



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 21-904

Board Meeting Date: 11/16/2021

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Michael P. Callagy, County Manager
Peggy Jensen, Deputy County Manager

Subject: Contract with SAMCEDA for Economic Recovery Support

RECOMMENDATION:

Adopt a resolution authorizing a fifth amendment to the agreement with the San Mateo County Economic Development Association to increase the maximum amount authorized to be expended thereunder by \$75,000 to a maximum amount not to exceed \$564,810 and to extend the term of the agreement through March 31, 2022, for support and assistance with implementation of the economic recovery components of the San Mateo County Recovery Initiative.

BACKGROUND:

At the start of the pandemic, the County contracted with the San Mateo County Economic Development Association (SAMCEDA) to provide support and assistance with the Pandemic Recovery Initiative. We did not know, at that time, how long the pandemic would last. Over the past 18 months, the agreement between the County and SAMCEDA has been amended four times to continue and expand SAMCEDA's support for San Mateo County pandemic economic recovery initiatives.

Under this contract, SAMCEDA has organized and hosted webinars for businesses on health guidance and provided daily updates to the business community on resources to help them come through the pandemic successfully. SAMCEDA staff were key partners in the development, promotion and implementation of the multiple small business grant programs approved by your Board. SAMCEDA has also engaged the Peninsula Chinese Business Association (PCBA) to conduct door-to-door outreach to assist Asian business owners with grant applications and to share information about COVID testing and vaccine events. Most recently, SAMCEDA has co-led the development, marketing and launch of the Choose Local San Mateo County app.

DISCUSSION:

Through four amendments, the total amount authorized to be expended under the agreement with

SAMCEDA is \$489,810. The ongoing economic recovery work done by SAMCEDA accounts for \$225,000 of the current agreement amount. SAMCEDA was paid \$12,500 a month from June through December of 2020 for their services. The monthly payment was increased to \$15,000 a month in January of 2021. The proposed fifth amendment to contract continues the monthly \$15,000 payments through March of 2022. The balance of the current contract amount, \$264,810 is for the SAMCEDA subcontract with PCBA.

The initial agreement and the four prior amendments were all executed pursuant to authority granted by the Board of Supervisors to the Director of Emergency Services/Emergency Operations Center to enter into agreements for up to \$500,000 in support of the County's COVID-19 response efforts. Because staff is proposing a further amendment to the agreement with SAMCEDA that will increase the maximum amount authorized to be expended by \$75,000, to \$564,810, Board approval of the amendment is required.

In addition to increasing the amount authorized to be expended under the agreement, this fifth amendment will extend the term of the agreement from November 1, 2021 through March 30, 2022. During the remaining term of the agreement, SAMCEDA will continue to support the County's economic recovery initiatives. That work will include, but not be limited to, ongoing support and promotion of the Choose Local San Mateo County app (including potential expansion beyond the seven pilot cities/areas); ongoing daily communication with the business community around recovery grants, pandemic updates and other recovery-related issues; ongoing participation in the economic recovery workgroup; and webinars, outreach and support as needed for economic recovery initiatives.

FISCAL IMPACT:

The additional cost of the fifth amendment to the SAMCDA contract for economic recovery assistance is \$75,000. Funding for this amendment will come from American Rescue Plan Act funds, or other funds as determined by the County Manager.