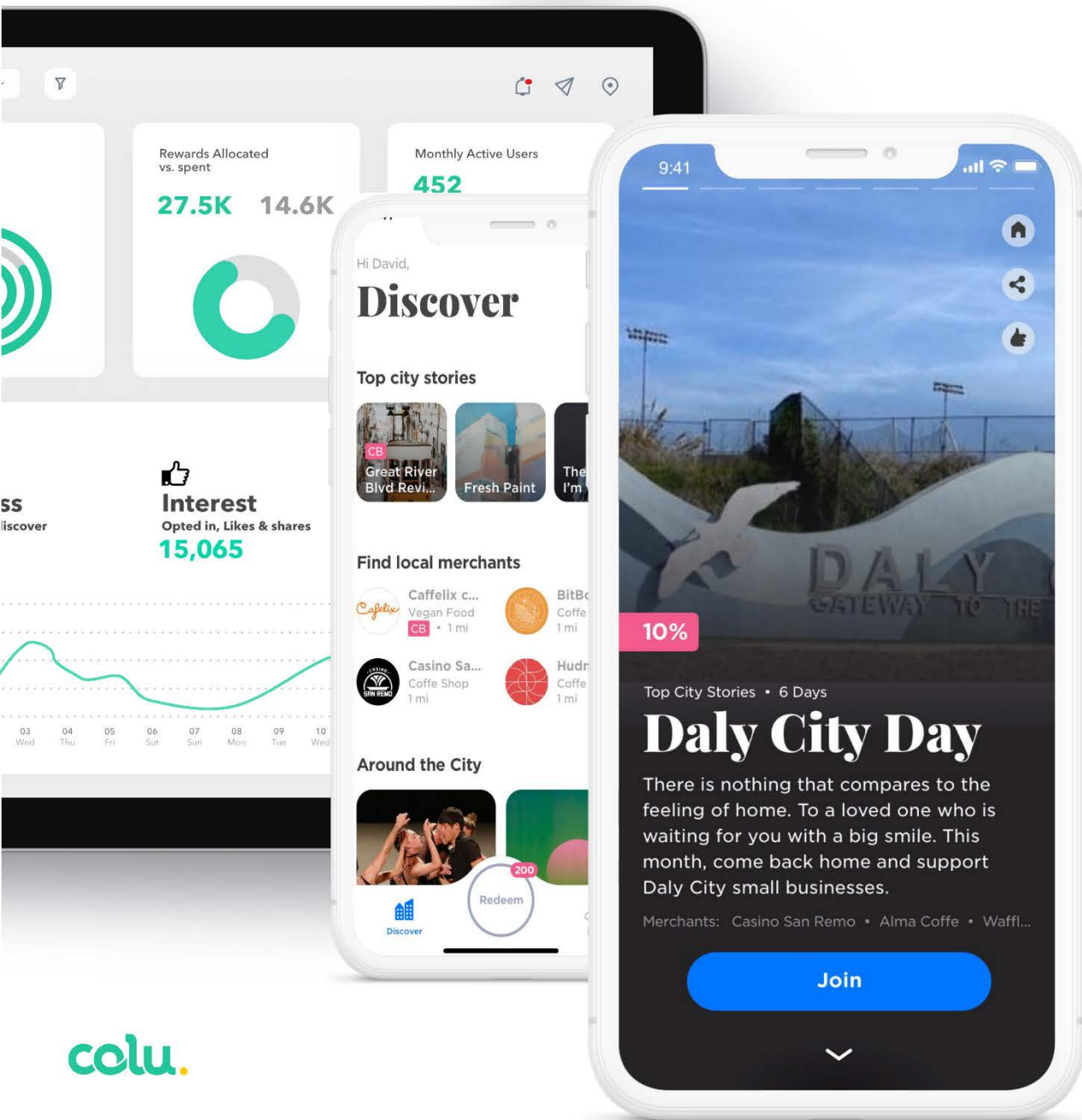


Average \$585 in annual consumption
per person on Amazon
For County with **766k residents**

