



2021 - 2022

ANNUAL UPDATE



SAMCEDA
San Mateo County Economic Development Association

The curved line represents the *Vaccine Doses Administered by Date (Cumulative Vaccine Doses Administered from January 2021 - June 2022)*

The buildings symbolizes how business is finding its way navigating the pandemic through vaccinations, COVID cases, and more

The circles represents San Mateo County cities' *Vaccinations Rates*

The bar chart represents the *Amount of Vaccines Administered* (e.g. Kaiser Permanente, San Mateo County Health, Sutter/PAMF, Stanford Hospitals & Clinics, Dignity Health, etc.)

93% Completed *Vaccination Series*

7% Not Completed *Vaccination Series*

The bar chart represents the *Deaths by Age Group*

Total Cases by Episode Date (from July 2020 - June 2022)

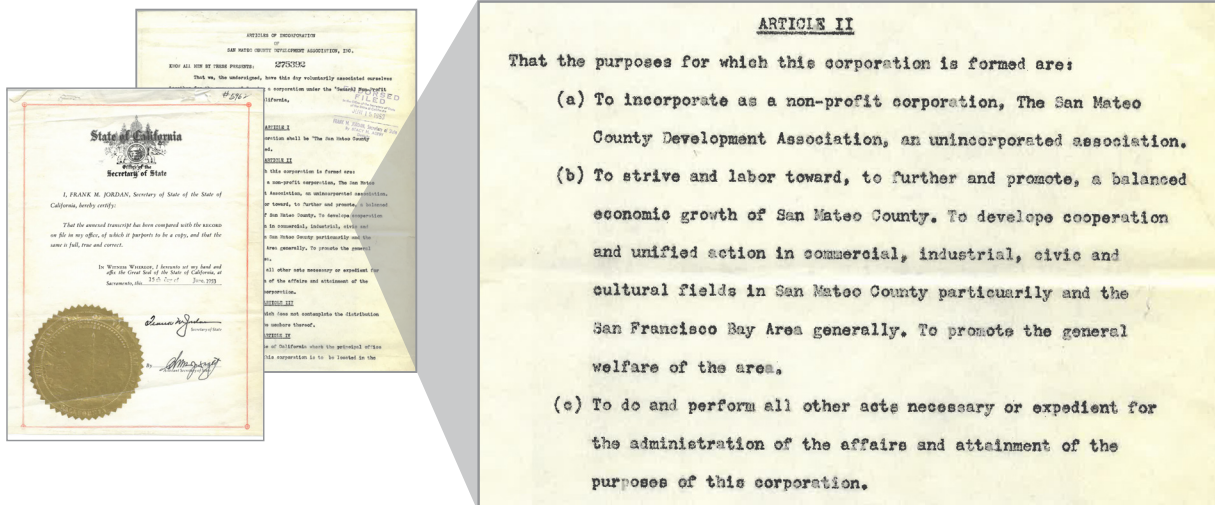
Cases by Episode Date (from July 2020 - June 2022)

The COVID-19 graphic illustrates how the pandemic is still affecting our daily lives through sickness, death, and new variants



DASHBOARDS

The vectorized illustrations are images taken from San Mateo County Health's *Vaccination Totals and Locations Data, Vaccinated Residents Location Data, and County Data Dashboard*



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."

LETTER FROM OUR PRESIDENT & CEO

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SAMCEDA BOARD

EXECUTIVE COMMITTEE

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

BOARD OF DIRECTORS

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Foster Enterprises

June 2022

To Our Members, Partners and Stakeholders,

Reflecting back over Year 2 of a global pandemic, SAMCEDA will be forever grateful to our members, partners, stakeholders, the County of San Mateo, and our communities from North to South and from the Coast to the Bay.

These last two years, SAMCEDA has truly "swiveled" to meet every and all challenges and to meet the moment—every day in a variety of ways. In the following pages of our *Annual Update*, you will see this reflected again and again in our body of work.

We connected (via any and all means) in-person, on social media, through Zoom, Google Meet, Microsoft Teams, and Webex—we communicated every single day, and collaborated. It isn't ever about one organization but the *collective* power and voice of bringing EVERYONE to the table *and* listening.

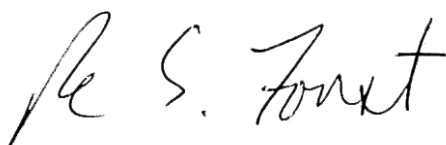
We led, we influenced, we encouraged and we persevered. We never, ever gave up and *always* kept moving forward. While the pandemic is not over and the economy holds significant challenges, we have no doubt that we will get through whatever comes our way, as our founders pledged to do 69 years ago when SAMCEDA was established.

SAMCEDA in many ways can be likened to a Redwood tree, with a strong and resilient trunk at its core and the founding principle of economic stability for all. The branches added over the years represent our diverse membership base, our core advocacy efforts (in innovation and technology, housing, transportation, workforce, education, childcare) and a deep commitment to expanding the table of opportunity to encompass new ideas, new voices, and new opportunities.

Today, the newer branches showcase our ongoing commitments to climate resiliency, emergency preparedness, education & workforce initiatives (that include all paths to economic mobility and stability), and a place where kindness, consideration, respect, and different perspectives are encouraged & welcomed.

