

# A YEAR LIKE *NO OTHER*

ANNUAL UPDATE 2020 - 2021

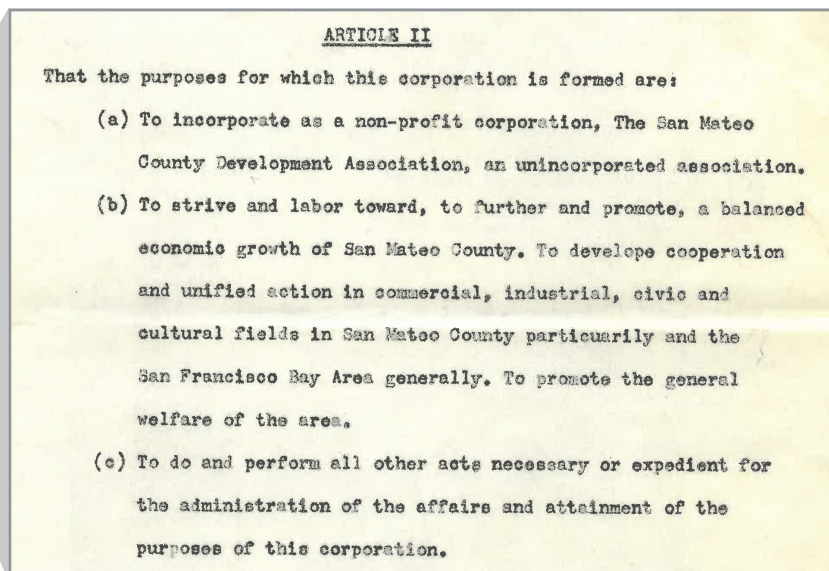


**SAMCEDA**  
San Mateo County Economic Development Association



# SAMCEDA

San Mateo County Economic Development Association



SAMCEDA was founded in 1953 by the early innovators and entrepreneurs in San Mateo County with a purpose *"To strive and labor toward, to further and promote, a balanced economic growth of San Mateo County. To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay Area generally. To promote the general welfare of the area."*



## SAMCEDA BOARD

### EXECUTIVE COMMITTEE

**SHERRI R. SAGER** - *Chair of the Board*  
Lucile Packard Children's Hospital Stanford  
**ARIANE HOGAN** - *Vice Chair*  
Genentech  
**ROBERT WEBSTER** - *Vice Chair*  
Bohannon Development Company  
**STEVE MINCEY** - *Past Chair of the Board*  
DES Architects + Engineers, Inc.  
**PAUL CASIAS** - *Vice Chair of Finance*  
My-Business-Advisor LLP  
**ELAINE BREEZE** - *Secretary*  
SummerHill Apartment Communities  
**ROSANNE FOUST** - *President and CEO*  
SAMCEDA

### BOARD OF DIRECTORS

**EMYLENE ASPILLA**  
San Francisco International Airport  
**MIKE BANGS**  
Oracle  
**FRANK BARTALDO**  
Heritage Bank of Commerce  
**NORMAN BOOK, JR.**  
Carr McClellan  
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Sares Regis Group of Northern California  
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**WILLIAM GRAHAM**  
Sequoia Hospital, A Dignity Health Member  
**RICK KNAUF**  
Colliers International  
**SUNIL PANDYA**  
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**JONATHAN SCHARFMAN**  
Real Estate Executive  
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STANFORD UNIVERSITY

### EMERITUS ADVISOR

**T. JACK FOSTER, JR.**  
Foster Enterprises

June 2021

To Our Members, Partners and Stakeholders,

First, thank you. For your support, your commitment, your appreciation for our work, and your resilience in constantly stepping up in all you do for San Mateo County. We could not have managed through the past year without all of it. Please know we will be *forever grateful*.

From June 2020 until today, this has been a year like *no other*. Our world turned upside down. Since its founding in 1953, SAMCEDA has faced many challenges and opportunities, *always* coming out stronger and *more* focused than before. But we were tested this past year, as were many, and in looking back, we could not be more proud of how SAMCEDA has grown and evolved as an organization and met the moment through connections, communication, convenings, and contributions.