**If only 15% of purchases
made on Amazon were
made at local businesses**

45% of spending at local
businesses stays local*

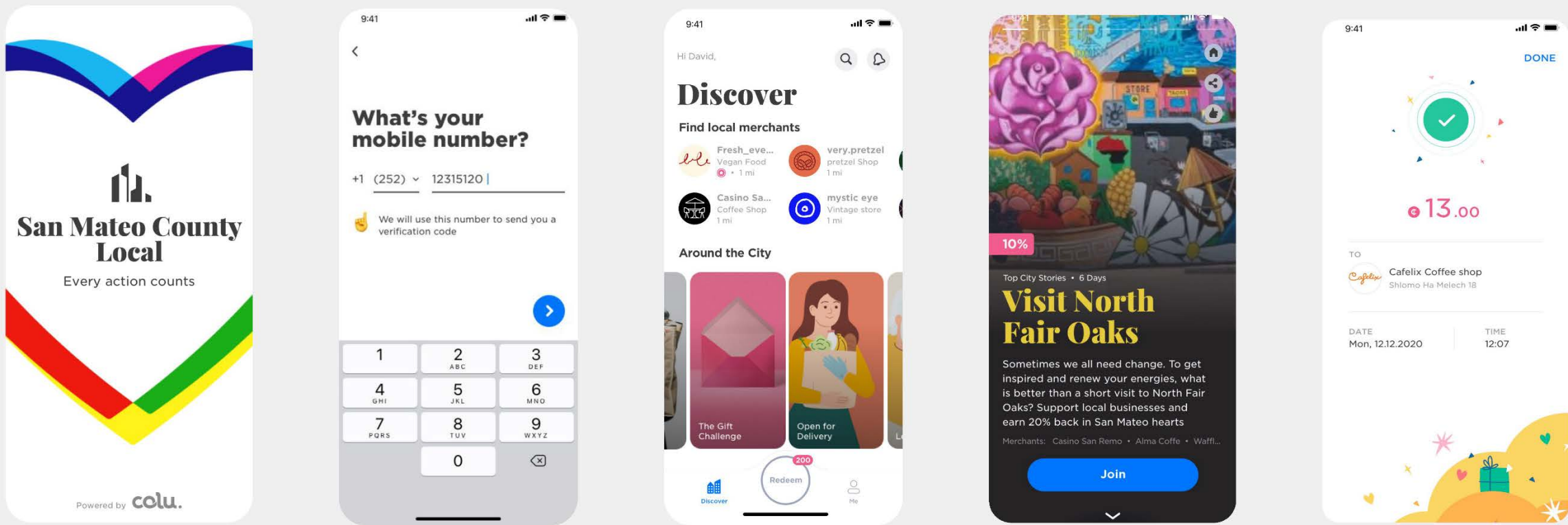
***Forbes.** "Shopping Local vs. Shopping Locally"



Colu's platform helps cities reward residents for taking actions that promote their strategic goals

- Mobile-app and platform
- Powered with a unique County Coin
- Gamification elements to increase engagement
- Generating municipal revenue streams
- Boots-on-the-ground
- Real time economic data

How Does it Work?



