

**IMMIGRANT FORUM**  
***Micro Food Business Grant Program Briefing***

**NOVEMBER 18, 2021**

# Program Objectives



To help micro food businesses that have not received any assistance from the County COVID-19-relief programs in the past 12 months

# Partnerships & Outreach



**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, November 29<sup>th</sup> at 8:00AM

-

Friday, December 17<sup>th</sup> at 5:00PM



Information, FAQs, and application  
can be found 11/29/21 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

---

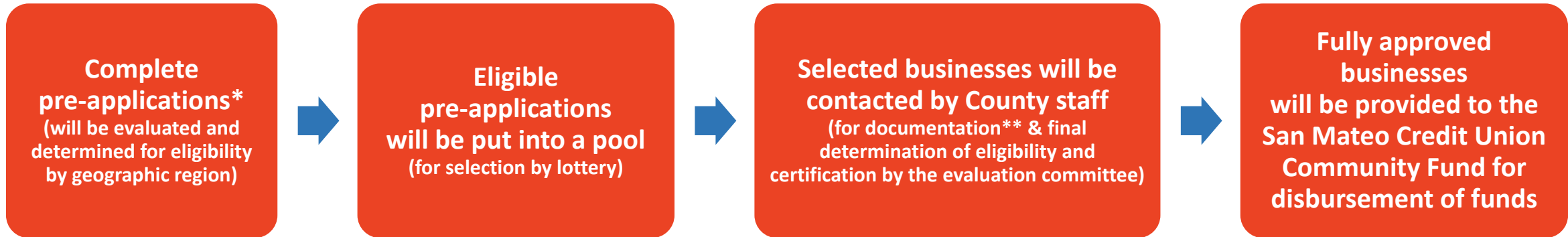
**Email support for applicants at:**

[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, Environmental Health permit; COVID-19 impact statement. Legal residency is not a condition of approval, and no information will be shared with other government agencies*

# Pre-Application Opens on Friday, November 29<sup>th</sup> at 8:00AM



The *SMC Strong Small Business Grant Program* application can be found on the *San Mateo County Strong* website [here](#) effective 11/29/21.

## 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 Friday, December 17<sup>th</sup> at 5:00PM



The *SMC Strong Small Business Grant Program* application can be found on the *San Mateo County Strong* website [here](#) on 11/29/21.

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):*

- *City/Town Business License (if applicable)*
- *Environmental Health Permit*
- *Photo ID of establishment owner(s)/partners/principal(s)*
- *IRS Form W9*
- *IRS Tax Returns – 2019 & 2020 Form 1040*
- *COVID-19 Impact statement*

# Categories of Potential Applicants



Will provide grants each to qualifying and selected establishments (\$500,000 total funds available):

- \$2,500 – cottage food operators
- \$5,000 – caterers, food trucks and food carts
- \$10,000 – commissaries or incubator kitchens



## NO COUNTY FUNDING

- Business\* has not received a County small business grant 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 and a COVID-19 Impact Statement
- Lawfully operated\*\* prior to January 1, 2020, when a local state of emergency was proclaimed due to the COVID-19 pandemic



## ADDITIONAL ELIGIBILITY

- Fully compliant with applicable regulations
- Applicant must possess and present copy of government-issued photo id

The application portal opens on Friday, November 29<sup>th</sup> at 8:00AM and will remain open until Friday, December 17<sup>th</sup> at 5:00PM

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

\*\*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 Small Business Grant (adopted 7/2021)*

# 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* 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* 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* 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* social media sites

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

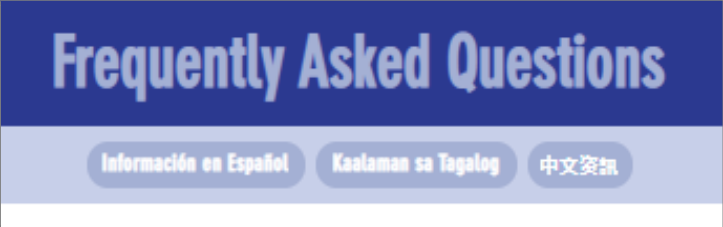
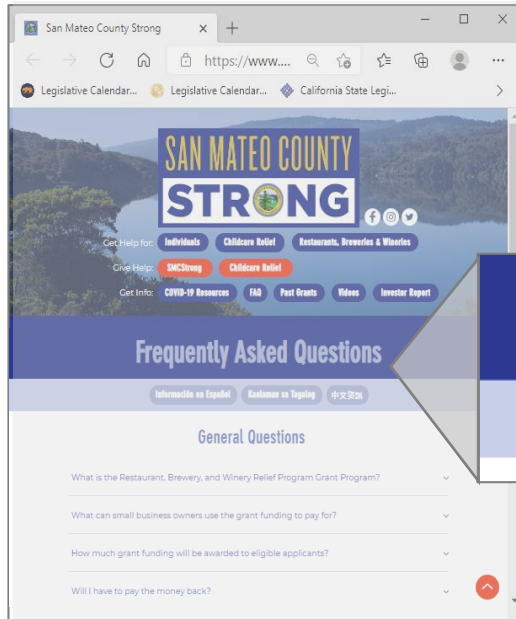
 [Facebook.com/SMCStrong](https://www.facebook.com/SMCStrong)

 [@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)



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

**FAQs will be available on [SMCSTRONG.org](https://www.smcstrong.org) 11/29/21**

- 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)

# Questions



## 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**

---

**Email support for applicants at:**

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