

# ARPA Microgrant Capacity Building Program Recipient Report

Fiscal Year 2022

## Overview

<b>Awarded</b>	<b>Organizations</b>	<b>Dollar Amount</b>
√	All For Logan	\$20,000
√	Asian Business Association	\$20,000
√	Barrio Logan Association	\$20,000
√	Bayside Community Center	\$7,375
√	Business For Good	\$20,000
√	Chicano Federation	\$20,000
√	City Heights CDC	\$11,300
√	Civic Community Partners	\$10,000
√	Connect Foundation	\$20,000
√	County of San Diego Black Chamber of Commerce	\$20,000
√	International Rescue Committee	\$20,000
√	Jacobs Center for Neighborhood Innovation	\$20,000
√	Logan Avenue Consortium	\$20,000
√	Logan Heights CDC	\$20,000
√	Otay Mesa Chamber of Commerce	\$7,500
√	Paving Great Futures	\$20,000
√	South County Economic Development Council	\$20,000
√	Southwestern College SBDC	\$13,000
√	University of San Diego	\$20,000
√	Union of Pan Asian Communities	\$12,500
√	Urban League of San Diego County	\$20,000
√	Via International	\$18,325
<b>Total</b>	<b>23 Organizations</b>	<b>\$380,000</b>

## All For Logan - \$20,000

### Project Summary

#### **“Walk the Block”**

All For Logan is a new nonprofit preserving the character and culture of Barrio Logan through a weekly “Walk the Block” promotion. This grant will support 40+ predominantly BIPOC businesses, including artists and street vendors, drawing customers every Saturday and Sunday to Logan Avenue. The ARPA Microgrant will support marketing, maintenance, and landscaping on Logan Avenue as well as the creation of public art on private buildings in the alley.

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### Quarterly Reports

#### Quarter 2

With the help of the ARPA Microgrant we have been able to serve over 60 businesses, create revenue for the community by strategic marketing and cultural events that also provide a safe space for community members to bring their families. We have been able to invest in maintenance, landscaping, beautification efforts, public art, and more. We have supported and engaged with the businesses and community members by bringing them resources and have begun discussing ways to make our community safer, more pedestrian friendly, and address issues such as parking and lack of resources. We have also been able to invest in proper accounting platforms such as Quickbooks and have also acquired all required insurance requirements by the City of San Diego to operate.

#### Quarter 3

With the help of the ARPA Microgrant we have been able to serve over 70 businesses, create revenue for the community by strategic marketing and cultural events that also provide a safe space for community members to bring their families. We have been able to invest in maintenance, landscaping, beautification efforts, public art, and more. We have supported and engaged with the businesses and community members by bringing them resources and have begun discussing ways to make our community safer, more pedestrian friendly, and address issues such as parking and lack of resources. We have also been able to invest in proper accounting platforms such as Quickbooks and have also acquired all required insurance requirements by the City of San Diego to operate. We recently applied for a Special Events permit with the city to host a Summer kickoff Block Party that will be an annual event and bring revenue for the business district we serve and a space for community members and families to gather.

#### Quarter 4

With the help of the ARPA Microgrant we have been able to serve over 70 businesses, create revenue for the community by strategic marketing and cultural events that also provide a safe space for community members to bring their families. We have been able to invest in maintenance, landscaping, beautification efforts, public art, and more. We have supported and engaged with the businesses and community members by bringing them resources and have begun discussing ways to make our community safer, more pedestrian friendly, and address issues such as parking and lack of resources. We have also been able to invest in proper accounting platforms such as Quickbooks and have also acquired all required insurance requirements by the City of San Diego to operate. We recently applied for a Special Events permit with the city to host a Summer kickoff Block Party that will be an annual event and bring revenue for the business district we serve and a space for community members and families to gather.

## Asian Business Association – \$20,000

### Project Summary

#### Business Assistance and Small Business Support Services

The Asian Business Association represents over 30,000 Asian Pacific Islander (API) owned businesses that operate in San Diego County and supports their capacity to grow and succeed. The ARPA Microgrant supports business counseling, educational workshops, and increasing access to capital and business productivity tools.

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### Quarterly Reports

#### Quarter 3

The Asian Business Association assisted a total of 209 unique businesses in Q3. The business support activities we provided during this reporting period include loan/grant management (County of San Diego Microbusiness Grant Program, City of San Diego Small Business Relief Grant, County of San Diego Small Business Stimulus Grant, AAPISTRONG Proudly Unstoppable Fund, and SBA loans), 16 workshops/webinar training covering accounting, financial management, COVID-19 Support, new business start-up, as well as the Microenterprise Home Kitchen Operations (MEHKO) Program. We also referred a small number of clients to our partners outside of the SBDC network, such as the San Diego MEHKO Coalition for starting an at-home food business, the Department of Environmental Health and Quality for obtaining food permits and certificates, the USPS for additional grant resources, the IRS for tax planning, and so on.