As we continue our journey to embrace innovation, celebrate business, build stronger communities, and provide equitable opportunities for all, I encourage you to reflect on the immortal words of Robert Louis Stevenson, "*Don't judge each day by the harvest you reap but by the seeds that you plant.*"

With Gratitude,



Rosanne Foust
President & CEO, SAMCEDA

ECONOMY: A TWO YEAR PERSPECTIVE

5

ECONOMIC FACTORS TO CONSIDER



Remote / Essential



Economic Disparities



Education / Childcare



Housing



Public Transit



Industries / Jobs / Training



Technology Gaps

APRIL 2020

11.5%

Unemployment Rate
in San Mateo County



16.1%

Unemployment Rate
in California



14.4%

Unemployment Rate
Nationwide



430,100

Labor Pool



380,700

Employed



49,400

Unemployed



APRIL 2022

1.9%

Unemployment Rate
in San Mateo County

3.8%

Unemployment Rate
in California

3.3%

Unemployment Rate
Nationwide

448,600

Labor Pool

439,900

Employed

8,700

Unemployed

Source: Employment Development Department - Labor Market Information Division

ECONOMIC ACTIVITIES



Marin Economic
Consulting



Small Business
Relief Grants



Choose Local San Mateo County
Mobile App

BUSINESS - SAMCEDA MEMBERS MEETING THE MOMENT 6

San Francisco 49ers' 2022 LGBTQ+ Activism in Sports Webinar



49ERS PRIDE 2022 LGBTQ+ ACTIVISM IN SPORTS

A LIVE PANEL CONVERSATION JUNE 23
12PM-1PM PST | ZOOM WEBINAR

CHRISTINA JEFFERSON
49ERS DIRECTOR, DIVERSITY, EQUITY, & INCLUSION

CHRIS MOSIER
HALL OF FAME TRIATHLETE, US OLYMPIAN

SAM RAPOPORT
NFL SENIOR DIRECTOR OF DIVERSITY, EQUITY, & INCLUSION

LinkedIn's Job on the Rise Feature



2022 Jobs on the Rise

LinkedIn



Industry Insights Inclusive Onboarding

July 21, 2021
10 a.m. - 11 a.m. PDT | Webinar

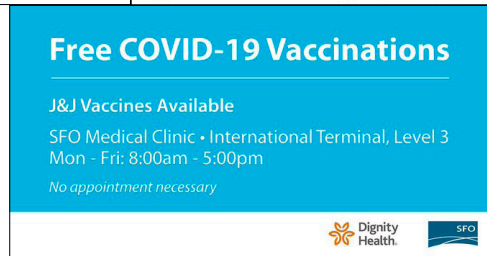
Join Stone Partners, Biocom California, and our expert panel as we discuss the importance of inclusive onboarding and the organizational benefits to building an inclusive culture to retain top talent.

Register at biocom.org

Biocom California

Biocom California's Industry Insights: Inclusive Onboarding Webinar

San Francisco International Airport and Dignity Health's COVID-19 Vaccination Partnership



Free COVID-19 Vaccinations

J&J Vaccines Available

SFO Medical Clinic • International Terminal, Level 3
Mon - Fri: 8:00am - 5:00pm

No appointment necessary

Dignity Health SFO

AT&T's Connecting Communities to Internet for All Webinar



AT&T Policy Forum

Connecting Communities to Internet for All

Friday, June 10th - 9:00-10:00 am ET - Virtual Event



Connect to MoreSM program for women-owned small businesses

As women-owned businesses continue to face challenges, Wells Fargo is expanding its efforts to support their growth and equality.

In the U.S.:

- 13M small businesses owned by women
- 50% owned by women of color
- 9.4M people employed
- \$1.9T in revenue

Yet:

- In 2018, the average loan for women-owned small businesses was 31% lower than for all other small businesses

Closing the gap:

Connect to More addresses unmet needs of women business owners through:

- Education and resources
- Women-Owned Business Resource
- Mentorship and networking via partnership with Nasdaq Entrepreneurial Center, helping women-led businesses thrive

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Wells Fargo's Connect to More Program for Women-Owned Small Businesses



SAFE SPACE IN TRANSIT PROGRAM

Listening Sessions

WEDNESDAYS
Feb. 16th & 23rd
March 16th & 23rd
6pm to 8 pm

Transit safety is our priority. Join us as we discuss harassment on public transit and what we can do to create a safe space in San Mateo County.

For more information, contact: Tracy Rogers-Tryba, (650) 513-0330 ext. 334

<http://bit.ly/SamTranSafety>

Join us via this link or scan the code

COUNTY OF SAN MATEO
COMMISSION ON THE STATUS OF WOMEN

Caltrain SamTrans PCRC



HARVEY MILK TERMINAL 1 ACHIEVES LEED V4 PLATINUM CERTIFICATION

Project Becomes World's 1st Airport Terminal to Earn LEED v4 Platinum

SUSTAINABILITY

WEBCOR

Jay Paul's Harbor View Project

Webcor's Harvey Milk Terminal 1 Project at SFO Becomes the World's 1st Airport Terminal to Earn LEED v4 Platinum

Caltrain and SamTrans' Safe Space in Transit Program

BUSINESS - SAMCEDA MEMBERS MEETING THE MOMENT 7

Google's Creativity Starts from Within: Accessibility for a More Innovative World Virtual Event

