

County of Santa Clara


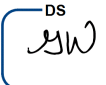
Office of the County Executive

County Government Center, East Wing
70 West Hedding Street
San Jose, California 95110
(408) 299-5105



MEMORANDUM

TO: Honorable Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive^{DS}

FROM: Greta S. Hansen, Chief Operating Officer 
Glen Williams, Asset Development Manager, Asset and Economic Development 

RE: Off Agenda Report Related to Santa Clara County as Fiscal Agent for the California Microbusiness Covid-19 Relief Grant Program (MBCRG)

DATE: February 27, 2023

Under advisement from March 22, 2022 (Item No. 31), this report responds to the request to have Administration report periodically to the Board regarding the status of the California Microbusiness Covid-19 Relief Grant Program (MBCRG). At the January 11, 2022, Board meeting (Item No. 49), the Board agreed to accept a grant of \$2,438,122 to provide funding for \$2,500 grants to very small businesses in Santa Clara County who were negatively affected by Covid-19.

As a condition of the grant from the State, the County must report bi-monthly on the status of the program. The fifth report was submitted on February 23, 2023, and is attached to this memo. The data is reported as of January 31, 2023, as instructed by the State. Administration is pleased to report that we have awarded 875 grants (\$2,187,500) to very small businesses as of that date, which is the total number targeted in the application to administer the grant program in Santa Clara County. Administration and the County's sub-agent, the Enterprise Foundation, are currently completing a review of the administrative costs of administering the program. There will be cost savings, and pursuant to our application, the full amount of any cost savings will be applied to make additional grants. We expect those few additional grants will be awarded in the new current reporting period and the County will invoice the State for the remaining balance of the grant.

Of the total grants approved, the number of woman-owned businesses receiving a grant was 400 (45%). The number of recipients that identified as Hispanic/Latino was 587 (67%) and the number identifying as Asian was 145 (16%). We are pleased that the program was successful at reaching the State's targeted beneficiaries. The State's form detailing individual grants was also submitted, identifying the specific small businesses that received the \$2,500 grants, should the

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Page 2 of 2

State need to audit.

The Enterprise Foundation continues to process grant applicants and will do so until all remaining funds are awarded. The next report to the State is due April 17, 2023, but Administration expects that a final report and final invoice will be submitted before then. The final off-agenda report to the Board will follow that submittal.

CC: Chief Board Aides
James R. Williams, County Counsel
Tiffany Lennear, Clerk of the Board of Supervisors
Greg G. Iturria, County Budget Director
Mary Ann Barrous, Agenda Review Administrator

Attachments



OFFICE OF THE SMALL BUSINESS ADVOCATE

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

NARRATIVE REPORT

COUNTY NAME: Santa Clara County

DATE: February 15, 2023

Performance Narrative:

Since first opening the program to applications in April 2022, there has been a significant response from the community with a continuous flow of grant applications through the grant portal, as well as in person. The County's press releases, and the promotional efforts of the Enterprise Foundation and its community outreach partners have been overwhelmingly successful, including social media, email blasts, and local community radio and television spots in English, Spanish and Vietnamese.

The targeted outreach in person at shopping centers, churches and busy streets in specific zip codes resulted in face-to-face conversations with potential applicants as well as with individuals who hear about the program from their friends and neighbors. Personal contact and referrals from friends continue to be the best ways to reach qualified applicants in the most underserved communities.

In fourth quarter 2022, the Enterprise Foundation hosted an in-person workshop at its office for both grant applicants and grant awardees, comprised mostly of local street vendors. The workshop presenters included Juan Borrelli, City of San Jose Business Ally, who discussed how to start a business in San Jose, the importance of permits and licenses and making sure their financial documentation is well maintained. A presenter from the San Jose Police Department emphasized the importance of complying with the health and safety guidelines, as well as reporting any crime and/or harassment they may have faced as a street vendor. The Enterprise Foundation, through its Access SBDC program, also gave a brief overview of the free services available to assist these microenterprises with additional funding, marketing and the permitting process. The goal continues to be to provide as much support as possible to these microenterprises whether they were awarded a grant or not. This workshop was attended by over 70 microenterprises and as a result garnered additional applications for the microgrant program from attendees and attendee referrals.

As of January 31, 2023, the Enterprise Foundation had awarded an additional 140 grants since its last report. The majority of those grants went to Hispanic/Latino microbusinesses, mostly comprised of street food vendors. Of the new grants awarded, 72 (51%) went to female-owned microenterprises. As of January 31, Santa Clara County has awarded the full number of grants proposed (875) totaling \$2,187,500. However, as Santa Clara County indicated at the time of its application, it is our intent to make additional grants available, to the extent that there is additional funding available from savings in the administrative budget. We expect to finish accounting for all administrative costs and award all remaining funds as additional grants during the current new reporting period. It is our intent to submit a final invoice during the current quarter and successfully complete the MBCRG program for Santa Clara County.

Our Board of Supervisors has approved internal funding for an additional small business grant program, which is expected to be open to new applications by the end of this quarter, which may be available to microbusinesses as well as to other small businesses.

Performance metrics:

As reflected in the attached detailed report, the marketing of the program has reached the underserved microbusinesses in our area, particularly from the Asian-American and Hispanic/Latino communities, as well as female-owned microbusinesses. Of the total grants awarded, 83% were awarded to Hispanic/Latino or Asian applicants, and 45% were awarded to female-owned businesses. Much of the success can be attributed to the in-person outreach of the Enterprise Foundation team and its non-profit partners. Face-to-face contact and personal referrals have been the most effective marketing tools to reach the targeted grantees.

The completed excel templates provided by CalOSBA are attached.

Agreement
Number

**MBCRG2022-
C21**

Demographics	Total Applications	Ineligible	Applications Awarded (#)	Grants Awarded	% of Award
Total	1713	493	875	2,187,500.00	51.1%
African-American	69	19	13	32,500.00	1.5%
Alaskan Native	1	0	0	0.00	0.0%
Asian	309	227	145	362,500.00	16.6%
Hawaiian Native	0	0	0	0.00	0.0%
Hispanic or Latino	684	184	587	1,467,500.00	67.1%
Native American	1	1	1	2,500.00	0.1%
Not Hispanic or Latino	304	260	187	467,500.00	21.4%
Other Pacific Islander	3	0	0	0.00	0.0%
Rural	21	0	10	25,000.00	1.1%
Veteran	1	0	1	2,500.00	0.1%
White	78	13	17	42,500.00	1.9%
Women	591	162	400	\$1,000,000.00	45.7%
Did not provide information	568	49	112	280,000.00	12.8%

County	Senate Districts	Applications Received (#)	Applications Awarded (#)	Grants Awarded (\$)	% Awarded
Santa Clara	SD10	242	91	227,500.00	37.6%
Santa Clara	SD13	88	34	85,000.00	38.6%
Santa Clara	SD15	1214	675	1,687,500.00	55.6%
Santa Clara	SD17	169	75	187,500.00	44.4%

County	Assembly Districts	Applications Received (#)	Applications Awarded (#)	Grants Awarded (\$)	% by Units
Santa Clara	AD23	40	31	77,500.00	77.5%
Santa Clara	AD24	95	44	110,000.00	46.3%
Santa Clara	AD25	428	248	620,000.00	57.9%
Santa Clara	AD26	40	33	82,500.00	82.5%
Santa Clara	AD27	755	365	912,500.00	48.3%
Santa Clara	AD28	250	109	272,500.00	43.6%
Santa Clara	AD29	68	33	82,500.00	48.5%
Santa Clara	AD30	37	12	30,000.00	32.4%