Of the 209 businesses we've helped, 125 are BIPOC-owned, and 96 are women-owned. Demographically, 23 business owners are African American, 76 are Asian, 25 are Hispanic/Latino, 58 are white, and the rest declined to answer. The top five business industries we have served include:

- Professional, Scientific and Technical Services, Scientific, and Technical Services
- Accommodation and Food Services
- Retail Trade
- Health Care & Social Assistance
- Arts, Entertainment, and Recreation

The Asian Business Association team spent over 580 hours providing technical assistance in multiple languages, including Mandarin, Tagalog, Vietnamese, Spanish, Korean, and Arabic, in areas such as access to capital, accounting and financial management, business

planning, marketing and communications, technology training, legal assistance, human resources, and public health requirements. During this period, we helped 163 businesses with capacity building, preserved 209 small businesses, and created 17 new small businesses. All of the businesses have less than 1 million in annual revenue. Our work model has shifted from being completely remote to being partially remote. We were able to provide one-on-one assistance to select individuals at our office. The majority of the services, however, were nevertheless performed virtually.

Minority populations continue to face the most significant challenges due to language hurdles and a lack of resources. Most senior business owners, for example, do not utilize social media platforms like Facebook, Instagram, or Twitter. Instead, they pick platforms with which they are most comfortable and with which they can communicate more easily, particularly when performing in a particular language. Recognizing the issue, we decided to adapt our strategy and approach the audience with different social media outreach and in-person outreach in specific languages.

#### Quarter 4

During Q4 (April-June) of 2022, the Asian Business Association assisted 526 unique businesses in the San Diego and Imperial Valley region. The following are some of the business support we offered during this reporting period:

- Grant management/assistance, including California Dream Grant, County of San Diego Micro-Business Grant Program, Verizon Small Business Digital Ready, SDG&E Restaurant Resilience Fund, City of Escondido Non-Profit Relief Fund, City of San Diego Small Business & Non-Profit Relief Fund (final cleanup)
- Webinars (Demystifying Taxes for Sole Proprietors and Single Member LLC, Tax office hours, Starting a new business)
- In-person business workshops (Financial Literacy and Innovation in Business, Parenting While Owning a Business, Public Relations & Marketing Strategy, Microenterprise Business 101, Building Your Community Through Events, Business Access to Capital & Investor Options)
- One-on-one small business engagement
- We also referred a small number of clients to our partners outside the SBDC network, such as the City Heights CDC, Logan Heights CDC, Diamond BID, etc. We often work in tandem, i.e. we may provide technical assistance with a grant, and they can get their documents scanned at their local office.

Of the 526 businesses we've assisted, 315 clients directly come from the County of San Diego Microbusiness Grant. As the County announced the first wave of recipients, we had to call each one to ensure that they had received the email and followed the instructions to submit the required documents to the website. Many of our clients were unsure how to upload documents or lacked access to a scanner or printer (especially the elderly or those

in the Imperial Valley region). As a result, we offered to meet in the office or directed them to a nearby center where our advisors could assist them with the paperwork. During this time, we provided technical assistance in multiple languages, including Mandarin, Vietnamese, Tagalog Korean, and Japanese.

The Asian Business Association team spent over 632 hours providing technical assistance in areas such as access to capital, accounting and financial management, business planning, marketing and communications, technology training, legal assistance, human resources, and public health requirements. We helped 430 businesses with capacity building, preserved 526 small businesses, and created 38 new small businesses. All the businesses have less than 1 million in annual revenue.

Demographically, 78 business owners are African American, 143 are Asian, 101 are Hispanic/Latino, 151 are white, and the rest declined to answer. The top five business industries we have served have remained consistent since Q3, including

- Professional, Scientific and Technical Services, Scientific, and Technical Services
- Accommodation and Food Services
- Retail Trade
- Health Care & Social Assistance
- Arts, Entertainment, and Recreation

## Barrio Logan Association – \$20,000

### Project Summary

#### Barrio Logan Science and Art Expo, Annual Barrio Logan Snow Day

The Barrio Logan Association services the Barrio Logan Maintenance Assessment District (MAD) with programming and support services that promote the economic vitality of the neighborhood. The BLA's ARPA Microgrant supports the creation of two series of street banners and trash receptacle branding within the Barrio Logan MAD. Additionally, funds will support for the annual Barrio Logan Science and Art Expo as well as the Annual Barrio Logan Snow Day which draws around 800 community members to support local businesses.

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### Quarterly Reports

#### Quarter 3

The Barrio Logan Association works to maintain and beautify the public spaces of Barrio Logan while improving district identity; funding events like this help bring people and resources into our community and serve to uplift Barrio Logan as a whole, furthering its reputation as San Diego's cultural and artistic hub. Below details the status of the ARPA Microgrant awarded to the BLA in late 2021.