We collaborated, we partnered, we led, we influenced, we engaged, we cajoled, we encouraged, and we persevered. What we *did not* do was give up or stop moving forward. We may have detoured and re-grouped, but we *kept going*. The work SAMCEDA embraced this past year has become a part of our legacy and reaches back to the seeds planted by SAMCEDA's founders' decades ago.

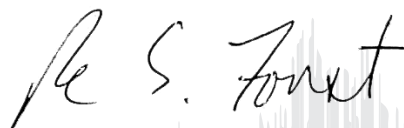
*"To develop cooperation and unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay generally. To promote the general welfare of the area."*

By supporting and championing all businesses, whether they were large, small, sole proprietors, family-, women-, minority-, veteran-, LGTBQ-owned (in every corner of the County and our 20 cities & towns), we strived to *save* as many as possible, through whatever means we had before us. It was one day, one business, one grant, one connection, one phone call, one email, one conversation, and *especially* one kindness at a time.

SAMCEDA also never skipped a beat on its core mission and advocacy efforts including: housing, transportation, workforce, education, childcare and a deep commitment to bringing *all voices* to the table. I look back to the *Guest Perspective* feature I wrote in the *San Mateo Daily Journal* in May of 2020 entitled, "*The Status Quo is Not an Option*." Those words embody the SAMCEDA of the past, present, and future and will guide us through this recovery & *beyond*.

As we continue our journey to embrace innovation, celebrate business, build stronger communities, and provide equitable opportunities for all, Walt Disney sums it up well, "*The way to get started is to quit talking and begin doing.*"

With Gratitude,



Rosanne Foust  
President & CEO, SAMCEDA

## ACTIVITIES

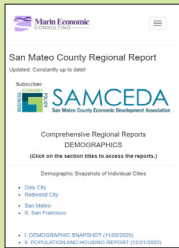
### Small Business Relief Grants



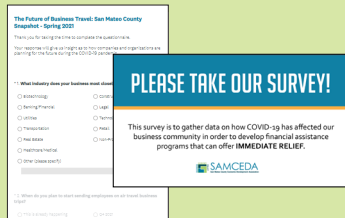
### Webinars



### Marin Economic Consulting



### Surveys



## FEBRUARY 2020

2.1%

Unemployment Rate  
in San Mateo County



4.3%

Unemployment Rate  
in California



3.8%

Unemployment Rate  
Nationwide



463,100

Labor Pool



453,300

Employed



9,700

Unemployed



## FEBRUARY 2021

5.3%

Unemployment Rate  
in San Mateo County

8.4%

Unemployment Rate  
in California

6.6%

Unemployment Rate  
Nationwide

425,000

Labor Pool

402,500

Employed

22,500

Unemployed

Source: Employment Development Department - Labor Market Information Division

## ECONOMIC FACTORS TO CONSIDER



Remote / Essential



Economic Disparities



Education / Childcare



Housing



Public Transit



Industries / Jobs / Training



Technology Gaps

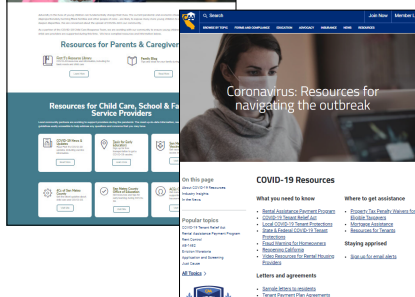
The bar chart graphic was extracted from San Mateo County Health's COVID-19 Test Results dashboard (June 2021).



## EVENT HIGHLIGHTS



## SAMCEDA Members Meeting the Moment



### COVID-19 Resources

### Key Research and Information

### Corporate Giving


**PG&E Donates Nearly One Million N95 and Surgical Masks to Support Hospitals, Health Care Workers and Emergency Responders; PG&E to Contribute \$1 Million to Nonprofits Supporting COVID-19 Response**

**Release Date:** March 20, 2020  
**Contact:** PG&E External Communications (415) 973-5930

**SAN FRANCISCO, Calif.** — Today, Pacific Gas and Electric Company (PG&E) announced it is donating 480,000 N95 masks and 470,000 surgical masks to the Governor's Office of Emergency Services (Cal OES) for distribution to California hospitals and other first responders facing a critical shortage of Personal Protective Equipment (PPE) due to the COVID-19 pandemic.