Stanford Children's Health's Back to School with COVID-19 Webinar

A Virtual Event

creativity starts from within

Accessibility for a More Innovative World

Dec. 2 at 4 PM PT / 7 PM ET

RSVP at g.co/rsvp-csfw

BKF Engineers' Career Fair Virtual and In-Person Events

BKF ENGINEERS

Career Fair Schedule | Spring 2022

| VIRTUAL EVENTS | | IN-PERSON EVENTS | |
|----------------|---------------------------|------------------|---------------------------|
| 2/17/2022 | CHICO STATE | 2/16/2022 | UC BERKELEY |
| 2/22/2022 | UNIVERSITY OF THE PACIFIC | 2/23/2022 | UNIVERSITY OF NEVADA RENO |
| 2/23/2022 | CAL POLY SAN LUIS OBISPO | 2/24/2022 | UNIVERSITY OF NEVADA RENO |
| 3/3/2022 | UNIVERSITY OF THE PACIFIC | 2/24/2022 | CAL POLY POMONA |
| 3/4/2022 | SAN JOSE STATE | 4/1/2022 | SACRAMENTO STATE |

Food Distribution Drive-Thru Event Sponsored by the San Mateo County Event Center

SPONSORED BY THE SAN MATEO COUNTY EVENT CENTER

FOOD DISTRIBUTION DRIVE-THRU

SECOND HARVEST OF SILICON VALLEY

EVERY THURSDAY

FROM 8:30AM TO 10:30AM

1546 SARATOGA DR, SAN MATEO - GATE 1

THE CHANGE SEQUENCE: BLACK HISTORY MONTH

A community discussion hosted by our #GenentechChangemakers

Wednesday, February 23

7:00-8:50 pm ET | 4:00-5:50 pm PT

RICKI FAIRLEY
Chief Executive Officer at Tough, The Black Breast Cancer Alliance

QUITA BEELER HIGHSMITH, MBA
SVP President and Chief Diversity Officer, Genentech

JAYSON JOHNSON
Head, S&B Strategic Planning & Learning and Development, Chief Diversity Office

CLARENCE FLOWERS
Diversity & Inclusion Program Manager at Genentech and AAIB Chair, Oceanside Chapter

COMMUNITY

Back to School With COVID-19

—a live, interactive webinar for our heart center families.

Wednesday, September 22 | 4:00 p.m.

Stanford Children's Health
Betty Irene Moore Children's Heart Center

Meta Elevate

Announcing a new community for Black and Latinx & Hispanic businesses.

Genentech's The Change Sequence: Black History Month Community Discussion

SMCCCD HOMESTAY PROGRAM

HOST AN INTERNATIONAL STUDENT!

Earn extra money while forming life-long friendships! Become a host and give international students an opportunity to fully immerse in the American culture by opening your home, and heart, to them.

HOUSING OPTIONS:

- \$1,475 - PRIVATE ROOM WITH MEALS
- \$1,175 - PRIVATE ROOM W/O MEALS
- \$1,075 - SHARED ROOM WITH MEALS
- \$775 - SHARED ROOM W/O MEALS

Host families must live near one of our three colleges to be eligible to apply: Callalta College, Skyline College & College of San Mateo

CHECK OUR WEBSITE FOR MORE INFO:

[SMCCCD.EDU/INTERNATIONAL/HOUSING](https://smccd.edu/international/housing)

650-358-6856

housingcoordinator@smccd.edu

DOORDASH

Introducing the DoorDash Accelerator for Local Goods

An educational program designed to empower women, trans, immigrants, and people of color owned local consumer packaged goods businesses.

Meta's Elevate Initiative Offering Black and Latinx Business Owners and Communities the Resources, Education, and Support

San Mateo County Community College Districts' Homestay Program

DoorDash's DoorDash Accelerator for Local Goods Initiative

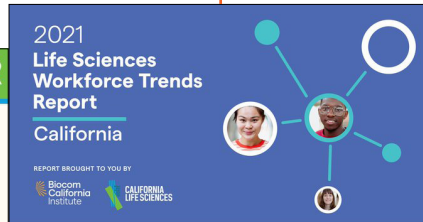
BUSINESS - SAMCEDA MEMBERS MEETING THE MOMENT 8

Oracle's
Tech Career Talk with
Oracle Women
Virtual Event

Recology's
Better at the Bin for Kids!
Webinar



Biocom California Institute and
California Life Sciences'
2021 Life Sciences
Workforce Trends Report - California



Comcast NBCUniversal LIFT Labs'
Founding in Color Docuseries



Amgen's
2022 Amgen Bi-Annual
Health Equity Summit



Tech career talk
with Oracle Women

Register now for our virtual event
Thursday, February 3 at 5 p.m.

Create the future with us



Space to
play

@BAYMEADOWSLIFE



ONEVALLEY
Presents

Pitch Event
Women Innovators

APPLY TODAY

Apply to pitch your startup in front of a global
virtual stage for a chance at \$2K in cash prizes!

December 8, 2021
3p PST | 6p EST



Bay Meadows Community
in the City of San Mateo



Hanson Bridgett's
Seniors Housing
Guide to Fair Housing and
ADA Compliance Feature

Health and safety
get priority.

We put everyone's health and
safety first through best practices
like cleaning, distancing, and PPE.



