

**IMMIGRANT FORUM**  
***San Mateo County Strong***  
***Small Business Grant Program Briefing***

**AUGUST 18, 2021**

# Program Objectives



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

# Funding Components



JULY  
2021

- **Commitment announcement from San Mateo County Board of Supervisors\***

AUGUST  
2021

- ***SMC Strong Small Business Grant Program***

FALL  
2021

- ***Micro Food Business Grant Program***
- ***Microenterprise Home Kitchen Operators (MEHKO) Ordinance, Pilot Program and Grant Program\****



## POTENTIAL FOR MATCHING FUNDING FROM:

- **Cities**
- **Towns**
- **Other community partners**

*\*[County of San Mateo's Press Release – Link](#) | [MEHKO - Link](#)*

# Partnerships & Outreach



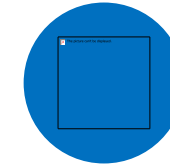
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**Cities and Towns**

**County Agencies**

**Multilingual  
Traditional Media**

**Chambers,  
Ethnic Business Groups,  
and Trade Associations**

**Social Media**  
*(Twitter, Instagram,  
LinkedIn, Nextdoor, etc.)*

# Timeline and Applicant Assistance



**Application Portal Timeframe:**  
Monday, August 16<sup>th</sup> at 8:00AM

-  
Tuesday, September 7<sup>th</sup> at 5:00PM



Information, FAQs, and application  
can be found on:

[www.smcstrong.org](http://www.smcstrong.org)



**Support hotline for application assistance**  
*(available weekdays between 9:00AM - 4:00PM)*

Support in English: 650-413-5600

Support in Spanish: 855-221-1777

Support in Chinese: 888-262-7552

Support in Tagalog: 800-211-9641

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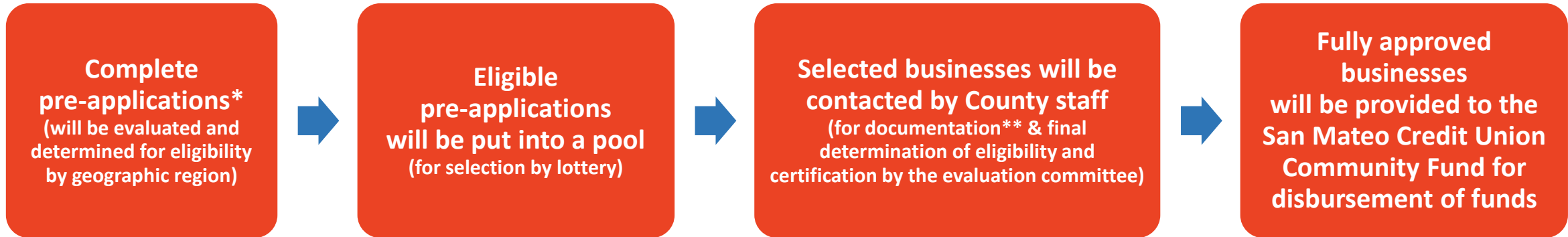
**Email support for applicants at:**

[sbgrant@smcgov.org](mailto:sbgrant@smcgov.org)

# Application Evaluation Process



Defined application window, NOT first-come, first-served



- Incomplete applications will NOT be processed and ineligible applications will NOT be considered -

\*Applicants will NOT be required to submit documentation during the *initial, pre-application process*

\*\* *Copy of a valid City Business License (if a license is offered), Copy of W-9, 2019 and 2020 tax returns for the business, photo ID(s) for at least 51% of owner/partners/managing parties, legal residency is not a condition of approval, and no information will be shared with other government agencies*

# Pre-Application Opened on Monday, August 16 at 8:00AM



The **SMC Strong Small Business Grant Program** application can be found on the **San Mateo County Strong** website [here](#).

County of San Mateo Small Business Grant Program: Round 6

The San Mateo County Board of Supervisors recently approved 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 Program will distribute 200 grants of \$10,000 each to small businesses that meet 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 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 business space in San Mateo County;
- Has a valid business license if one is offered and any other permitting licenses such as Environmental Health, State ABC, etc.;
- If the business is a franchise, is independently owned and operated by a County resident, or 50% or more of the franchise ownership group must be comprised of County residents.

Legal residency is not a condition of approval and no information will be shared with other government agencies.

The following criteria will disqualify any applicant:

- Nonprofit entity
- Business cannot provide all required documents
- Business has received any Federal, State or County loans or grants in the past 12 months
- Business operates out of a home or non-commercial space

Eligible applicants will be selected at random from the pool of eligible applicants at the conclusion of the application window.

If selected, applicants must be prepared to provide the following documents:

- IRS Form W9
- IRS Tax Returns – 2019 & 2020 Form 1040 Including Schedule C or Form 1065
- City/Town Business License (if applicable)
- Photo (ID) of establishment owner(s)/partners/principal(s)

INCOMPLETE APPLICATIONS, INCORRECT INFORMATION, OR FAILURE TO PROVIDE SPECIFIC DOCUMENTS WILL BE GROUNDS FOR DISQUALIFICATION.