PG&E and The PG&E Corporation Foundation also will contribute \$1 million to nonprofits focused on supporting individuals and families facing food insecurity, as well as small businesses to help with the uncertainty and economic impacts of the public health emergency. These donations come from shareholder funds, not customers.

PG&E has delivered 20,000 N95 masks and 20,000 surgical masks directly to the Kaiser Permanente Livermore receiving center. Kaiser has an immediate and critical need for the protective masks for its medical professionals.



**Free COVID-19 Vaccinations**  
Now Open to Anyone Age 12 & Older!

**Available in the International Terminal**  
May 13 & 18, 10:00am - 6:00pm  
Sign Up for Appointments!

SFO is partnering with Selaya Pharmacy to provide onsite vaccinations to anyone age 12 and older. Please note that minors ages 12-17 must be accompanied by a parent or legal guardian.

- Who is eligible to be vaccinated at SFO?**  
Anyone age 12 and older. The general public, including cleaning and janitorial personnel, both domestic and international, are welcome.
- How do I book my appointment?**  
Please sign up at: <https://www.sfo.gov/covid19>
- Which vaccine will I receive?**  
The first vaccine, Selaya Pharmacy will also bring a limited supply of the vaccine. Depending on supply, we will choose the 2nd vaccine based on age.
- When will the vaccine clinic be held?**  
Thursday, May 13, 10:00am - 6:00pm  
Tuesday, May 18, 10:00am - 6:00pm
- When will the on-site vaccine clinic be held?**  
For international general travel, 1 Departures Hall (between Ailes 6 & 7) at the end of the building. The new parking in International Garage A is being used for parking to get to the appointment for vaccination.

Helping to protect the @grantsitecco team from Covid-19, company hosted vaccine clinic with choice of Moderna or J&J.

#CovidVaccine #constructionworker #California




**SAN MATEO COUNTY COVID-19 TESTING**

**SEPTEMBER, 2020**  
THIS IS A REPEATING EVENT  
SEPTEMBER 21, 2020 10:00 AM

**14-18 SAN MATEO COUNTY COVID-19 TESTING**

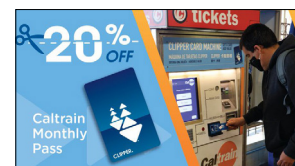
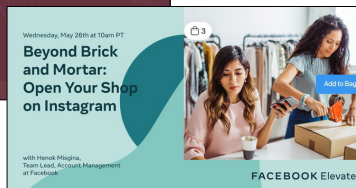
**EVENT DETAILS**  
Coronavirus (COVID-19) Information  
Free Public COVID-19 Testing Site at CSM



### Personal Protective Equipment (PPE) Donations

### COVID-19 Vaccination Sites

### COVID-19 Testing Sites



### Community Benefits

### Webinars

...AND MORE

## ADVOCACY

Health Care

Equity

Housing

Land Use

Transportation

Economy

Biotechnology

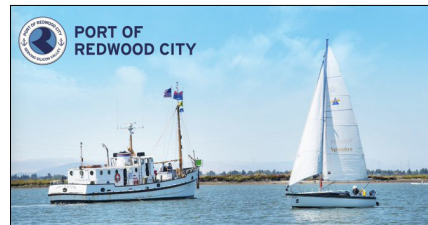
Education

Technology

Childcare/Youth

Census 2020

...and More

SAMCEDA MEMBERS EMBRACING  
COMMUNITY VISIONS

## POLICY SUPPORT

- *Measure RR - Caltrain Dedicated Funding*
- *High Speed Rail Authority's Draft 2020 Business Plan*
- *Federal funding requests: South San Francisco, Burlingame, and Redwood City*
- *Supported CA FWD coalition on AB 106 - Regions Rise Grant Program*
- *Bay Area Council's repealing the SALT Caps*
- *Opposition to AB 650 based on unfunded costs to public and private hospitals, clinics, safety net providers, and skilled nursing facilities*
- *Support for NOVAworks' Additional Assistance Grant application to Employment Development Department (EDD)*
- *Support for Renaissance Entrepreneurship Center's application for CA Small Business Development Center (SBDC)*
- *Letter to Congresswomen Speier & Eshoo outlining potential impacts of H.R.3: Elijah E. Cummings Lower Drug Costs Now Act on the biotechnology industry*