**Barrio Logan Snow Day** - Each year the Barrio Logan Association sponsors "Barrio Logan Snow Day Celebration" - a free, all ages community event featuring more than five tons of snow, pictures with Santa, music provided by local radio stations, and festive holiday booths and games for kids. This year's Barrio Logan Snow Day Celebration was held at the Mercado del Barrio Plaza on December 18, 2021 (flyer attached). This event not only highlighted our culturally rich community but also drew about 600 children and families who frequented the 16 surrounding businesses.

The grant fund allocation for the event was \$2,500.00. Please see the expense breakdown spreadsheet and supporting documents attached. This event reporting should have been for Q2; however, I believe we were in the process of finalizing the agreement.

**Community Banners** - The banner designs commemorate the many public and special events that occur each year in Barrio Logan. There are 170 banners available for sponsorship. The banners hang on Logan Avenue, National Avenue, Newton Avenue, Main Street and in the Mercado Del Barrio and are seen by thousands of people per day. The Barrio Logan Association is in the process of working with artist on designs of the



community banners. The next step will be the manufacturing of the banners with installation to follow.

The grant fund allocation for the event is \$10,000 and no funds have been expended at this time. The projected completion date has been extended to late May, 2022.

**Barrio Logan Science & Art Expo** - The Barrio Logan Science & Art Expo is an inclusive and annual art, science, and culture fair that welcomes families from around southern San Diego. Join the Barrio Logan Association, the San Diego Festival for Science and Engineering, UC San Diego, and community partners as we highlight science, art and culture in the world around us. Some demonstrations have included lowriders, bikes, skateboards, MAD Science, music and more! This event took place on April 16, 2022 and it highlighted our culturally rich community also bringing in about 800 children and families who frequent the 16 surrounding businesses.

The grant fund allocation for the event was \$2,500.00. Expense report will be submitted in Q4 along with supporting documents.

**Trash Receptacle Branding** - The Barrio Logan Association is in the process of working with designers, artists & welding companies on beautification images, branding logos & welding/installation.

The grant fund allocation for the event is \$5,000.00 and no funds have been expended at this time. The projected completion date has been extended to mid-late June 2022.

#### Quarter 4

The Barrio Logan Association works to maintain and beautify the public spaces of Barrio Logan while improving district identity; funding events like this help bring people and resources into our community and serve to uplift Barrio Logan as a whole, furthering its reputation as San Diego's cultural and artistic hub. Below details the status of the ARPA Microgrant awarded to the BLA in late 2021.

**Barrio Logan Snow Day** - The original grant fund allocation for the event was \$2,500.00, which were reported in Q3. A fund adjustment was approved in June for \$6,000.00. The total amount used for this event was \$3,239.50 (\$2,500.00 reported in Q3). The attached expense report submitted for Q4 reflects additional funds used. Please see the expense breakdown spreadsheet and supporting documents attached).

**Barrio Logan Science & Art Expo** - The original grant fund allocation for the event was \$2,500.00. A fund adjustment was approved in June for \$7,300.00. Expense report submitted in Q4 reflects a total of \$7,652.78 in ARPA funds were used. Please see the expense breakdown spreadsheet and supporting documents attached).

**Trash Receptacles** - The original grant fund allocation was \$10,000 for the Barrio Logan Banner District. However, that project was halted and per our discussion permission was granted to utilize these funds towards the purchase of additional trash receptacles needed in the district. The total fund adjustment was approved for the \$6,682.48 used on the receptacles which will be installed in Barrio Logan.

## Bayside Community Center – \$7,375

### Project Summary

#### Community-Supported Microenterprise program

Bayside Community Center champions the residents of Linda Vista through services, education, and advocacy. The Community-Supported Microenterprise program provides direct support to small businesses with an emphasis on finance, marketing, operations, and licensing. The ARPA Microgrant funds provide programmatic expansion through software and hardware upgrades, increasing their ability to reach more microentrepreneurs in Linda Vista.

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### Quarterly Reports

#### Quarter 3

Funding through the ARPA Capacity Building Program has been used to purchase equipment and software to support Bayside's Community Supported Microenterprise (CSM) program. The equipment has been used to support small businesses with marketing and promotion, manage finances for fiscal sponsorships, and handle general administrative responsibilities.

In Q3, Bayside has directly supported four small businesses in San Diego.

**Co-Harvest Foundation:** Bayside has continued to support Co-Harvest foundation, one of its original CSM partners. Bayside holds two seats on Co-Harvest's Board of Directors. With Bayside's support, Co-Harvest has continued to increase its membership numbers and expand the number of micro-farms it manages. Co-Harvest utilizes Bayside's P.O. Box for its mailing address.

**Maraya Performing Arts:** Maraya successfully advanced through the Commission for Arts and Culture CCSD RFQ process and submitted an application for the RFP with Bayside acting as a fiscal sponsor. The organization is awaiting final award notification.