Download
app



Add user
information



Explore San Mateo
County's
local retailers,
restaurants and stores



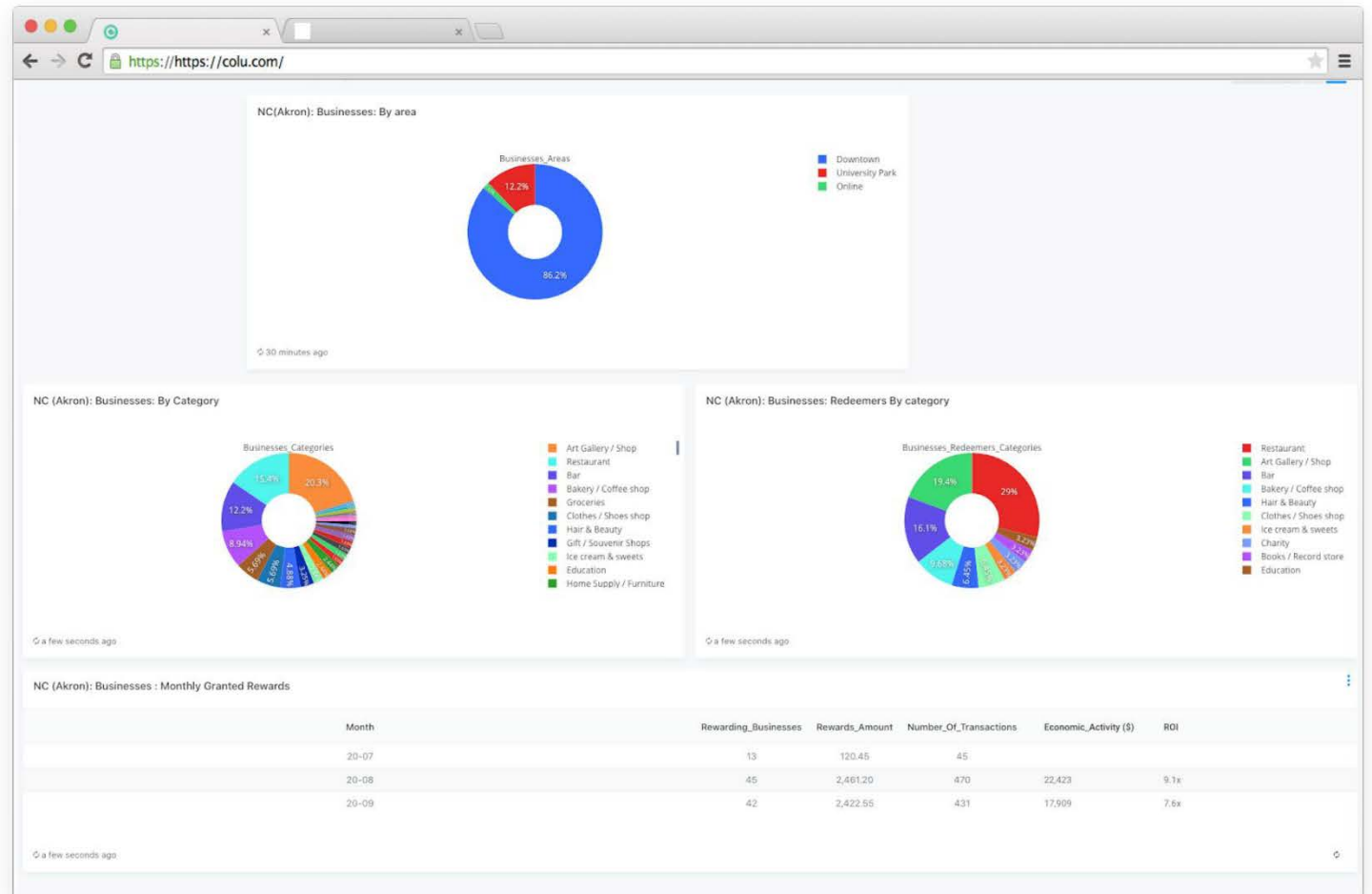
Take action
and earn
San Mateo County
Hearts



Redeem
San Mateo County Hearts
at local businesses

Real Time Economic Data

- Launch campaigns to promote city initiatives and events
- Track resident impact on local economy by segment