OneValley's
Pitch Event:
Women Innovators
Virtual Event

PG&E's
Emergency Planning
for Your Business
Resource



San Francisco International Airport's
Health & Safety Social Media Post

Peninsula Clean Energy's
Community Outreach Grants

ADVOCACY



Biotechnology



Childcare/Youth



Economy



Education



Equity



Health Care



Housing



Land Use



Technology



Transportation

...AND MORE

SAMCEDA MEMBERS EMBRACING COMMUNITY VISIONS

Sand Hill Property Company's
Euclid Improvements at Woodland Park



The Future of Hillsdale
In-Person & Virtual Events



SamTrans'
Map and Pocket
Timetable Survey



Sares Regis'
Hayward Park Project

POLICY SUPPORT AND ADVOCACY (PARTIAL LIST):

- *Bay Area Good Jobs Partnership for Equity* (U.S. Department of Commerce grant) for the life science sector (application by NOVAworks)
- *SB 893: Community Colleges: San Mateo County Community College District: California College Promise* (Becker)
- *Anchor Institution Framework Resolution*: calling for the development of a plan for inclusive staffing, procurement, and investment to advance equity for the County of San Mateo (SMC Board of Supervisors)
- *SB 847: Homeowners Relief Act* (Hurtado)
- Coalition on anti-trust legislation led by Silicon Valley Leadership Group (SVLG)

FEATURED GUEST PERSPECTIVE

"Small Business Can't Afford Congress' Anti-Tech Legislation"
written by SAMCEDA's Rosanne Foust and Chamber San Mateo County's
Amy Buckmaster (*The San Mateo Daily Journal*)



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



San Mateo County Community College District's
Community Forums

Notre Dame de Namur University's
Fall 2022 Enrollment Campaign



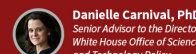
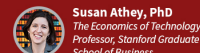
The Pandemic Puzzle: Lessons from COVID-19

PANEL: BIOMEDICINE BEFORE AND AFTER COVID-19
NOV 19 • 9:40 AM - 10:10 AM PT

MODERATOR



PANELISTS



pandemicpuzzle.stanford.edu



Stanford Medicine | Stanford Graduate School of Business'
The Pandemic Puzzle: Lessons from COVID-19 Virtual Event

EDUCATION PARTNERS (PARTIAL LIST)



College of San Mateo



Chamber San Mateo County's Progress Seminar Event



Business After Hours Networking Event

11 May | 5:30PM-7PM | California Hearing Center
88 N San Mateo Dr, San Mateo, CA 94401

San Mateo Area Chamber of Commerce's Business After Hours Networking Event



CHAMBER PROGRESS SEMINAR

Join us in celebrating 55 years of collaboration on regional issues!

APRIL 29 - MAY 1, 2022

HYATT REGENCY SONOMA WINE COUNTRY

Participant Registration \$750 • Register at chambersmc.org

Reservations at the Hyatt can be made here: 2022ProgressSeminarRoomBlock

2022 PROGRESS SEMINAR CO-CHAIRS

Assembly Speaker pro Tom Kavita Mullis, CA State Assembly District 22
Rosanne Frost, President & CEO, SANCEDA | Deputy Chair, Chamber San Mateo County
Nancy Hages, Superintendent of Schools, San Mateo County Office of Education
Julie Lind, Executive Secretary-Treasurer, San Mateo Labor Council

PLEASE NOTE: This seminar is a high priority event for the region. All Progress Seminar attendees and guests must have the necessary identification and travel documents. This seminar will only be held if the minimum attendance is met. If the minimum attendance is not met, the seminar will be postponed. The seminar will be held on the dates listed above. If the seminar is postponed, the dates will be announced on the Chamber's website. Please check the website for the latest information.

Questions? Email maggie@chambersmc.org

Contact with us @ 800.222.2222
chamber_smc@chambersmc.org

Coastside Chamber's Chamber Biz@Breakfast Virtual Event



FIRST WED

CHAMBER BIZ@BREAKFAST

LET'S TALK BUSINESS

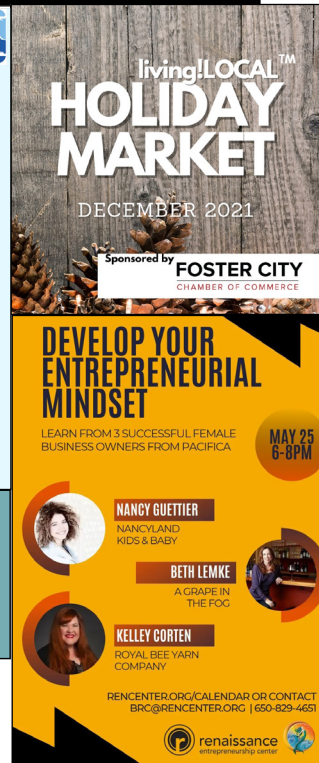
Morning Chat About Growing Business

Join us on Zoom or in-person to chat about Coastside business over coffee and pastries! From help with common issues to economic recovery, and strategies for growth.