**Ballet Folklorico El Tapatio de San Dieguito (BFETdeSD):** Bayside has supported BFETdeSD in multiple ways throughout Q3. Bayside assisted BFETdeSD in its search for a new, permanent practice space for its dancers as many previous partners were still restricting indoor activities. The organization has also helped with multiple grant applications and reporting on completed grant agreements. Bayside has also helped with planning for BFETdeSD's first signature event 'Celebracion Mexicana' planned for June 2022. Bayside created a sponsorship deck and is assisting with securing event funds. Finally, BFETdeSD has been highlighted on Bayside's Facebook and in a blog post on Bayside's

website, including a video created with the newly purchased items. BFETdeSD also makes use of Bayside's P.O. Box for receiving mail.

**San Diego Southern Sea, Kung Seng Keng, Dragon and Lion Dance Association:** This local performance group was hired to perform at Bayside's 8th annual Lunar New Year Celebration. The performance was recorded and posted on social media. In addition, Bayside conducted an interview with the group which was posted on Facebook along with links to the group's website.

In addition to the direct support above, Bayside has transitioned its accounting software to an online version to provide a more stable long-term system for storing the financial information of supported businesses.

#### Quarter 4

Funding through the ARPA Capacity Building Program has been used to purchase equipment and software to support Bayside's Community Supported Microenterprise (CSM) program. The equipment has been used to support small businesses with marketing and promotion, manage finances for fiscal sponsorships, and handle general administrative responsibilities.

In Q4, Bayside has directly supported three small businesses in San Diego.

**Co-Harvest Foundation:** Bayside has continued to support Co-Harvest foundation, one of its original CSM partners. Bayside holds two seats on Co-Harvest's Board of Directors. With Bayside's support, Co-Harvest has continued to increase its membership numbers and expand the number of micro-farms it manages. Co-Harvest utilizes Bayside's P.O. Box for its mailing address.

**Maraya Performing Arts:** Maraya was successfully awarded funding through the Commission for Arts and Culture CCSD with Bayside acting as a fiscal sponsor. Bayside will manage the grant funds to ensure proper usage towards eligible expenses and support with grant reporting.

**Ballet Folklorico El Tapatio de San Dieguito (BFETdeSD):** Bayside has supported BFETdeSD in multiple ways throughout Q4. The organization has helped with multiple grant applications and reporting on completed grant agreements. Bayside also supported BFETdeSD's first signature event 'Celebracion Mexicana' which was hosted at Francis Parker School in Linda Vista on June 25. The event showcased traditional Mexican Folklorico dance and was attended by almost 100 local residents. Bayside was on site the day of the event managing ticket sales, supporting vendor booths, and assisting with setup and breakdown. BFETdeSD also makes use of Bayside's P.O. Box for receiving mail.

In addition to the direct support for operations noted above, Bayside has prioritized purchasing goods and services from local small businesses to support its events

throughout the year including but not limited to Dulceria's Mexican Tiendita, Olga's Lumpia, Yum Yum Donuts, Giant Pizza King, and Filiberto's.

## Business For Good – \$20,000

### Project Summary

#### Administrative and Marketing Tools

Business For Good unites business owners to make San Diego a better place for all. Business For Good connects members to entrepreneurs from the Promise Zone and other under-resourced communities to provide mentorship and supportive services. As a newer nonprofit, the ARPA Microgrant will provide capacity building opportunities for Business For Good to expand their marketing and administrative capabilities to reach more businesses.

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### Quarterly Reports

#### Quarter 3

Business For Good has begun implementing the new membership platform for our current members and future members. With this platform we will be able to manage our current members in a more efficient way and provide more 1-on-1 assistance. We continue to increase membership and provide more help through our monthly articles that our independent contractor provides. These articles provide insight in various topics such as how to do public commenting, how to be a sustainable business and ways to be involved in the budgeting process. We had 2 mixers one at the end of March, where about 35 people attended and one at the end of April where many members volunteered their time at the Earth Fair. These mixers allowed for members to network and get to know each other outside of the monthly general member meetings. In order to make these mixers more efficient, BFG purchased an iPad to conduct check-ins and a way to capture contacts when doing events. We have supported about 40 businesses and continue to grow as an organization.

#### Quarter 4

Business For Good (BFG) began implementing the membership platform in late February. With this implementation we also needed to do some website upgrades, marketing and ensure our members were aware of the transition. With this we also were able to purchase Canva & Loom as part of BFG member perks. Our members were also able to be a part of Earth Fair where we were able to provide network opportunities for our members and be able to recruit more members. With this new membership platform, which launched June 15, 2022, we are able to accept non-profit organizations and individuals into our membership. We were also to purchase some swag which has been sent to our members. Lastly, we held our Summer Social on June 30th where 90% of attendance were small business owners that are not members. With this new membership platform and new ways to streamline grants we were able to

reach help at least 20 more business owners. Our business resource committee has a new chair and more grants are beginning to come through.