## FEATURED GUEST PERSPECTIVES

- *The San Mateo Daily Journal: "Aiding Businesses and Supporting Community"*
- *The San Mateo Daily Journal: "The Status Quo is Not an Option"*
- *The San Mateo Daily Journal: "How Will Our Generation Be Remembered"*
- *Silicon Valley Business Journal - Guest Commentary: "A Strong California Economy Relies on Childcare Investments"*

THANK YOU TO OUR  
HEALTHCARE COMMUNITY  
FOR ALL THAT YOU DO!



KAISER PERMANENTE®



A Part of Verity Health



Sequoia Hospital  
A Dignity Health Member



Lucile Packard  
Children's Hospital  
Stanford



STANFORD MEDICINE



Mills-Peninsula  
Medical Center

**DIGITAL TOOLS & TRAINING GRANT**  
**\$2,500 GRANT OPPORTUNITY**

Do you need a computer for your business?  
Do you need digital tools or software?  
See if you are eligible for this \$2,500 Grant!

The County of San Mateo in partnership with Renaissance Entrepreneurship Center and San Mateo County Economic Development Association will provide a \$2,500 grant, 11 technical assistance services, e-commerce website development, content marketing, and media marketing training to qualifying entrepreneurs and owners within San Mateo County.

Some of the services that this grant can help you with:

- E-Commerce Website Development
- Business Website Development
- Content Marketing Training
- Search Engine Optimization
- Social Media Marketing
- Digital Marketing

Eligibility: Small businesses, sole proprietors, and non-profits.

**CENSUS 2020**

SEPTEMBER 30

You have 30 days to get counted!

Participate: [my2020census.gov](https://my2020census.gov)

#smc\_commaffairs

**NONPROFITS AND THE COUNTY'S COVID-19 RECOVERY PLAN**

A Stakeholder Engagement Session

Wed, Sept 9, 10:30 am  
Register at: [www.thrivealliance.org](https://www.thrivealliance.org)

**SAN MATEO COUNTY SMALL BUSINESS RELIEF FUND GRANTS UP TO \$25,000**

This fund offers grants to San Mateo County micro-businesses impacted by the COVID-19 pandemic. The program aims to provide relief to micro-enterprises in order to help them survive this crisis and to maintain the provision of goods and services for San Mateo County residents.

Complete Pre-Application Here:  
[tinyurl.com/yub3ipcn](https://tinyurl.com/yub3ipcn)

Questions? Email [smcgrantapplication@recenter.org](mailto:smcgrantapplication@recenter.org)

**READY NATION CALIFORNIA**

Ready Nation California is a nonprofit organization committed to ensuring every child in California has the opportunity to thrive. We are currently seeking grant applications from local organizations to support our mission.

May 20, 2020

Dear Government Partners,

On behalf of Ready Nation California, we are excited to share both our enthusiasm and concerns regarding the May 2020 grant program.

Ready Nation California is a network of over 300 business leaders who support policies and programs that build a stronger workforce and economy. Our business leader members believe that we must invest in our future workforce from inside to outside. This includes programs in early childhood development, K-12 and postsecondary education, workforce development, and workforce training. We are currently seeking grant applications from local organizations to support our mission.

Investing in accessible, affordable, and high-quality child care is critical to our next generation's future success. Ready Nation is committed to advocating for increased investments in California's early childhood education system because:

- Providing early childhood education and care in the state budget will help address the devastating impacts of the COVID-19 pandemic on our workforce, a critical source for the state's economic recovery.
- Research has shown that a year of child care or preschool for young children, with quality and consistency, can lead to higher earnings and better outcomes in later life.
- Investing in child care can also help address the needs of our most vulnerable populations, including children in foster care, children in the child welfare system, and children in the juvenile justice system.