\* Required

Business Information

1. What is the name of your business? \*

2. What is the address of your business? \*

3. What city or area does your business operate in? \*

## Pre-Application Form Includes:

- Name of business
- Establishment address
- Name of applicant
- Applicant email address
- Applicant phone number
- Applicant's relationship to establishment (sole proprietor, co-owner, managing partner of LLC, principal, other)
- % of establishment application owns (e.g. 50%, 100%, etc.)
- Attestations (not received other funding)

## OPTIONAL - Ownership Demographics of Applying Owner, Partner, or Principal (for data collection only & will NOT be used in the selection process)

- Woman, minority, LGBTQ+, veteran-owned
- Race
- Gender
- Age

# Pre-Application Open until Tuesday, September 7 at 5:00PM



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The Program will distribute 200 grants of \$10,000 each to small businesses that meet the following criteria:

- Business has not received a County small business grant or State or Federal small business grant or loan in the past 12 months;
- Demonstrate that the business was negatively impacted by the COVID-19 pandemic by providing 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 business space in San Mateo County;
- Has a valid business license if one is offered and any other permitting licenses such as Environmental Health, State ABC, etc.;
- If the business is a franchise, is independently owned and operated by a County resident, or 50% or more of the franchise ownership group must be comprised of County residents;
- Multi-jurisdictional residency is not a condition of approval and no information will be shared with other government agencies.

The following criteria will disqualify any applicant:

- Nonprofit entity
- Business cannot provide all required documents
- Business has received any Federal, State or County loans or grants in the past 12 months
- Business operates out of a home or non-commercial space

Eligible applicants will be selected at random from the pool of eligible applicants at the conclusion of the application window.

If selected, applicants must be prepared to provide the following documents:

- IRS Form W9
- IRS Tax Returns – 2019 & 2020 Form 1040 Including Schedule C or Form 1065
- City/Town Business License (if applicable)
- Photo ID(s) of establishment owner(s)/partners/principal(s)

INCOMPLETE APPLICATIONS, INCORRECT INFORMATION, OR FAILURE TO PROVIDE SPECIFIC DOCUMENTS WILL BE GROUNDS FOR DISQUALIFICATION.

\* Required

Business Information

1. What is the name of your business?

Enter your answer

2. What is the address of your business?

Enter your answer

If selected, applicants must be prepared to provide the following documents:

- IRS Form W9
- IRS Tax Returns – 2019 & 2020 Form 1040 Including Schedule C or Form 1065
- City/Town Business License (if applicable)
- Photo ID(s) of establishment owner(s)/partners/principal(s)

Pre-application available in:  
**English, Spanish, Chinese, or Tagalog**

If selected, applicants must be *prepared* to provide the following documents: **(those items are NOT required to complete this application):**

- **IRS Form W9**
- **IRS Tax Returns – 2019 & 2020 Form 1040 (including Schedule C or Form 1065)**
- **City/Town Business License (if applicable)**
- **Photo ID of establishment owner(s)/partners/principal(s)**



# Categories of Potential Applicants



Will provide grants of up to \$10,000 each to qualifying establishments:



## NO COUNTY, STATE, FEDERAL FUNDING

- 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



## IMPACTED BY COVID-19

- 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)
- Lawfully operated\*\* prior to March 11, 2020, when a local state of emergency was proclaimed due to the COVID-19 pandemic



## ADDITIONAL ELIGIBILITY

- Had a gross income of \$120,000 or less in 2019
- 10 or fewer employees in 2019;
- Fully compliant with applicable regulations
- Applicant must possess and present copy of government-issued photo id

The application portal opened on Monday, August 16<sup>th</sup> at 8:00AM and will remain open until Tuesday, September 7<sup>th</sup> at 5:00PM

To learn more about eligibility and/or to apply, please visit: [SMCSTRONG.ORG](https://SMCSTRONG.ORG)

\*Currently occupy a physical 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)

\*\*Establishments that have changed ownership since March 11, 2020, and otherwise meet the Program criteria above are eligible.

# What Types of Businesses DO NOT Qualify for the Grant?



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



**Incomplete applications**



**Failure to meet** the eligibility criteria outlined



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*
- *San Mateo County Technology Grant*
- **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 *YOU* Can Help



Spread the word on the grant program and the importance of getting ready to apply *before* the application portal opens.