## Chicano Federation of San Diego County – \$20,000

### Project Summary

#### Business Support for Childcare Businesses

The Chicano Federation invests in Latino communities to build resiliency and advocate for health equity, affordable housing, and childcare solutions. With ARPA Microgrant funding, the Chicano Federation is expanding their STEPS program to provide professional development opportunities for childcare business owners who are often women of color. The program includes resources tailored to these homebased businesses including business plan development, workshops, and financial literacy development.

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### Quarterly Reports

#### Quarter 3

Thanks to the City of San Diego Economic Development ARPA Microdistrict capacity building program, we were able to utilize funds during Q3 to purchase personal protective equipment, cleaning supplies, children's face masks, and learning materials for women of color-owned small businesses in our STEPS Barrio Logan program. These small businesses specific to the City of San Diego Promise Zone have faced an onset of challenges in their operations due to the COVID-19 pandemic. These additional non-personnel items have helped 19 small businesses in the Promise Zone and alleviated the burden of navigating supply shortages and not having funds to buy such items required for their businesses.

#### Quarter 4

Thanks to the City of San Diego Economic Development ARPA Microdistrict capacity building program, we were able to utilize funds during Q4 to provide two technical assistance workshops to our STEPS Barrio Logan small business owners. These workshops were in the topics of funding resource applications and tax information. We previously were going to hold the second workshop on COVID-19 hiring practice but in conducting a needs survey with the business owners, they all preferred to learn more about tax policies and laws for their small business. All small businesses stated that these technical assistance workshops were helpful in providing information they were not previously aware of. These workshops were given in partnership with Southwestern College's Women's Small Business Center.



## City Heights Community Development Corporation – \$11,300

### Project Summary

#### Business Expos and Night Markets

The City Heights CDC serves 16 neighborhoods across City Heights to promote livable neighborhoods, affordable housing, and economic self-sufficiency. City Heights CDC is using the ARPA Microgrant to support placemaking efforts that creates a safe outdoor operating location for small businesses in the community. Specifically, City Heights CDC will host a business expo and two-night markets to support local businesses and new entrepreneurs.

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### Quarterly Reports

#### Quarter 2

Due to the surge in Covid-19 cases in the community, the planned Business Expo that would take place at the end of January was delayed. The Business Expo will now take place on March 5th, 2022. However, during this time, we were able to purchase and set-up the necessary equipment that we will be using at the space in order to have the three events at Tierra Central. Picnic tables were purchased, they will be used for seating during the night markets. Lighting was also purchased for the space and prior to the night market events will have the area illuminated to create an inviting look for the space, especially during the night. Since the first event was delayed, the first of the night markets was also postponed and will now take place in April. The last night market is still scheduled for the last Friday of June.

With the delay, new opportunities became available, including a better planning effort. The business expo will continue with the same format of being a resource for new and existing businesses. However, the change of date for the first night market has allowed us to create better ideas and have a theme, that will be inviting to the community. We will celebrate Cambodian new year's, since it falls during the new night market date. Being able to market to this community has been beneficial since we are aware that many food vendors that sell this cuisine thrive in the informal economy. The effort has allowed us to get interest from individuals who would like to participate but need assistance in completing the permit process and formalize their business. These individuals will be able to attend the business expo to get the necessary resources from local organizations in the hopes of obtaining their permits to sell on these market days. We are currently working with at least 8

individuals and/or businesses that will benefit from the business expo and having the night markets to have a location to sell or launch their business.

### Quarter 3

During this quarter two of the three events took place. The first of the events was a business expo that was held on March 12. A total of 10 organizations participated to provide resources to individuals/businesses. Approximately 40 individuals/small businesses attended the event. The second event of the three took place on April 15-16. A total of 12 businesses participated in the event, with half of them being new businesses that were assisted in the permit process. The new businesses that sold at the first night market were some individuals that attended the Business Expo the month prior. The event was a success with the event seeing a minimum of 1,600 attendees in a period of two days. Roughly 800 attendees per day. Vendor fees were able to stay at a minimum which allowed the vendors to take in as much earnings as possible. By the end of each day vendors sold out helping them make close to 1/3 of their earning by conclusion of the 2-day event. The last of the events will take place in June. Fees will be waived for the event and will once again provide a welcome relief for exorbitant fees that they usually face.

### Quarter 4

During the 4th quarter, two night markets took place. The first one was on April 15-16 and the second on June 3rd. The first of the night markets served 16 businesses. Half of the businesses that participated during the first event were new vendors who previously attended the business expo one month prior and received technical assistance in the permitting process. The event took place over two days with the night maker starting the event. The event brought in over 1600 attendees and a majority of the vendors sold out their products. Since they were charged a minimum fee they took home a majority of their earnings, which would be a sizable amount from their annual sales. The event was not only successful for the participating businesses but for the community as well. The celebration of Cambodian New Year was integrated to this event, something that they had not been able to be celebrated in City Heights in the past 10 years. This created a safe space for the community to gather and once again be able to have these festivities. The second event took place on June 3rd. 14 businesses participated during this event, with approximately half of the vendors having received technical assistance from our organization. 40% of the vendors that sold on this day had also attended the two prior events. There were over 500 attendees during the second event. Vendors were able to take home all of their earnings for their last event since we were able to maintain a no charge fee for those participating.

