



**Chan
Zuckerberg
Initiative** 

- NORTH FAIR OAKS COMMUNITY COUNCIL

Restaurant, Brewery, and Winery Relief Program

FEBRUARY 25, 2021

Program Objectives



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Support restaurants, breweries, and wineries that have suffered from the economic impact of the COVID-19



Provide **grant assistance up to \$10,000** directly to local, non-corporate establishments in a streamlined manner

Funding Components



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POTENTIAL FOR MATCHING FUNDING FROM:

- Cities
- Towns
- Other community partners

**Earmarked for restaurants in East Palo Alto, Menlo Park, North Fair Oaks, and Redwood City*

Partnerships & Outreach



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CHAMBER
SAN MATEO COUNTY

BUSINESS ECONOMY POLICY
SAMCEDA
San Mateo County Economic Development Association



Cities and Towns

+



County Agencies

+



Multilingual
Traditional Media

+



Chambers,
Ethnic Business Groups,
and Trade Associations

+



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

Categories of Potential Applicants



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



RESTAURANT

Brick and mortar physical location within San Mateo County* and a *full-service kitchen* on site**



BREWERY

Active California Department of Alcoholic Beverage Control (ABC) Type 23 (Small Beer Manufacturer) License, with a brick and mortar physical location within San Mateo County



WINERY

Active ABC Type 2 (Wine Grower) License, with a brick and mortar physical location within San Mateo County

The application portal is *currently open* and *will close on Monday, 8 March at 12:00 PM*

Learn more at SMCSTRONG.ORG

*Brick and mortar physical location within San Mateo County and the City of Palo Alto

**Under this definition, corporate-owned franchises, pop-ups, food trucks, home-based business or a catering company, cottage food operator, or a microenterprise home kitchen operation are not restaurants and are ineligible for grants

What Types of Businesses Qualify for the Grant?



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



Applicant is **providing food service or sale of food- or beverage-related goods** from the establishment as of the time of grant application



Applicant's establishment has been **adversely economically impacted** by the COVID-19 public health emergency



Must possess and present a **copy of government-issued photo identification**



Owns **no more than five** restaurants, breweries, and/or wineries within the jurisdictional boundaries of San Mateo County

(Applicants with multiple establishments may submit an application for each qualifying establishment)



Must be in **FULL compliance with all applicable regulations** for the establishment 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



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



The applicant is a corporate-owned franchise



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)
- The establishment has received **over \$200,000** in revenue from participation in the "Great Plates" program