## ELECTED OFFICIALS

- Post to social media channels
- Email your supporter database
- Like and link to the *San Mateo County Strong Fund's* new social media sites

## 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

## ECONOMIC DEVELOPMENT DIRECTORS

- Send to all qualifying businesses
- Send to other stakeholders
- Like and link to the *San Mateo County Strong Fund's* new social media sites

## CHAMBERS OF COMMERCE, BUSINESS ASSOCIATIONS, PARTNERS

- Post to social media channels
- Email your supporter database
- Like and link to the *San Mateo County Strong Fund's* new social media sites

## COUNTY

- PIO send out media advisory
- Ask Community Councils to share
- County Environment Health to email all qualifying businesses
- EOC to email all elected officials
- Like and link to the *San Mateo County Strong Fund's* new social media sites

LIKE AND LINK TO THE *SAN MATEO COUNTY STRONG FUND'S* NEW SOCIAL MEDIA SITES:

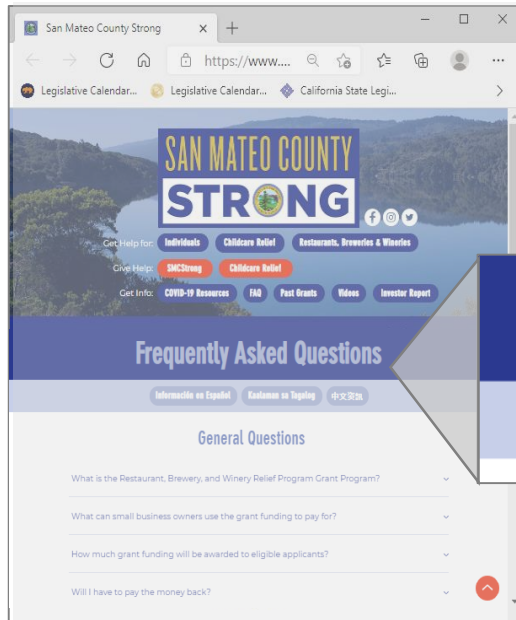
 [Facebook.com/SMCStrong](https://www.facebook.com/SMCStrong)

 [@SMCStrongFund](https://www.instagram.com/SMCStrongFund)

 [@SMC\\_Strong](https://twitter.com/SMC_Strong)

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*

# Frequently Asked Questions (FAQs)



**FAQs are available on [SMCSTRONG.org](https://www.smcstrong.org)**

- Information on:
  - *General Questions*
  - *Eligibility*
  - *And more*
- Available in English, Spanish, Tagalog, and Chinese

If you have any additional questions not listed on the FAQ page, please email: [sbgrant@smcgov.org](mailto:sbgrant@smcgov.org)

To view the *FAQs* page in Spanish, Tagalog, and Chinese, click on the buttons below the *Frequently Asked Questions* title.

# Small Business Survey



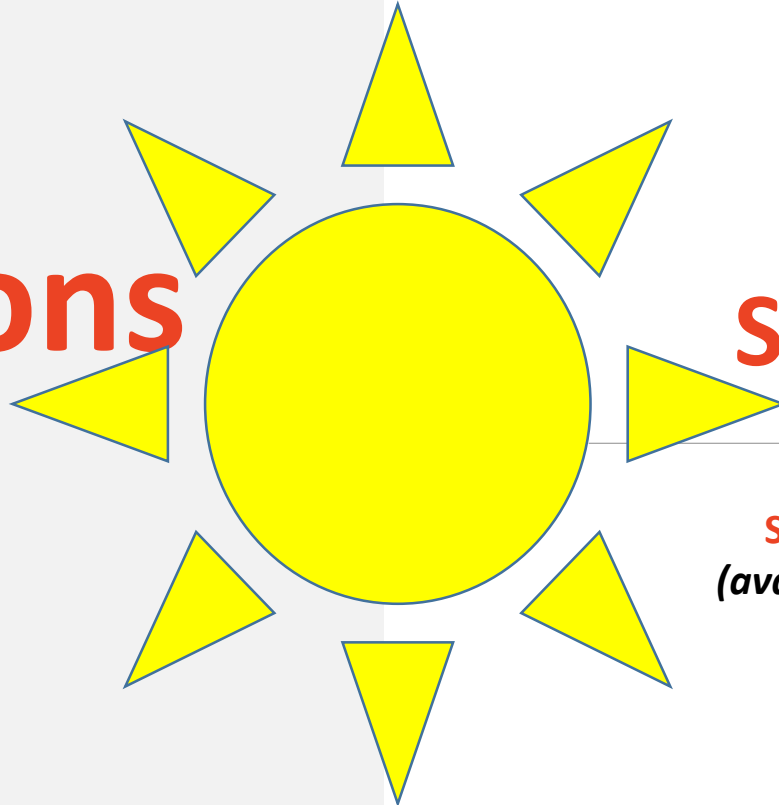
- Common Application for future grant opportunities
- Will help the County's Recovery Initiative to meet the needs of local businesses
- Complete by August 30,2021

Direct Link:

<https://forms.office.com/g/Jh8ewNVZnq>

In English, Spanish, Chinese and Tagalog

# Questions



## SMCSTRONG.ORG



**Support hotline for application assistance**  
*(available weekdays between 9:00AM - 4:00PM)*

**Support in English: 650-413-5600**

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