## Civic Community Partners – \$10,000

### Project Summary

#### Building Business Success

Civic Community Partners recently launched the Building Business Success program to combat the lack of economic inclusion of low-to-moderate income minority-owned small businesses. The program serves Minority Business Enterprises (MBEs) and focuses on building their capacity by increasing access to funding and resources. The ARPA Microgrant underwrites program expenses related to hosting a cohort of MBEs for a Supplier Diversity Training series. The series supports BIPOC entrepreneurs with information on supplier diversity procurement contracts, procurement mentorship, and access to working capital.

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### Quarterly Reports

#### Quarter 4

Established in 2021, Civic Communities' "Building Business Success" procurement capacity building program was created to assist minority-owned small business contractors and vendors to better position themselves to be more competitive in the bidding of contracts through local anchor institutions in San Diego.

In January, Civic Communities, along with its partners, graduated 20 Tier 1 and Tier 2 (Vendors) participants from the program by coordinating a match making opportunity with Civic Communities and affordable housing developer National Core. Both entities are in search of new contractors within the construction industry.

Although we received our ARPA Grant in March, Civic Communities quickly produced a second training cohort that started in April 2022. We underwrote the cohort with The Council for Supplier Diversity that provided procurement training along with its anchor partners. American Water Works, Spectrum Cable and Civic Communities all provided both training and contract bid opportunities for the 13 participants who graduated from the cohort.

The participants in the program were provided training on the following: 1) Organizational and Operational Strategy; 2) Marketing and Business Development; 3) Effective Cost and Creative Negotiations; 4) Strategies for Financing and Financial Management; 5) Managing People: Leveraging the Human Asset.

Proceeds from the grant also helped to underwrite the expense to create collateral material about the program; purchase a minority contractor database, and to cover postage for mailers to recruit participants. The proceeds also helped to underwrite video testimonials from successful businesses in the program.

## Connect Foundation – \$20,000

### Project Summary

#### Supporting Innovation Economy Companies

Connect Foundation supports entrepreneurs in the innovation economy. The Connect Foundation's ARPA Microgrant supports their upcoming "Five.Ten.Thirty" event. Specifically, funds will underwrite activities for founders representing diverse communities as well as a pre-event aimed at providing additional support to entrepreneurs from low-to-moderate income communities.

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### Quarterly Reports

#### Quarter 3

In Q3 (January 1, 2022 – March 31, 2022), our organization reached out to out partners serving small businesses to identify tech and life sciences companies that would be good fits to exhibit our event Five.Ten.Thirty and identified the ten booths that would be sponsored using grant funding. We also identified the diverse leadership in our business community that we wanted to highlight in the event's key video. In addition, we worked with local artist, Gill Sotu, who is a hall mark of the Southeaster San Diego arts community and identified eight artists who will perform both visual art and music at the event. The arts community has been hit particularly hard by COVID-19 and so providing opportunities for artists who we consider entrepreneurs and business people to get back in front of potential new clients is especially important. We provided free admission ticket promo codes to partners including City Heights CDC, Logan Heights CDC, REC Innovation Center, Accion, Village Up, We Tha Pug, Alliance Healthcare Foundation and the SDIV SBDC Network to identify diverse founders that would benefit from the event. In terms of our deliverables schedule, during this quarter we contracted with the graphic designer who would design out inclusive-specific signage and language. In identifying the companies to exhibit, and the artists who would participate in the event, we estimate that at least 23 companies were served during this reporting period given that most of the work was around planning for the event. We expect that there will be an increase in businesses served in the next reporting period, which is when our event actually takes place.

#### Quarter 4

On April 28, 2022, Connect organized San Diego's Inaugural Innovation Day, Five.Ten.Thirty, to highlight San Diego's innovation economy and move the conversation forward on how to keep San Diego competitive, innovative and inclusive five, ten and thirty years in the future. There were multiple efforts