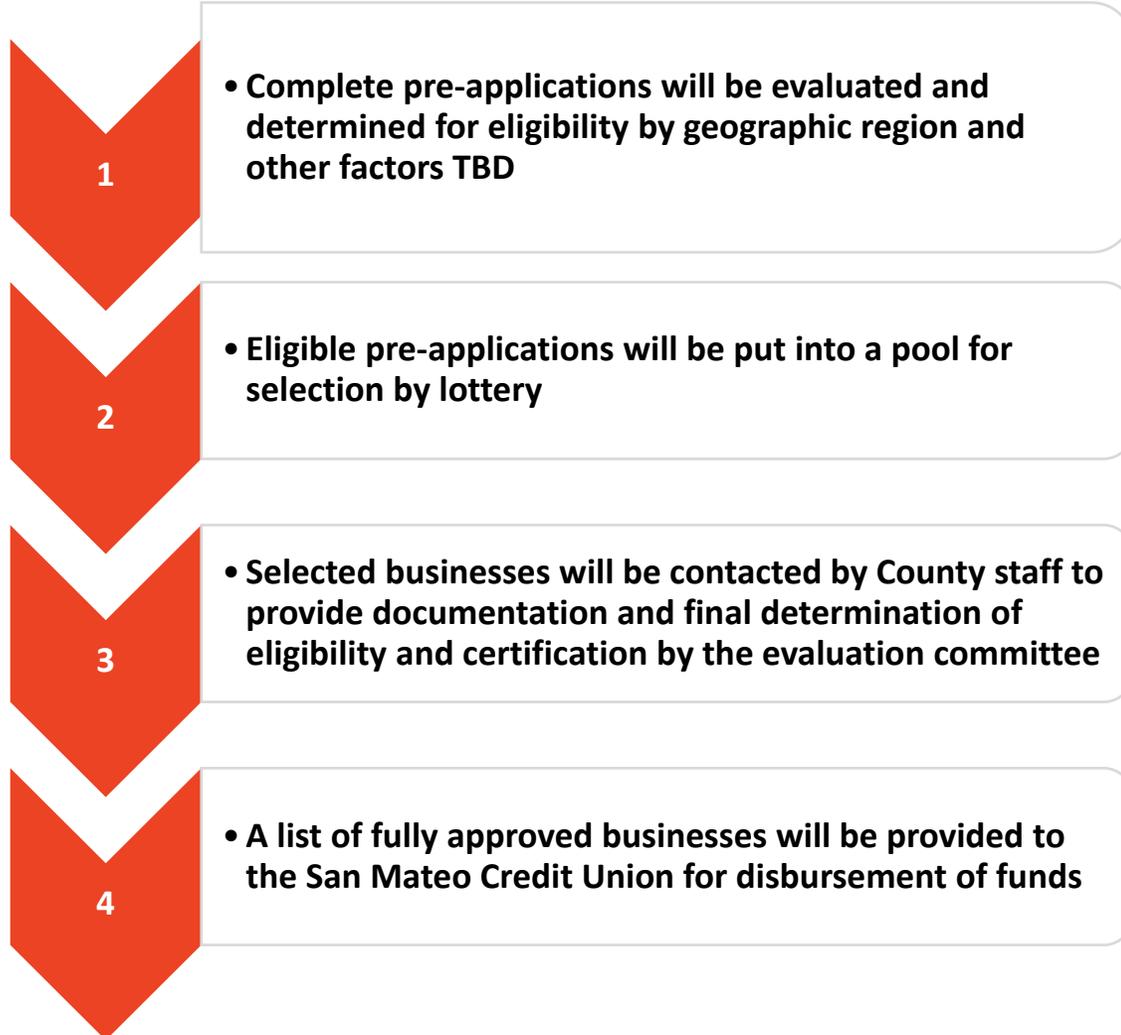


The establishment operates in a hotel *without* a separate business license



The applicant is a pop-up, food truck, home-based business or a catering company, cottage food operator, or a microenterprise home kitchen operation

Anticipated Application Evaluation Process



1. Applicants will *not* be required to submit documentation during the *initial* application process.
2. Once an application is deemed eligible and selected for funding, the applicant will be notified by the San Mateo Credit Union and asked to provide the following types of documentation:
 - *Copy of a valid City Business License (if a license is offered)*
 - *Copy of W-9*
 - *Copy of current County Environmental Health Permit*
 - *Photo ID for the owner/partners/managing parties*

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

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

How YOU Can Help



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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 every day
- 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 restaurants, breweries and wineries with business licenses
- Send to other stakeholders
- Like and link to the *San Mateo County Strong Fund's* new social media sites

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CHAMBERS OF COMMERCE & BUSINESS ASSOCIATIONS

- Post to social media channels every day
- Email your supporter database
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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

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. We will have a few introductory posts that include the website that you can share.*

Timeline and Applicant Assistance



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The application portal is open now
and will close on Monday, 8 March at
12:00 PM



Information, FAQs, and
application are hosted at
www.smcstrong.org

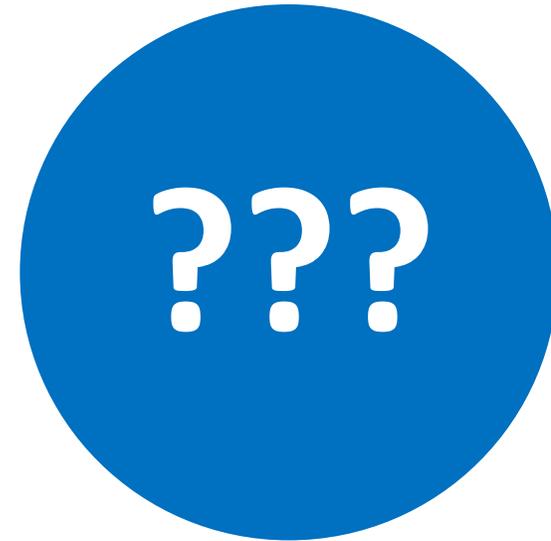


Support hotline for application
assistance in:

- English: 650-413-5600
- Spanish: 855-221-1777
- Chinese: 888-262-7552
- Tagalog: 855-257-7474

Email support for applicants at:
restaurantrelief@smcgov.org

Questions



For questions about the program/application,
please email: restaurantrelief@smcgov.org