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## COMMUNITY PARTNERS (PARTIAL LIST)



## CHAMBER PARTNERS



## EDUCATION PARTNERS (PARTIAL LIST)





## COUNTY OF SAN MATEO INVESTMENT IN COVID-19 RELIEF PROGRAMS

06-17-2021

# TOTAL COVID-19 RELIEF FUNDS: \$178,509,113

MEASURE K/OTHER: CARES/ARPA  
**\$6.7M** **\$36.8M**

LEVERAGED FUNDS:  
**\$135.M**

### RENTAL ASSISTANCE & HOUSING SUPPORT



**5,294** APPLICATIONS APPROVED

**53** UNITS APPROVED

**\$63.4M** TOTAL FUNDS



### FOOD SUPPORT



**2,711,157** MEALS DISTRIBUTED

**\$4M** SECOND HARVEST FOOD BANK

**\$63.6** TOTAL FUNDS



### INDIVIDUALS & FAMILIES IMMIGRANT ASSISTANCE



**16,017** GRANTS APPROVED

**\$16M** TOTAL FUNDS



### EMERGENCY RELIEF FOR SMALL BUSINESS



**900** GRANTS APPROVED

**883** GRANTS DISBURSED

**\$17.8M** TOTAL FUNDS

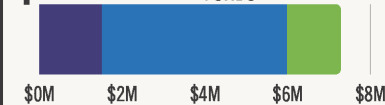


### CHILDCARE AND LEARNING HUB GRANTS



**309** GRANTS APPROVED

**\$7.3M** TOTAL FUNDS

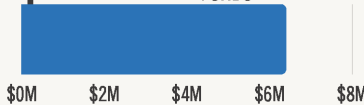


### ACCESS TO TECHNOLOGY



**PUBLIC  
WIFI**

**\$6.4M** TOTAL FUNDS

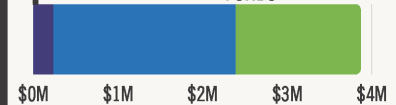


### NONPROFIT RELIEF GRANTS



**190** GRANTS APPROVED

**\$3.9M** TOTAL FUNDS



Source: San Mateo County Recovery Initiative Website - <https://smcrecovery.org>

## SMC Recovery Initiative

Creating a Better Future through  
Collaboration, Advancing Equity,  
and Inclusion

San Mateo County's Recovery Initiative is a collaboration  
among local government agencies, community-based  
organizations, nonprofits, private partners, and residents to  
promote inclusive recovery and leverage the collective  
capacity of the whole community to build a more equitable,  
healthy, and connected San Mateo County.

September 18, 2020

## SAMCEDA'S PARTICIPATION WITH THE COUNTY'S SAN MATEO COUNTY RECOVERY INITIATIVE COMMITTEES:

- *Recovery Coordination Council*
- *Economic Recovery*
- *Public Information and Outreach/Equity Group*
- *Vaccine Communications & Equity Working Group*
- *Immigrant Integration & Inclusion Strategic Planning*
  - Subcommittee Co-Chair: *Economic Recovery*
  - Subcommittee Participant:
    - *Community Connectedness & Engagement*
    - *Education Opportunities & Outcomes*
    - *Equitable Access to Services*

## CAMPAIGNS

### Shop Local



## SMC STRONG (SPRING 2020)

- Over \$3.5M in grants provided to small businesses

## SMC STRONG (FALL 2020 & WINTER 2020/2021)

- Facilitated Renaissance Entrepreneurship Center distribution of \$3.5M in CARES Act Funding and \$200K SMC Strong funding in small business grants
- \$1M of CARES Act funding to small businesses in underserved communities

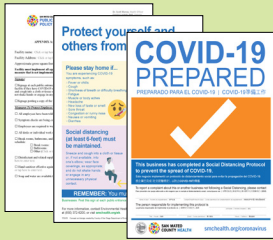
## RESTAURANTS, BREWERIES & WINERIES RELIEF PROGRAM (SPRING 2021)

- Funding provided by Chan Zuckerberg Initiative (CZI), County of San Mateo, San Mateo County cities and towns
- Over \$3M in grants provided

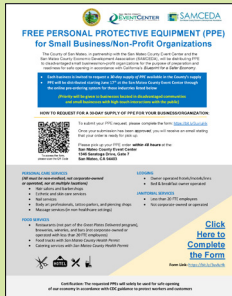
## DIGITAL TOOLS & TRAINING GRANT (SPRING 2021)