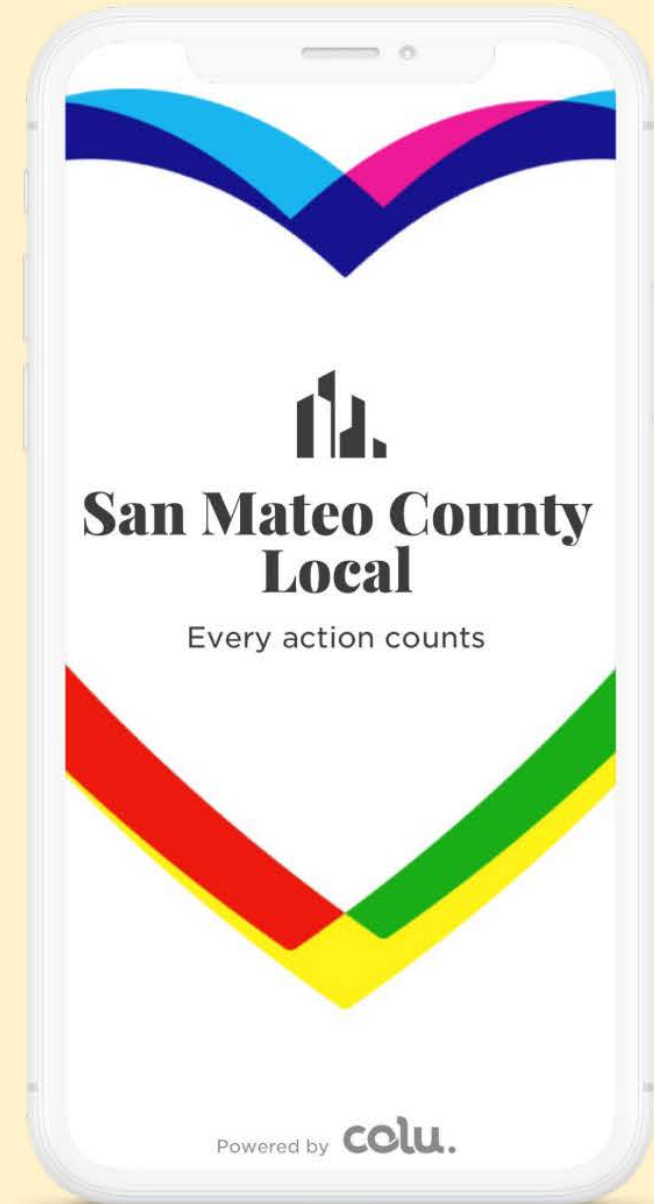
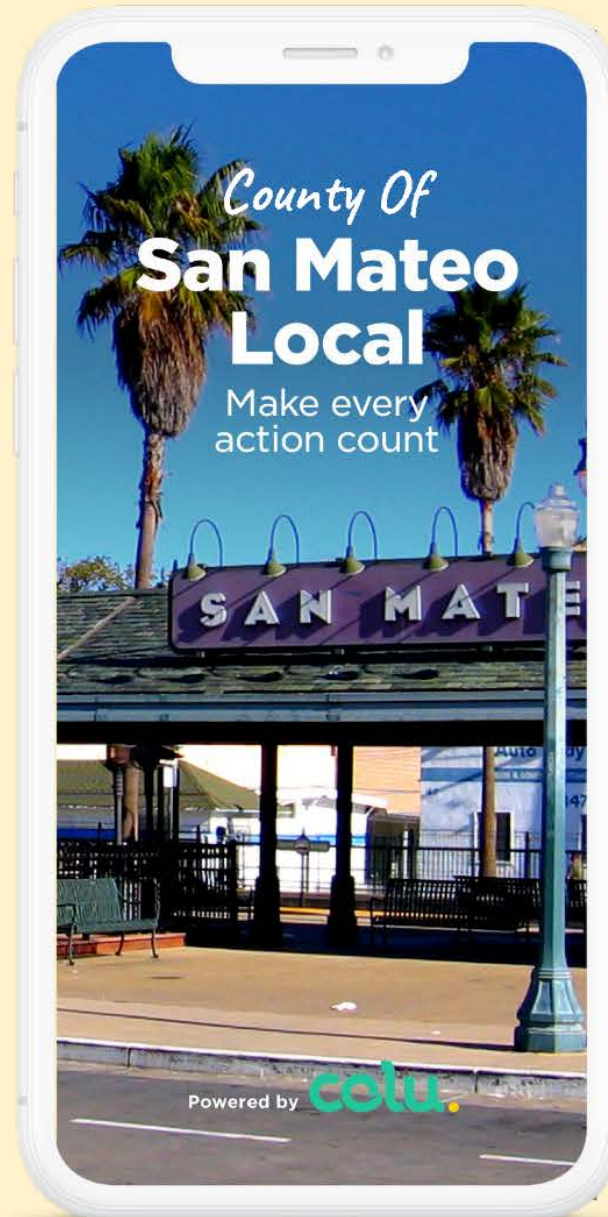