FREE! FOR MEMBERS
COFFEE! & PASTRIES
\$5 FOR COMMUNITY

Register @ www.HMBCoastsideChamber.com

living!LOCAL Holiday Market Sponsored by the Foster City Chamber of Commerce



living!LOCAL™

HOLIDAY MARKET

DECEMBER 2021

Sponsored by **FOSTER CITY** CHAMBER OF COMMERCE

DEVELOP YOUR ENTREPRENEURIAL MINDSET

LEARN FROM 3 SUCCESSFUL FEMALE BUSINESS OWNERS FROM PACIFICA

MAY 25 6-8PM

NANCY GUETTIER
NANCYLAND KIDS & BABY

BETH LEMKE
A GRAPE IN THE FOG

KELLEY CORTEN
ROYAL BEE YARN COMPANY

RENCENTER.ORG/CALENDAR OR CONTACT
BRC@RENCENTER.ORG | 650-829-4651

renaissance ENTREPRENEURSHIP CENTER



Daly City Colma
CHAMBER OF COMMERCE

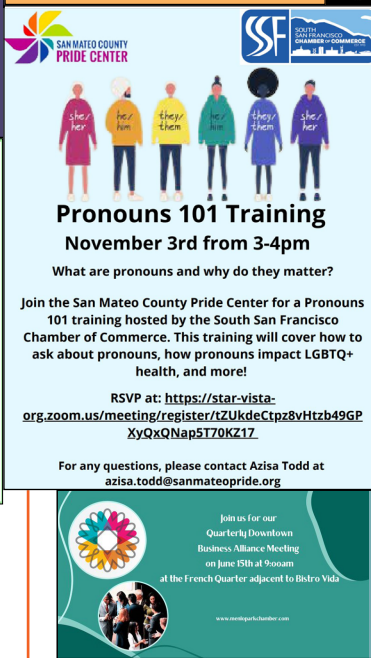
Celebrating National Small Business Week
May 2nd - 6th 2022 Mixers

See your there!

| Day | Time | Place |
|-------------------|-----------------|---|
| Monday May 2nd | 5pm - 7pm | MoonChef 409 S Canal St South San Francisco 94080 |
| Tuesday May 3rd | 5:30pm - 7:30pm | U.S. Bank 329 Gellert Blvd Daly City 94015 |
| Wednesday May 4th | 5pm - 7pm | Lucky Chances 1700 Hillside Blvd. Colma 94014 |
| Thursday May 5th | 5pm - 7pm | Molly's Tavern 1655 Mission Rd Colma 94014 |

Chair: Matthew DeVincenzi
Questions: CEO Felicia Leong @ felicia@dcchamber.org

Daly City Colma Chamber of Commerce's Celebrating National Small Business Week Mixer Events



Pronouns 101 Training
November 3rd from 3-4pm

What are pronouns and why do they matter?

Join the San Mateo County Pride Center for a Pronouns 101 training hosted by the South San Francisco Chamber of Commerce. This training will cover how to ask about pronouns, how pronouns impact LGBTQ+ health, and more!

RSVP at: <https://star-vista.org/zoom.us/joining/register/tZUkdeCtpz8vHtz49GP>
[XyQxQNap5T7OKZ17](https://star-vista.org/zoom.us/joining/register/tZUkdeCtpz8vHtz49GP)

For any questions, please contact Aziza Todd at aziza.todd@sanmateopride.org

South San Francisco Chamber of Commerce and San Mateo County Pride Center's Pronouns 101 Training Webinar

Menlo Park Chamber of Commerce's Business Alliance Meeting

Pacifica Chamber of Commerce and Renaissance Entrepreneurship Center's Develop Your Entrepreneurial Mindset Event

CHAMBER PARTNERS



NOVAWorks' Virtual Skillful Talent Series Workshops



REWORK AMERICA ALLIANCE **SAN FRANCISCO** **NOVAWORKS** **work2future**

Do you struggle to find the talent your company needs to grow?
Traditional hiring and recruitment methods may be keeping you from finding the skilled workforce that you need to succeed

SKILLFUL TALENT SERIES WORKSHOPS

- Most job openings list requirements that create barriers that eliminate more than 95% of possible applicants.
- A skills-based hiring approach can help you expand your talent pool, reduce bias, and increase diversity in your workforce.
- Learn the benefits of implementing a skills-based hiring approach to attract and retain talent for hard-to-fill positions.

SKILLFUL TALENT SERIES 101 & 102

Attract the Right Talent (STS 101)
Reduce bias and broaden talent pools by focusing your job posting on the skills candidates need to succeed.

Candidate Evaluation (STS 102)
Double your interviewing effectiveness and select the candidate most likely to succeed by emphasizing a candidate's skills in the process and through skills assessments.

Workshops are available to Bay Area businesses at no cost through the Bay Area Consortium of Workforce Boards.
Register now at bayareaskillshiring.org.

SAMCEDA & The Acceleration Project's Women in Food Boot Camp

THE ACCELERATION PROJECT **SAMCEDA**

WOMEN IN FOOD BOOT CAMP PROGRAM

APPLY HERE
<https://bit.ly/3NkgkRr>

VISIT FOR MORE INFO: <https://bit.ly/3ws8x5u>

Available to businesses located within San Mateo County. Self-employed individuals or home-based businesses may apply.

The Acceleration Project (TAP) and San Mateo Economic Development Association (SAMCEDA) are teaming together to award 10 Women in Food (WIF) small business owners with valuable business advisory services to achieve growth and success.

TAP'S BUSINESS-BUILDING BOOT CAMP INCLUDES:

- Business Coaching
- Mentorship
- Customized Tools
- A Game Plan to Position the Businesses for Success

APPLICATION OPENS **APPLICATION CLOSES**

THURSDAY MAY 12 **THURSDAY JUNE 30**
[Submissions will be accepted on a first come, first serve basis]

For questions, please email: Larisa.Ocalada@samceda.org

Silicon Valley Businesses & ADA Compliance
Resources and Information

November 3, 2021 • 3:00 - 4:30 PM • Zoom

SVEDA **Joint Venture**

Joint Venture Silicon Valley's Silicon Valley Economic Development Alliance (SVEDA)'s Silicon Valley Businesses and ADA Compliance Webinar

Peninsula Restaurant Week
Presented by
The San Francisco Peninsula

(formerly the San Mateo County/Silicon Valley Convention and Visitors Bureau)

AUGUST 2021 BUSINESS RESOURCE CENTER

MEET WITH US IN NORTH COUNTY

WE SERVE SMALL BUSINESS OWNERS AND ASPIRING ENTREPRENEURS ACROSS THE UPPER PENINSULA. START AND GROW YOUR BUSINESS WITH RENAISSANCE!