- Facilitated Renaissance Entrepreneurship Center distribution of \$250K (100 grants at \$2,500 each) with digital tools & training to small business

## COVID-19 Compliance



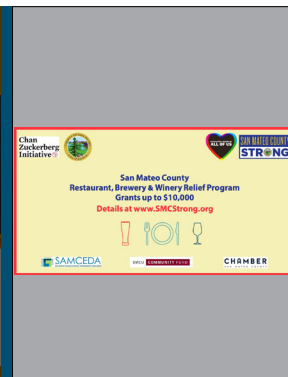
## Free PPE for Small Businesses and Non-Profits



## Great Plates Delivered Program



## SMALL BUSINESS PARTNERS:



# SAMCEDA CONNECTING, CONVENING, & CONTRIBUTING 10



SAMCEDA Website



Virtual Events




County Campaigns



Small Business - Resource Guide



# SAMCEDA CONNECTING, CONVENING, & CONTRIBUTING 11



## IMPORTANT INFORMATION

**DASHBOARD INFORMATION ON:**  
**Vaccination Totals & Vaccinated Residents in San Mateo County**



**SAN MATEO COUNTY HEALTH**  
All together better.


"Vaccinations for San Mateo County residents are reported to **SMC Health** via the **California Immunization Registry (CAIR2)**."

COVID-19 vaccine administration data is reported to the dashboard completely as data become available. Updated data are received.

This dashboard provides a summary of COVID-19 vaccine administration for **San Mateo County** residents only and does not include data for federal organizations such as the Veterans Affairs Medical Center.

**Featured COVID-19 Vaccination dashboards include:**

**Vaccination Totals**



**San Mateo County is at Yellow**

**San Mateo County to Advance to California's Yellow Tier; County Health Aligns Mask Guidelines with State**

"The state of California today announced that, beginning Wednesday, May 12, a multitude of indoor businesses and activities in **San Mateo County** can reopen or expand as the risk from COVID-19 is 'minimal.'"

The move to the state's least restrictive yellow tier allows expanded capacity at restaurants, gyms, movie theaters, indoor businesses and a host of other operations. Bars that do not serve food can reopen indoors with a maximum capacity of 25 percent or 100 people, whichever is fewer.

This is San Mateo County's first time in the yellow tier since the state last summer unveiled the color-coded **'Blueprint for a Safer Economy.'** The advance comes six weeks before Gov. Gavin Newsom has said the **entire state may fully reopen on June 15.**

"The move into yellow officially takes effect Wednesday at 12:01 a.m."

"Also today, **Health Officer Dr. Scott Morrow** has **rescinded his June 17, 2020 order** for social distancing guidelines and face covering requirements in favor of State guidance. The move allows San Mateo County to align with the guidelines from the **Centers for Disease Control and Prevention** and the **California Department of Public Health.** The CDPH issued its **Guidance for the Use of Face Coverings** on May 3, 2021."

To read more of the press release on the **County of San Mateo's Joint Information Center** site, please visit [here](#).

**Click to Read More**

## Daily Newsletters

**The Future of Business Travel: San Mateo County Snapshot - Spring 2021**

Thank you for taking the time to complete the questionnaire.

Your response will give us insight as to how companies and organizations are planning for the future during the COVID-19 pandemic.

**\* 1. What industry does your business most closely follow?**


- ☐ Biotechnology
- ☐ Banking/Financial
- ☐ Utilities
- ☐ Transportation
- ☐ Real Estate
- ☐ Healthcare/Medical
- ☐ Other (please specify)
- ☐ Construction
- ☐ Legal
- ☐ Technology
- ☐ Retail
- ☐ Non-Profit

**PLEASE TAKE OUR SURVEY!**

This survey is to gather data on how COVID-19 has affected our business community in order to develop financial assistance programs that can offer **IMMEDIATE RELIEF**.