Introducing:

San Mateo County Local

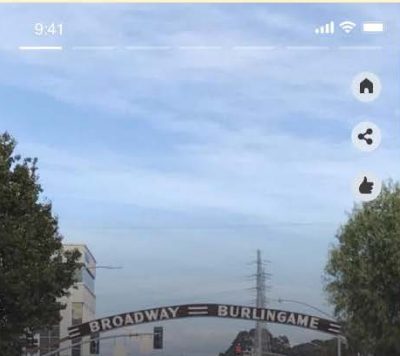
(Illustration)

colu.



Showcasing Our Communities & Initiatives and Collaborating with Partners

9:41



10%

Top City Stories • 6 Days


Love for Broadway

Keeping yourself entertained during the pandemic can require some creativity, but strolling through Burlingame is an easy way to bring the community together while getting to know the beautiful museums and local shops. Not

Merchants: Casino San Remo • Alma Coffe • Waffl...

Join

9:41



10%

Top City Stories • 6 Days

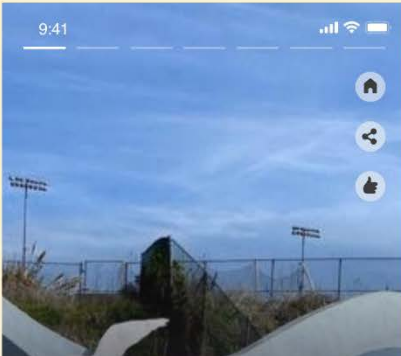
Visit North Fair Oaks

Sometimes we all need change. To get inspired and renew your energies, what is better than a short visit to North Fair Oaks? Support local businesses and earn 20% back in San Mateo hearts

Merchants: Casino San Remo • Alma Coffe • Waffl...

Join

9:41



10%

Top City Stories • 6 Days


Daly City Day

There is nothing that compares to the feeling of home. To a loved one who is waiting for you with a big smile. This month, come back home and support Daly City small businesses.


Merchants: Casino San Remo • Alma Coffe • Waffl...

Join

9:41




Top City Stories • 30 Days



We are San Mateo County


Learn more about San Mateo County's Recovery Initiative, a collaboration among local government agencies, community-based organizations and nonprofits, to promote inclusive recovery in the region. Download the full report

9:41



5%

Top City Stories



Back on the Road

Get EXTRA 5% back in San Mateo Hearts when shopping in local businesses in the county! Link your card and join the offer so we can automatically reward you for purchases in participating businesses.

Join

Phase 1

Small and New Businesses

1. Shop local app with incentives
- 2. North County small business center**
3. Digital tools and training grants

Why?

- Success of Renaissance Entrepreneurship Center in EPA
- Need for small business assistance in north county

What?

- County contribution of up to \$200,000 toward start-up and first year operation of north county resource center
- Free assistance for a variety of needs: rent negotiation, grant application, general business assistance, networking, other help
- In discussions with City of South San Francisco
- Potential expansion to Coastsides and central County if successful and funding is available

Phase 1 Small and New Businesses

1. Shop local app with incentives
2. North County small business center
- 3. Digital tools and training grants**

Why?

- REN grants almost all included requests for digital tools and training
- Over 500 REN targeted grant applications, 170 funded

What?

- \$350,000 contract with Renaissance Entrepreneurship Center for grants, training and program administration
- Grants of up to \$2,500 for 100+ small businesses
 - Hardware, webpage development, e-commerce tools, tech training, etc.
 - Priority given to business owners in low-income zip codes
- Timeframe: April to June

Phase 2

Preparing Workforce

1. Future of jobs and training timing: business intelligence, data, and convening

2. Post-pandemic workforce recovery plan

3. Implementing the workforce recovery plan

Why?