- DIGITAL MARKETING: SEO**
AUGUST 3, 6:30-8PM
- POP-UP ACCELERATOR (4 WEEKS)**
AUG 18, AUG 25, SEPT 1, SEPT 15, 6-9PM
- MANAGING A SUCCESSFUL LAUNCH**
AUG 17, 6-8 PM
- ECOMMERCE: SHOPIFY**
AUG 24, 6:30-8PM
- HR: HIRING AND DEVELOPING YOUR TEAM**
AUG 26, 4-6PM
- BRANDING: TELLING YOUR BUSINESS STORY**
AUG 31, 6-8PM

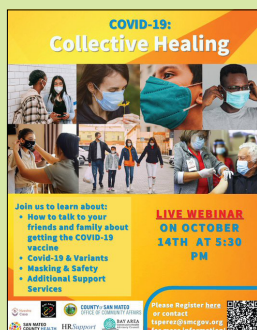
TO REGISTER, PLEASE VISIT: [HTTP://WWW.RENCENTER.ORG/CALENDAR](http://WWW.RENCENTER.ORG/CALENDAR)

Renaissance Entrepreneurship Center's Classes for Small Business Owners and Aspiring Entrepreneurs

COMMUNITY PARTNERS (PARTIAL LIST)



CAMPAIGNS



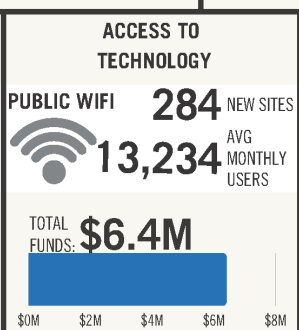
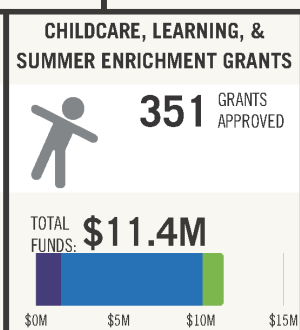
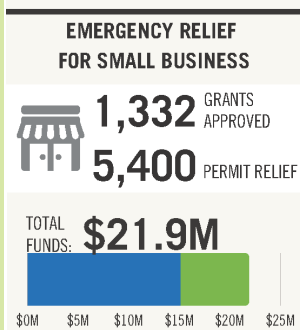
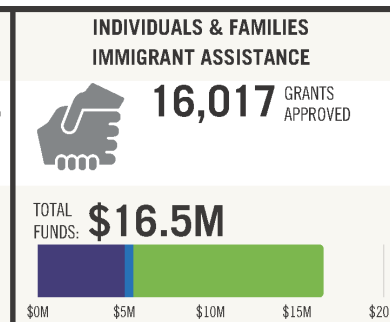
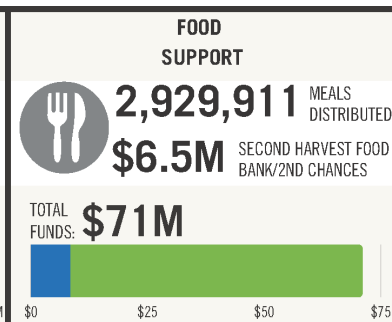
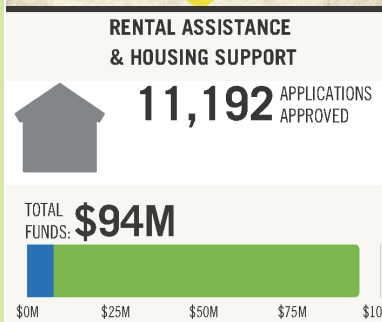
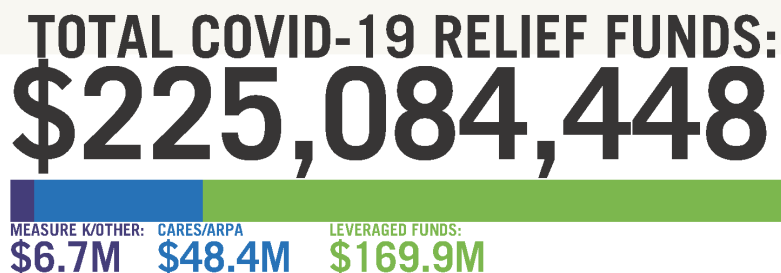
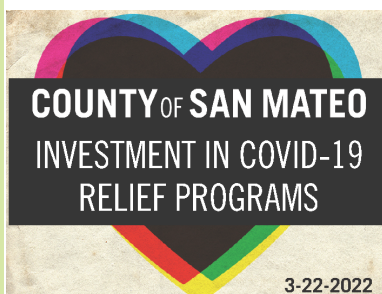
SAMCEDA'S PARTICIPATION WITH THE COUNTY'S

SAN MATEO COUNTY RECOVERY INITIATIVES:

- Recovery Coordination Council Committee
- Economic Recovery Committee
- Public Information and Outreach/Equity Group Committee
- Vaccine Communications & Equity Working Group Committee