to use the City ARPA funds to design inclusivity into the event. We identified diverse-founded companies, many of whom when through City-funded economic development programs, to take part in the company expo at Petco Park. We also made available a code to allow businesses and partners who might not be able to pay to attend, access to the event. For those companies exhibiting, and those that had registered to attend, on April 13, over 50 small business founders and partner organizations met for a pre-event. We helped set expectations for what to expect at the event on the 28th and provided advice on how best to make the most of the opportunities at the event. We also went through a series of facilitated activities to help attendees network with one another and get to know people they would see again at the larger event. The feedback from the event was overwhelmingly positive in helping attendees feel a sense of purpose and belonging leading up to Innovation Day. On the day of the event, the City's ARPA funding helped us leverage additional inclusion sponsors. The funding directly allowed 10 diverse-founded companies exhibit at the event (market value was \$2,000 per exhibitor) and a total of 19 booths were funded through inclusion sponsors. The city's funding offset attendee access for 37.5 tickets directly from City of San Diego zip codes and allowed a total of 104 tickets to attendees in City of San Diego zip codes were made available from all inclusion sponsorship funds. In addition to the direct exhibitors and participant fees, the City funding also supported 16 performing artists, an industry that was severely economically impacted by COVID-19. These artists, companies and attendees were able to meet and make connections with over 3,000 other members of the innovation ecosystem, more than 180 venture capitalists, and more than 140 angel investors. Without the city's funding, many of these companies and sole proprietors would not have been able to take part and highlight their contributions to what makes San Diego a creative, collaborative, innovation ecosystem. Having the City help fund inclusion efforts from the design of the event made a huge impact in our ability to highlight new names and faces to claim their seat as a part of our life sciences, technology and entrepreneurial communities.

## County of San Diego Black Chamber of Commerce – \$20,000

### Project Summary

#### Capacity Building Programs for Black Business Owners

The County of San Diego Black Chamber of Commerce seeks to build generational wealth through business enterprise, education, employment, and investing. To further their mission, the County of San Diego Black Chamber's goal is to empower minority businesses through their new Urban Business Resource Center (UBRC). The ARPA Microgrant funds will underwrite expenses of a Diverse Supplier Support Program, a four-part training series for women-, minority-, and disabled-owned businesses.

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### Quarterly Reports

#### Quarter 3

Our Supplier Diversity program consists of six Zoom sessions in which participants are provided with information on certifying as a minority owned business, including what types of certifications are available and how to know which to pursue. Before the program began, we allotted for 25 participants and anticipated holding several in-person networking events. We wound up with 15 participants, and due to concerns about COVID, we have decided to hold one large networking event, so it was not necessary to purchase as many supplies and materials for this course as we anticipated. Since we did not need all the funds to hold the Supplier Diversity course, we have diverted some of them to support our Digital Literacy program, which is also part of our Urban Business Resource Center's capacity-building efforts. Please see the attached budget for full details. The participants in the Supplier Diversity course will be provided with grants to obtain their diverse supplier certification at the end of the course. They will also be provided with the opportunity to meet potential funders at the single large networking event we will be holding at the end of the course. As the course conclusion event will take place on, May 10, 2022 we do not yet have receipts for the expenses associated with the networking event or the diverse supplier certification grants.

#### Quarter 4

Our Supplier Diversity program consists of six Zoom sessions in which participants are provided with information on certifying as a minority owned business, including what types of certifications are available and how to know which to pursue. Before the program began, we allotted for 25 participants and anticipated holding several in-person networking events. We wound up with 15

participants, and due to concerns about COVID, we have decided to hold one large networking event, so it was not necessary to purchase as many supplies and materials for this course as we anticipated. Since we did not need all the funds to hold the Supplier Diversity course, we have diverted some of them to support our Digital Literacy program, which is also part of our Urban Business Resource Center's capacity-building efforts. We submitted a budget adjustment request with our Q3 report. Please see the attached budget for full details. The participants in the Supplier Diversity course have been provided with grants to obtain their diverse supplier certification. They have also been provided with the opportunity to meet potential funders at the single large networking event we held at the end of the course on May 10, 2022 where they were able to meet representatives from the local government as well as from multiple corporations, who were seeking to expand their relationships with local diverse businesses.



## International Rescue Committee – \$20,000

### Project Summary

#### Refugee and Immigrant Owned Business Support

IRC supports San Diego's immigrant and refugee communities through programs that promote health, safety, education, economic wellbeing, and autonomy. IRC provides resources to small business owners in City Heights. With the ARPA Microgrant, IRC is enhancing a Digital Literacy Bootcamp that includes QuickBooks licenses and training as well as a product photography course to build brand awareness. Funds will also increase the number of City Heights businesses listed on their online business directory, as well as the development of new banners along El Cajon Boulevard promoting the refugee-owned business community.

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### Quarterly Reports

#### Quarter 2

The launch of the ARPA program was heavily focused on building an online presence, particularly for the holiday season. The IRC Small Business Development Center (SBDC) participated in its third role as Small Business Saturday Neighborhood Champion in conjunction with its third Annual Holiday Bazaar. Prior bazaars include one in-person bazaar and one online bazaar, respectively. From past bazaars, we found that online sales were higher because people weren't tied to one specific date and time, yet there wasn't an opportunity to meet vendors and do additional shopping of items that weren't listed online. Due to decreasing COVID-19 restrictions, we were able to hold a hybrid event this year allowing for both sales online and an opportunity for buyers to meet the vendors and shop in-person. We found this year, that as customers picked up their items purchased online, they also purchased additional items from vendors, once seeing the vendor and items in person. Business supported through this program included beauty products, handmade jewelry, clothing, art, and home accessories. Owners represented a number of countries including Afghanistan, Ethiopia, France, Mexico, Somalia, Syria, Iraq, Uganda and the United States.

