

2021 SMC Strong Small Business Grant Programs Introduction

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Five Rounds of Small Business Grants Since May 2021

- 980 businesses assisted
- \$12.1 million distributed
- Types of Grants
 - Countywide
 - Geographic and business sector targeted
 - Specific assistance: digital tools & training

What We've Learned Since May 2020

- Small businesses still need assistance
- Many haven't received any support to date
- First come/first served grants disadvantage business owners without digital tools and skills
- Reaching immigrant business owners requires door-to-door in-language support from trusted messengers
- County grants have leveraged additional public and private funds

Small Business Grants Suite

- 6. General Small Business Grants
- 7. Micro-Enterprise Home Kitchen Operators
- 8. Micro Food Businesses



Common Aspects of 2021 Grants

- Designed to assist lower income entrepreneurs and small business owners
- Extensive outreach through multiple partners
- Door-to-door in-language outreach to 400 businesses in targeted communities
- Easy access application
 - Initial self-attestation of eligibility
 - Randomly selected grantees provide documents
- Funding managed by the San Mateo Credit Union Community Fund through contract of up to \$75,000



2021 SMC Strong Small Business Grants

Agenda Item 6



Key Components

- County contribution of \$2 Million
- 200 grants of \$10,000
- Funds allocated by population to jurisdictions
- Eligibility
 - Demonstrated COVID impact
 - No prior federal, state or County assistance
 - Gross income of \$150,000 or less in 2019
 - 10 or fewer employees in 2019
 - Occupy a physical location in San Mateo County

2021 SMC Strong Small Business Grants Timeline

Countywide and
Targeted Outreach,
Applications Open
August

Applications Close,
Selection, Eligibility
Confirmation
September

Grants Distribution
on a Rolling Basis
Late September to
October



Recommendation

Adopt a resolution:

- A. Approving an allocation of \$2,000,000 in American Rescue Plan funds, or other funds as determined by the County Manager, to SMCU Community Fund for administration and distribution to benefit eligible small businesses under a new County-specific grant program called the 2021 SMC Strong Small Business Assistance Program; and
- B. Authorizing and Directing the County Manager, or designee, to negotiate and enter into, on behalf of the County, an agreement with SMCU Community Fund for the administration and distribution of \$2,000,000 in American Rescue Plan funds, or other funds as determined by the County Manager, to benefit eligible small businesses under the SMC 2021 Small Business Assistance Program, and providing a fee to the SMCU Community Fund in an amount not to exceed \$75,000 for administration and expenses related to the grant program, for a term of July 13, 2021 through November 30, 2021.

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