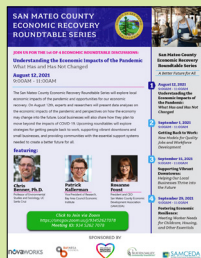
HOMELESSNESS, IMMIGRATION, AND INCLUSION INITIATIVES:

- 2022: Our Year of Working Together to End Homelessness Convening Planning Committee
- Immigrant Integration & Inclusion Strategic Planning
 - SUBCOMMITTEE CO-CHAIR: Economic Recovery
 - SUBCOMMITTEE PARTICIPANT:
 - Community Connectedness & Engagement
 - Education Opportunities & Outcomes
 - Equitable Access to Services



ECONOMIC ROUNDTABLE SERIES

Understanding the Economic Impacts of the Pandemic



Getting Back to Work: New Models for Quality Jobs and Workforce Development



Supporting Vibrant Downtowns: Helping Our Local Businesses Thrive into the Future



Fostering Economic Resilience: Meeting Worker Needs for Childcare, Housing, and Other Essentials



SMALL BUSINESS GRANT PROGRAM (FALL 2021)

- \$2M in American Rescue Plan Act funds

MICROFOOD BUSINESS GRANT PROGRAM (WINTER 2021/SPRING 2022)

- \$500,000 in American Rescue Plan Act funds

MICROENTERPRISE HOME KITCHEN OPERATORS (MEHKO) ORDINANCE, PILOT PROGRAM AND GRANT PROGRAM (WINTER 2021)

- \$238,000 in American Rescue Plan Act funds for seed funding

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT (SPRING 2022)

- \$964,630 in funding issued through the California Office of the Small Business Advocate and administered through Renaissance Entrepreneurship Center for distribution

COUNTY OF SAN MATEO NORTH FAIR OAKS SMALL BUSINESS GRANT PROGRAM (SPRING 2022)

- \$512,500 in American Rescue Plan Act funds to eligible small businesses located in unincorporated North Fair Oaks

SMALL BUSINESS PARTNERS:



SAN MATEO COUNTY STRONG
SMALL BUSINESS ASSISTANCE GRANT PROGRAM
Thursday, August 12 | 1:00PM - 2:00PM | VIA ZOOM

Please join us on Thursday, August 12th for a briefing of the upcoming SMC Strong - Small Business Assistance Grant Program. We will discuss the program, how you can engage and spread awareness to the businesses in your community.

This program provides a fresh round of funding for local, small businesses impacted by the pandemic and *did not* receive prior County, state or federal relief.

REGISTER HERE: <https://bit.ly/3CL9MO3>

Zoom information will be sent to registered attendees

PRESENTED BY:

For questions, please email: Leticia.Ordoñez@samceda.org
www.smcstrong.org

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT:
SAN MATEO COUNTY

\$2500 Grant for Micro-Businesses

If your business has revenues (sales) under \$50,000 and you were hurt by the pandemic, you may qualify for funding!

FOR-PROFIT AND NON-PROFIT BUSINESSES QUALIFY

Please fill out the eligibility form to determine if you qualify.
tinyurl.com/smcovidgrant

Questions?
English Hotline: 650-321-2193 x 1103
enquiries@samceda.org

Funded in part through a Grant from the California Office of the Small Business Advocate

MICROENTERPRISE HOME KITCHEN OPERATION (MEHKO)
A permitted mini restaurant that operates in a residential kitchen.

OPERATORS ARE REQUIRED TO:

- Be a RESIDENT of the county and responsible for the operation
- DELIVER FOOD to the customer directly
- Prepare, cook and serve all food on the same DAY
- Have any person involved with the operation obtain a FOOD HANDLER PERMIT from an approved provider

MEHKO APPLICATION STEPS:

1. VERIFY: Verify you are a resident of the county and responsible for the operation
2. APPLY: Apply for the MEHKO permit
3. APPROVE: Obtain approval from the County of San Mateo
4. OPERATE: Operate the MEHKO

OPERATORS ARE NOT ALLOWED TO:

- EMPLOY MORE THAN ONE FULL-TIME EMPLOYEE
- PROVIDE ALCOHOL, or sell any food, with the exception of any food that would require a HAZARDOUS CIRCULATION ANALYSIS AND CERTIFICATES, FOOD SAFETY, and FOOD SAFETY
- DELIVER FOOD to other food facilities
- DISPLAY ANY SIGNAGE or other signage

FOR MORE INFORMATION, VISIT SMCHealth.org/Mehko

Environmental Health Services
2000 Avenida de las Palmas, Suite 4100, San Mateo, CA 94403
Phone: 650-321-2200 | ehs@smc.org

ABOUT CHOOSE LOCAL



In partnership with the
County of San Mateo, Colu,
and The Pop-Up Guide



Launched the mobile app
in November 2022



Helping small businesses
and economic recovery in
San Mateo County



Supporting the diverse
family, immigrant, women,
veteran, disabled, and
LGBTQ+ business owners

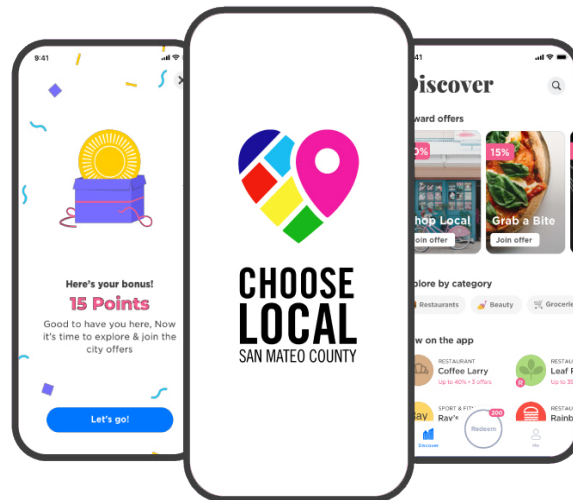


App users are rewarded
with *SMC Points* for supporting
local (1 SMC Point = \$1)

