



SAN MATEO COUNTY STRONG FUND ROUND 6 SMALL BUSINESS GRANTS

BACKGROUND

The San Mateo County Board of Supervisors recently approved \$2,000,000 for a new round of grants to help small businesses that have not received any assistance from the County, State, or Federal COVID-19-relief programs in the past 12 months. The Small Business Grant Program will provide grants of up to \$10,000 to each qualifying establishment to offset losses in revenue and past debt due to the COVID-19 pandemic state shutdown orders beginning in March 2020, ensure continued operation, and assist in covering current business operating expenses.

FOR INFORMATION IN SPANISH, TAGALOG OR CHINESE

- [PROGRAMA DE SUBVENCIONES PARA PEQUEÑAS EMPRESAS DEL FONDO DE EMERGENCIA DEL CONDADO DE SAN MATEO RONDA 6: SOLICITANTES SIN FINANCIAMIENTO PREVIO PREGUNTAS FRECUENTES](#)
- [PONDO NG COUNTY NG SAN MATEO STRONG PROGRAMA NG GRANT SA MALILIIT NA NEGOSYO ROUND 6 – MGA APLIKANTENG HINDI PINOPONDOHAN DATI MGA MADALAS ITANONG](#)
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GRANT PROGRAM OVERVIEW

What can small business owners use the grant funding to pay for?

The funding must be used to ensure continued operation or assist in covering current business operating expenses, including, for example: current or past rent, payroll, and other ongoing obligations.

How much grant funding will be awarded to eligible applicants?

Up to \$10,000 each to qualifying business.

Will businesses have to pay the money back?

No, these emergency grants won't require any repayment. However, fraud may result in prosecution.

When will the application period open and close?

The application portal is scheduled to open on Monday, August 16, 2021, at 8:00 a.m. and remain open until Tuesday, September 7, 2021, at 5:00 p.m.

Where can people apply and get detailed information?

The application portal and detailed information in English, Spanish, Chinese and Tagalog will be at <https://www.smcstrong.org/applyforfunding>.

Is there an application fee?

No. There is no fee to apply. There are no processing fees if you receive a grant.

Will the application be available in languages other than English?

Yes, the application will be available in English, Spanish, Chinese and Tagalog.

Does the applicant need to be a US citizen or legal resident to apply?

No. Undocumented business owners who can provide required evidence of eligibility and required documentation can apply.

How many grants will be approved in this first round of applications?

As many as possible. But if all grants are the \$10,000 maximum, then \$2,000,000 in grant funding will equal 200 grants distributed across San Mateo County.

To be eligible under the County's small business assistance program, a business must meet all the following criteria:

- Business **has not received** a County small business grant or State or Federal small business COVID recovery grant or loan in the past 12 months;
- Demonstrate that the business was negatively impacted by the COVID-19 pandemic by providing completed tax returns from 2019 and 2020 including IRS Schedule C or Form 1065;
- Had a gross income of \$120,000 or less in 2019;
- Had 10 or fewer employees in 2019;
- Currently occupy a physical commercial business space in San Mateo County;
- If the business is a franchise, is independently owned and operated by a County resident, or 50% or more of the franchisee ownership must be comprised of County residents
- Applicant must be in full compliance with all applicable regulations for the business including, but not limited to regulations related to the following:
 - County Environmental Health permit
 - County/City planning and building requirements
 - State/County/City business and ABC permits
 - State and local minimum wage requirements
 - Health officer orders and other orders related to the COVID-19 public health emergency
- The establishment for which the grant is sought was being lawfully operated prior to March 11, 2020, when a local state of emergency was proclaimed due to the COVID-19 pandemic.
- Applicants must possess and present a copy of government-issued photo identification. ***Legal residency is not a condition of approval, and no information will be shared with other government agencies.***
- Establishments that have changed ownership since March 11, 2020, and otherwise meet the Program criteria above are eligible.