- The economic outlook changes almost daily based on the health tier, the vaccine roll-out, customer comfort
- To appropriately time job readiness, we need to know what businesses are thinking and what the economic data is indicating

What?

- Current contracts with Bay Area Council Economic Institute and Professor Chris Benner, UCSC
- Total funding not to exceed \$250,00
- Continue & extend contracts to have ongoing updates
- Convene business and community leaders to share insights and workplan in April

Phase 2

Preparing Workforce

1. Future of jobs and training timing: business intelligence, data, and convening

2. Post-pandemic workforce recovery plan

3. Implementing the workforce recovery plan

Why?

- Many displaced workers have jobs that may not return post-pandemic
- New skills, especially digital fluency, will be needed post-pandemic
- Multiple agencies/organizations involved in workforce development

What?

- Contract with NOVAworks to convene all workforce related organizations to develop a coordinated, countywide workforce recovery plan
- Plan based on business intelligence, most recent economic data
- Timeframe: April to June
- \$50,000 for contractor to facilitate plan development

Phase 2 Preparing Workforce

1. Future of jobs and training timing: business intelligence, data, and convening
2. Post-pandemic workforce recovery plan
- 3. Implementing the workforce recovery plan**

Why?

- Need to earmark funds to implement countywide plan
- Expect plan to include a suite of programs – OJT, classroom, subsidized work experience, internships, stipends, coaching, other options...

What?

- Requesting the Board commit \$2,000,000 for training plan implementation for FY 2021-2022
- Seek additional federal and state funding

Phase 3

Connecting Employers & Talent

1. Networking, events, and other activities

- Why?**
- Retrained workers will need assistance connecting with potential new employers
 - Getting people into jobs is the last, but most important step in job development
- What?**
- When the time is right, SAMCEDA, NOVAworks and other partners will develop a plan to link prepared job seekers with employers
 - Funding set aside of \$100,000
 - Timeframe: To be determined

Funding and Timing Chart

| Phase/Recommendation | | Partners | Funding | Time Frame |
|--|--|--------------------------|--------------------|---------------------------|
| Phase 1: Small & New Businesses - \$800,000 | | | | |
| 1 | <i>Shop Local App with incentives</i> | <i>Colu & cities</i> | <i>\$250,000</i> | <i>March - October</i> |
| 2 | <i>North County Small Biz Center</i> | <i>TBD</i> | <i>\$200,000</i> | <i>April – March 2021</i> |
| 3 | <i>Digital Tools and Training Grants</i> | <i>REN</i> | <i>\$350,000</i> | <i>April – June</i> |
| Phase 2: Preparing Workforce - \$2,300,000 | | | | |
| 1 | Data, Info & Convening | Multiple | \$250,000 | On-going |
| 2 | Countywide Workforce Training Plan | NOVA & others | \$50,000 | April – June |
| 3 | Implementing the Training Plan | TBD based on plan | \$2,000,000 | TBD |
| Phase 3: Connecting Talent to Jobs - \$100,000 | | | | |
| 1 | Networking, Events, other activities | SAMCEDA & others | \$100,000 | TBD |
| | Reserve | | \$1,800,000 | |
| | TOTAL | | \$5,000,000 | |

Recommendation

Accept the Strategic Plan for Workforce Recovery and implement Phase 1 and a portion of Phase II by authorizing and directing the County Manager to:

- Enter into an agreement with *Colu* for \$250,000 and waive competitive bid requirement, and
- Contribute up to \$200,000 toward a North County Small Business and Entrepreneurship Resource Center, and
- Contribution up to \$350,000 toward a Technology Tools and Training grant program and waive competitive bid requirement, and
- Contract with NOVAworks for \$50,000 to lead the development of a countywide workforce development and training plan, and
- Report back to the Board on each of the programs as part of the FY 2021-23 budget process and submit a proposed continuation budget with a total cost not to exceed \$5,000,000.