A YEAR LIKE NO OTHER
ANNUAL UPDATE 2020 - 2021
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.”
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-, LGBTQ-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
ECONOMY

ACTIVITIES

Small Business Relief Grants

Webinars

Marin Economic Consulting

Surveys

ECONOMIC FACTORS TO CONSIDER

Remote / Essential

Economic Disparities

Education / Childcare

Housing

Public Transit

Industries / Jobs / Training

Technology Gaps

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

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

Revised Date: March 20, 2020
Contact: PG&E External Communications at 510-975-4939

SAN FRANCISCO — Today, PacifiCorp and Pacific Gas & Electric Company (PG&E) announced 600,000 N95 masks and 450,000 surgical masks for local hospitals and treatment centers, as well as personal protective equipment (PPE) for first responders faculty and staff in the Kresge Foundation PPE Donation Program (KKE) for distribution to California hospitals and other first responders facing a critical shortage of Personal Protection Equipment (PPE) due to the COVID-19 pandemic.

PG&E and the PG&E Foundation also will contribute $1 million to organizations 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.  

COVID-19 Resources

Key Research and Information

Corporate Giving

Personal Protective Equipment (PPE) Donations

COVID-19 Vaccination Sites

COVID-19 Testing Sites

Community Benefits

Webinars

...AND MORE

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

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”
- 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!

STRONGER TOGETHER

DIGITAL TOOLS & TRAINING GRANT
$2,500 GRANT OPPORTUNITY

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

COMMUNITY PARTNERS (PARTIAL LIST)

CHAMBER PARTNERS

EDUCATION PARTNERS (PARTIAL LIST)

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

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: $135.0M

- 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
  - $63.6M 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

SanMateoCounty’s COVID-19 Efforts

Infographic - updated as of June 17, 2021

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
SAN MATEO COUNTY’S COVID-19 EFFORTS

CHAMBERS ECONOMIC & COMMUNITY DEVELOPMENT TEAMS OF CITIES & TOWNS IN SAN MATEO COUNTY

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

SMALL BUSINESS PARTNERS:
**SAMCEDA CONNECTING, CONVENING, & CONTRIBUTING**

**DASHBOARD INFORMATION ON:**

**Vaccination Totals & Vaccinated Residents in San Mateo**

**SAN MATEO COUNTY HEALTH**

*Vaccinations for San Mateo County residents are reported to BMC Health via the California Immunization Registry (CIR).*

COVID-19 vaccine administration data is compiled and data becomes available as data becomes available. This dashboard provides a summary of San Mateo County residents only and does not include federal organizations such as the VA.

**Featured COVID-19 Vaccinations on dashboards include:**

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

**Surveys**

*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.

<table>
<thead>
<tr>
<th>What industry does your business most currently rely on?</th>
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<tbody>
<tr>
<td>Biotechnology</td>
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<tr>
<td>Banking/Financial</td>
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<tr>
<td>Real Estate</td>
</tr>
</tbody>
</table>

**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.

**Social Media**

Today's newsletter features:

- #SanMateoCounty moves to Red Tier February 24 at 12:01AM @RedwoodCityChamber's upcoming 'Town Hall Meeting' @#Vaccine access expands to eligible workers

**SAMCEDA Outlook**

Where Are We? Pre/Post COVID?

**SAMCEDA Outlook**

**Click to Read More**

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*The state of California today announced that, beginning Wednesday, May 12, a multistate task force of health and business leaders has�� the timeline for when counties can begin to ease restrictions on restaurants, gyms, movie theaters, indoor businesses and a host of other operations. San Mateo County aligns with the guidelines from the Centers for Disease Control and Prevention and the California Department of Public Health on May 3, 2021. *
• 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 (JVSV), 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