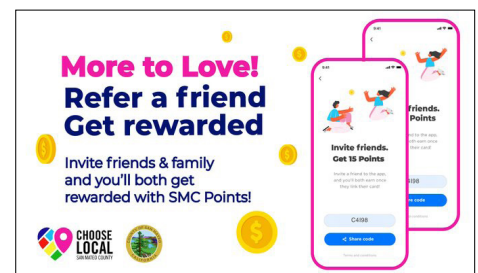
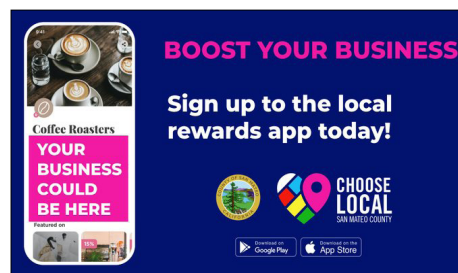


Helps businesses engage
and attract more customers,
and boost their revenue
(at *no cost* to the business)

EARN POINTS. SUPPORT BUSINESSES.



The *Choose Local San Mateo County* program
is a way for *both* shoppers and businesses to benefit
in the post-pandemic recovery.



HOW TO DOWNLOAD



FOR MORE INFORMATION



chooselocalsmc.com



[@ ChooseLocalSMC](mailto:ChooseLocalSMC)

Daily Newsletters

SAMCEDA's YouTube Channel

Website



Open Call for School Delivery Grants in Partnership with No Kid Hungry



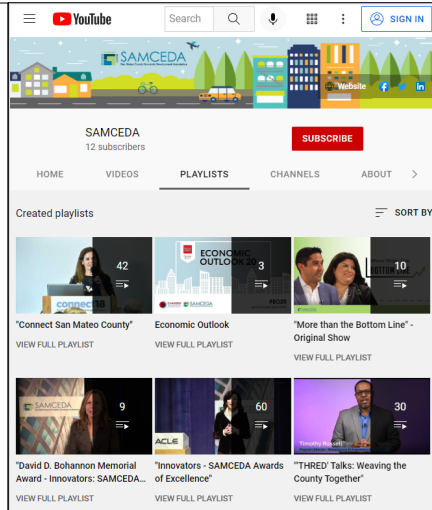
"In partnership with [No Kid Hungry](#), we're excited to launch an open call for schools, school nutrition services, and other school-adjacent organizations to leverage [DoorDash](#) last-mile logistics to help meet their students' needs during the 2021-22 school year.

We invite qualifying organizations to apply by completing the [No Kid Hungry Project DASH application form](#) by 9:00.

As part of this work, DoorDash will donate up to 100,000 deliveries via [Project DASH](#) to help schools provide food for students and bridge access to resources by delivering school supplies and other essential items."

To read more of [DoorDash's](#) announcement, please click [here](#).

[Click to Read More](#)



Today's newsletter features:

[@HousingKey's #CARentRelief](#) update for renters & landlords struggling with rent
[Booster clinics at @sanmateoevtctc](#)
[National Disability Employment Awareness Month' #NDEAM](#)

Read More: [bit.ly/3ipAOCC](#)
 Opt-In: [bit.ly/2WnJ8rS](#)

Eviction protections are changing on October 1st!

To reduce the risk of eviction, eligible renters should apply for the CA COVID-19 Rent Relief program.

Apply Now: [HousingKey.com](#) or call 833-430-2122

Get 100% of rent and utilities paid to protect yourself from eviction.

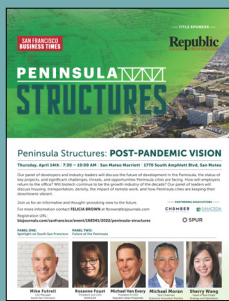
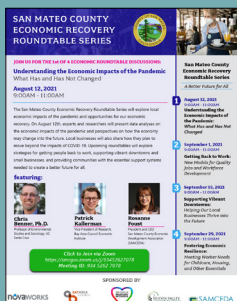
CA COVID-19 RENT RELIEF

Social Media

Virtual Events

Events

EVENT HIGHLIGHTS





SAMCEDA

San Mateo County Economic Development Association

SAMCEDA - 1900 O'Farrell Street, Suite 380 | San Mateo, CA 94403
www.samceda.org | info@samceda.org | @SAMCEDA | (650) 413-5600

- 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, our labor and building & construction trades, and our residents
- Direct communication with top federal, state, regional, and local political leaders
- Established relationships with influential 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 Francisco Peninsula*, 13 Chambers of Commerce, the Peninsula Chinese Business Association (PCBA), and other key entities
- Key partnerships and collaborations with the County of San Mateo, San Mateo County Health, San Mateo County Office of Education, Renaissance Entrepreneurship Center, and NOVAworks
- Strong collaborations with our non-profit community including: Thrive - The Alliance of Nonprofits for San Mateo County, HEART of San Mateo County, HIP Housing, Housing Leadership Council (HLC), Samaritan House, and many more
- Engagement with 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 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



*formerly the San Mateo County/Silicon Valley Convention and Visitors Bureau