June 2020

To Our Members, Partners and Stakeholders,

The last few months have been beyond challenging to our organizations and to us. The senseless and tragic death of George Floyd on May 25th, the ensuing week of peaceful and violent protests, open rage and silent rage, and attacks on our media have left us questioning who we are and what we stand for. Each day we are asking ourselves repeatedly how can we truly move forward as one people, one neighborhood, one community, and one nation.

The leaders that founded SAMCEDA did so in these words, “To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay generally. To promote the general welfare of the area.”

They did not call out one race, religion, or sexual orientation over any other. They did not distinguish individual, community or economic prosperity but one prosperity.

In struggling to find the right words to convey a message of hope in this dark time, I turned to the Dalai Lama – “To remain indifferent to the challenges we face is indefensible. If the goal is noble, whether or not it is realized within our lifetime is largely irrelevant. What we must do therefore is to strive and persevere and never give up.”

SAMCEDA, along with many others, will not give up.

Thank you for your ongoing support. Please stay healthy and safe.

Sincerely,

Rosanne Foust
President & CEO, SAMCEDA
JULY 2019 - TO - FEBRUARY 2020
INNOVATORS AWARD WINNERS:

ALECTOR
Course Hero
IONpath
Robinhood
snowflake

DAVID D. BOHANNON MEMORIAL AWARD WINNER

Stacey Wagner
Director of Public Affairs

Redwood City Medical Center

More than the Bottom Line
SAMCEDA's More than the Bottom Line show features local game-changing company leaders in Silicon Valley. The show highlights all that our members are doing with and for our local communities—more than the bottom line. Visit samceda.org to watch episodes.

EVENTS
- Public Policy & Housing, Land Use and Transportation Committees
- Birdies for Business - Golf Tournament
- BizJournal's Peninsula Structures
- Connect19
- Economic Outlook ’20
- Success Summit at Skyline College
- BizJournal’s Mentoring Monday
- Innovators: SAMCEDA Awards of Excellence
- “THRED” Talks - Weaving Our Region Together
Every ten years, the federal government is required to count everyone living in the United States. The decennial census is a cornerstone of our democracy, ensuring equitable political representation, and fair allocation of resources at all levels of government. Census data is also used by local governments, businesses, and nonprofits to make important policy, program, and budget decisions.
On March 16, 2020, our lives personally and professionally changed forever with the Bay Area health orders to Shelter-in-Place. There has never been a period quite like this in SAMCEDA’s 67-year history. For the past three months, we have ensured that SAMCEDA has maintained our focus on the existing priorities and supported the direct needs of our members, while pivoting to work directly with the County of San Mateo and its 20 cities and towns on crisis response to the COVID-19 shutdown.

“YOU SHOW YOUR HUMANITY BY HOW YOU SEE YOURSELF NOT AS APART FROM OTHERS BUT FROM YOUR CONNECTION TO OTHERS.”

- ARCHBISHOP DESMOND TUTU
SAMCEDA SUPPORTING THE COUNTY’S COVID-19 RECOVERY & RELIEF EFFORTS

Thank you to our healthcare community for all that you do!

- Liaison to the San Mateo County Manager’s Office for the business community
- Reimagined SAMCEDA.org with factual information on business resources
- Designed Business Continuity Action Plan for small business
- Facilitated the development and launch of the San Mateo County Strong Fund, including COVID-19 PSAs, multilingual messaging, targeted donation outreach to companies, individuals and cities/towns
- Information conduit with Cities/Towns, Chambers of Commerce, Convention & Visitors Bureau, Labor, Education, Non-Profits, Elected Officials, and Other Stakeholders
**SAMCEDA CONNECTS, CONvenes, AND CONTRIBUTES**

**SAMCEDA WEBSITE**

- SAMCEDA Website
- Surveys
- Daily Newsletters
- Presentations
- Social Media

**SURVEYS**

Sam Mates County COVID-19 Business Economic Impact Survey

**BUSINESS CONTINUITY ACTION PLAN**

**DAILY NEWSLETTERS**

**PRESENTATIONS**

Get the latest on:
- BRIDGES: The Red Backpack Fund for female entrepreneurs
- Finding licensed childcare
- How with Google's website!

Do you need face-covering signs to provide guidance for your business & customers (who are now required to wear face coverings for essential businesses)?

Business can now order signs via the COVID-19 Business Reopening and Recovery Survey.

[Download and print @sammateco's sign here](https://bit.ly/2XVE18)
[More info](https://bit.ly/3o2Q4t2)

San Mateo County

Rescue Food and County of San Mateo

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**SOCIAL MEDIA**

- [Download and print @sammateco's sign here](https://bit.ly/2XVE18)
- [More info](https://bit.ly/3o2Q4t2)

San Mateo County

Rescue Food and County of San Mateo
WHAT SAMCEDA OFFERS

• An influential voice and a seat at the table on issues that affect business, education, non-profits, and residents
• Direct communication with top federal, state, regional, and local political leaders and other stakeholders
• Established relationships with regional partnerships throughout the Bay Area including the Bay Area Council, Joint Venture, Silicon Valley Leadership Group, the San Mateo County – Silicon Valley Convention & Visitors Bureau, the Redwood City-San Mateo County Chamber of Commerce, the San Mateo Area Chamber of Commerce, and SPUR
• Access to valuable information on a timely basis regarding budgetary and fiscal stability with the state, regional, and local jurisdictions, policy initiatives on multiple topics including transportation, housing, education, workforce development, technology, environment, healthcare, land use/zoning, and economic development that directly impacts how business is done
• Up-to-date economic research prepared both internally and externally and drawn from multiple independent sources on San Mateo County, the greater Bay Area, and the State of California