## Surveys



Today's newsletter features:


- #SanMateoCounty** moves to Red February 24 at 12:01AM
- @dcccchamber's** upcoming 'Town Meeting'
- #Vaccine** access expands to eligible workers
- Read More: [bit.ly/2ZLAp32](https://bit.ly/2ZLAp32)
- Opt-In: [bit.ly/2WnJ8rS](https://bit.ly/2WnJ8rS)

**SAN MATEO COUNTY IS AT Red**

**Allowed Indoors**

- Restaurants indoors (max 25% capacity or 100 people)
- All retail indoors (max 50% capacity)
- Shopping centers, group exercise indoors (max 50% capacity, closed common areas)
- Personal care services — hair and nail salons, barbershops (open with modifications)
- Museums, zoos and aquariums (max 25% capacity)
- Places of worship (max 25% capacity or 100 people)
- Movie theaters indoors (max 25% capacity or 100 people)
- Gyms and fitness centers (max 10% capacity)

Rosanne Foust and 3 others




Today's newsletter features:

- Drive-thru **#vaccine** appointments for **#SanMateoCounty** residents 65+ available
- @kphthrive's** 'KP Launch' **#internship** for high school students
- @ComcastAd's** **#CultureConvos** webcast
- Read More: [bit.ly/2NuuY5Y](https://bit.ly/2NuuY5Y)
- Opt-In: [bit.ly/2WnJ8rS](https://bit.ly/2WnJ8rS)

**CULTURE CONVERSATIONS SUPPORTING BLACK-OWNED BUSINESSES STRENGTHENS COMMUNITIES**

Feb 18 - 3pm EST Register Now



**#CULTURECONVOS**

effectv COMCAST ADVERTISING FRODO-HOOL

Rosanne Foust and 5 others


## Social Media

**Where Are We? Pre/Post COVID?** [www.samceda.org](https://www.samceda.org)

FEBRUARY 2020	FEBRUARY 2021
2.1% Unemployment Rate in San Mateo County	5.3% Unemployment Rate in San Mateo County
4.3% Unemployment Rate in California	8.4% Unemployment Rate in California
3.8% Unemployment Rate Nationwide	6.6% Unemployment Rate Nationwide
463,100 Labor Pool	425,000 Labor Pool
453,300 Employed	402,500 Employed
9,700 Unemployed	22,500 Unemployed

**From Shelter-in-Place to Vaccination & Recovery: FACTORS TO CONSIDER**

- Remote / Essential
- Education / Childcare
- Economic Disparities
- Housing
- Public Transit
- Industries / Jobs / Training
- Technology Gaps

**SAMCEDA Outlook** 

## SAMCEDA Outlook



# SAMCEDA

San Mateo County Economic Development Association

SAMCEDA - 1900 O'Farrell Street, Suite 380 | San Mateo, CA 94403

[www.samceda.org](http://www.samceda.org) | [info@samceda.org](mailto:info@samceda.org) | @SAMCEDA

T (650) 413-5600 | F (650) 413-5909

- An influential voice and a seat at the table on issues that affect San Mateo County, our 20 cities & towns, our businesses large & small, our chambers, our educational institutions, our non-profits, and our residents
- Direct communication with top federal, state, regional, and local political leaders, and other stakeholders
- Established relationships with state and regional organizations including: CA Forward and the CA Stewardship Network (CSN), ReadyNation - Council for a Strong America, Children Now, Bay Area Council Economic Institute (BACEI), American Leadership Forum (ALF), Silicon Valley Economic Development Alliance (SVEDA), Bay Area Council (BAC), Joint Venture Silicon Valley (JVS), Silicon Valley Leadership Group (SVLG), the San Mateo County/Silicon Valley Convention & Visitors Bureau, 13 Chambers of Commerce, and the Peninsula Chinese Business Association (PCBA) and many more
- Key partnerships and collaboration with the County of San Mateo, San Mateo County Health, San Mateo County Office of Education, Renaissance Entrepreneurship Center, and NOVAworks
- Opportunity to join the *Peninsula Mobility Group (PMG)*, a SAMCEDA-led initiative featuring major employers in San Mateo and Santa Clara counties focused *exclusively* on state, regional and local transportation advocacy efforts
- 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

## PLATINUM CHAIRMAN CIRCLE



The vectorized illustrations (on the cover page) are images taken from San Mateo County Health's COVID-19 Case Rate (from February 2020 - June 2021) and Hospitalized COVID-19 Patients (Confirmed Cases Only) June 2021 dashboards. The inverted cityscape vector represents how our world has been turned upside-down due to COVID-19.