Applicants will be ineligible for a grant from the Program under the following circumstances:

- Incomplete applications.
- Failure to meet the eligibility criteria outlined above.
- They are a non-profit entity.
- The applicant's establishment has received or been approved for a grant from any of the following programs:
 - Small business relief program managed by Renaissance Entrepreneurship Center, approved by the Board of Supervisors on October 20, 2020 (Resolution 077791)
 - San Mateo County Strong Fund Small Business Grant administered by the Community Fund, approved by the Board of Supervisors on November 10, 2020 (Resolution 077828) (recipients of grants from earlier San Mateo County Strong grant programs are eligible for the Program)
 - San Mateo County Restaurant, Brewery & Winery Grant Program
- Any other Federal or State COVID Relief loans or grants, such as
 - U.S. Small Business Administration Paycheck Protection Program
 - U.S. Small Business Administration COVID-19 Economic Injury Disaster Loan
 - California Small Business COVID-19 Relief Grant Program

How will applications be evaluated?

- Incomplete applications will not be processed, and ineligible applications will not be considered

- Complete pre-applications will be evaluated and determined for eligibility by geographic region
- Eligible pre-applications will be put into a pool for selection by lottery
- Selected businesses will be contacted by County staff to provide documentation and final determination of eligibility and certification by the evaluation committee
- A list of fully approved businesses will be provided to the San Mateo Credit Union Community Fund for a disbursement of funds

WHAT IS THE PLAN FOR OUTREACH AND ONGOING FUNDRAISING?

Outreach for the Program will be comprehensive and involve both County and partner agencies, to include SAMCEDA, local Chambers of Commerce, trade organizations and minority and equity focused organizations such as the North Fair Oaks Community Council, Pescadero Community Council, Peninsula Chinese Business Association, Latino Leadership Council of San Mateo County as well local print, TV, social, and ethnic media outlets.

The outreach effort will include targeted engagement with municipal government leadership to solicit participation in the program and encourage matching funding if feasible. In addition, broad efforts will be made to involve and communicate with local community organizations and trade organizations across the county.

YOU CAN MAKE A DONATION TO SUPPORT THIS GRANT PROGRAM

Go to <https://www.smcucommunityfund.org/>

HELP US SPREAD THE WORD ASAP TO INFORM BUSINESS OWNERS ABOUT THE GRANT PROGRAM AND APPLICATION PROCESS

We need every City and Town, all elected officials, and the County's chambers of commerce, non-profits, ethnic and diversity groups, and other organizations to spread the grant program and the importance of getting ready to apply before the application portal opens. Drive people to get information at <https://www.smcstrong.org/applyforfunding>

Below are specific ideas on how you can help:

- **Elected officials:**
 - Post to social media channels every day
 - Email your supporter database
 - Like and link to the San Mateo County Strong Fund's new social media sites – see below:
- **City Clerks:**
 - Post to Nextdoor
 - Post to city social media
 - Email to distribution lists
 - Announce at next City Council meeting
 - Like and link to the San Mateo County Strong Fund's new social media sites – see below:
- **Economic Development Directors**
 - Send to business license holders
 - Send to other stakeholders
 - Like and link to the San Mateo County Strong Fund's new social media sites – see below:
- **Chambers of Commerce and Business Associations**
 - Post to social media channels every day
 - Email your supporter database
 - Like and link to the San Mateo County Strong Fund's new social media sites – see below:
- **County**
 - PIO send out media advisory
 - Ask Community Councils to share
 - County Environment Health to email all qualifying restaurants, breweries and wineries
 - EOC to email all elected officials
 - Like and link to the San Mateo County Strong Fund's new social media sites – see below:

*****Note about Social Media Posts:** When possible, please share a post from one of the SMCStrong Social Media accounts so that we can grow our following. We will have a few introductory posts that include the website that you can share.

- **Facebook:** Facebook.com/SMCStrong
- **Instagram:** SMCStrongFund
- **Twitter:** @SMC_Strong

SAMPLE BASIC SOCIAL MEDIA POST



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SAMPLE SHORT EMAIL MESSAGE



The Small Business Grant Program will provide grants of up to \$10,000 to each qualifying establishment to offset losses in revenue and past debt due to the COVID-19 pandemic state shutdown orders beginning in March 2020, ensure continued operation, and assist in covering current business operating expenses.

Businesses who meet the following eligibility criteria may qualify:

- Business **has not received** a County small business grant or State or Federal small business COVID recovery grant or loan in the past 12 months;
- Demonstrate that the business was negatively impacted by the COVID-19 pandemic by providing completed tax returns from 2019 and 2020 including IRS Schedule C or Form 1065;
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