In order to prepare businesses owners for selling at the holiday bazaar, we worked with owners to take product photos with our community partner Make Projects. Participating entrepreneurs had the opportunity to bring their products to a community garden based in North Park, and to work with a volunteer photographer to take photos of their products. IRC SBDC staff then met with clients to discuss pricing and listing of items for sale at the holiday bazaar.

Participants were also partnered with our marketing volunteers based out of Point Loma Nazarene University. As part of participation in the holiday bazaar, each participant was required to have a social media presence. Entrepreneurs worked with their business advisors and marketing volunteers to develop or improve existing social media. Through our online marketplace, we were able to direct website traffic directly to online stores and social media of entrepreneurs for future sales beyond this annual event.

### Quarter 3

This quarter IRC focused on project planning and design for the Resiliency Bootcamp. The IRC SBDC collaborated with internal IRC departments, including Digital Inclusion and Financial Literacy and Aja Project, to finalize a training schedule for the Bootcamp. After developing the schedule, IRC created promotional materials and shared them widely with our partners, including the SBDC Network, Little Saigon Working Group, the BLVD, and our SBA Community Navigator Pilot Program Partners (Karen Organization UPAC, Somali Family Service, and ACCESS, Inc.) Businesses registered to participate include cottage food operations, beauty product manufacturing, import/export sales, and retail and service establishments. Participants also represent several countries, including Afghanistan, Mexico, Somalia, Sudan, and Uganda. Additionally, IRC focused efforts on increasing in-person sales opportunities for business owners, many of whom are home-based and rely on in-person sales. Through collaboration with the El Cajon Boulevard Business Improvement District, IRC can bring back the Fair@44 weekly marketplace. The Fair@44 is a community hub that serves as a business incubator and is a welcoming and open space for City Heights residents. Due to construction, Fair@44 was temporarily closed, which caused two businesses to close temporarily. With construction coming to a close, the space is set to re-open on April 20th and will provide an opportunity for even more vendors to sell their products weekly. The weekly market will allow for ongoing sales opportunities for participating entrepreneurs. It will also enable vendors to have a consistent space to direct customers. This market is vital to business owners and the community. It serves as a gathering space for high school students with its proximity to Hoover High School, families who frequent the YMCA, and immediate area residents. Many of the participants in the weekly market will also be participating in the Resiliency Bootcamp to increase their business sales and marketing, driving customers to attend the weekly market. Additionally, participants will also be part of the banners displayed in June on El Cajon Blvd, thus prompting San Diegans to frequent their business. For home-based businesses that will maintain a weekly booth at the Fair@44 market, we will also include a Fair@44 QR code on the banners, thus directing more traffic to the weekly marketplace and spurring economic revitalization in this area.

### Quarter 4

In the final quarter, the IRC SBDC was able to host two Resiliency Bootcamps. Entrepreneurs located in Mid-City, City Heights, Paradise Hills, Encanto, Allied Gardens, Miramar and Mission Valley were served. The first bootcamp consisted of 6 weekly workshops in April and May. A variety of

businesses including cottage food operations, beauty product manufacturers and retailers, importers, marketing and sales, mobile auto detailing, and clothing designers participated in the first session. The topics covered during the first sessions were Digital Literacy including cybersecurity, marketing literacy covering social media, financial literacy including personal finance and business finance, and building a website and online presence on 3rd party platforms such as Yelp or Google My Business. There was also a two session product photography class hosted at Aja Project. Entrepreneurs learned about lighting, creating cost-effective backdrops, sizing for social media platforms, and cost-effective photography apps.

Due to increased demand, we were able to host a second bootcamp for business owners. The second bootcamp was coincidentally attended by all women-owned businesses, the majority of whom were in-home childcare business owners and Spanish-speaking therefore the entire program was hosted in Spanish. The second bootcamp hosted all the same sessions, with the exception of a product photography class as they are service based business owners. Of the participants, only 17 wanted Quickbooks as part of their completion of the course. Furthermore, with additional sources of funding, each participant was able to receive a laptop. Those who received Quickbooks, now have a personal laptop that they can use to manage their business finances.

Additionally, we have focused on building our business directory and continue to add businesses to it as digital literacy and presence grows. We have also been able to add businesses who did not participate in the bootcamp series. The directory now lists nearly 50 businesses categorized by various industries including restaurants, bakeries, fashion, services, artisans, products, and healthcare. We continue to add businesses as advisors work with them to establish and online presence. The directory can be found here: <https://web.cvent.com/event/7c44f6ef-a2b3-4eec-ad45-ac524e2f9625/websitePage:6ae89092-737d-45f9-a550-f212a0598240>

As mentioned in our request for budget adjustment, The San Diego Refugee Forum canceled World Refugee Day, and the Fair@44, Weekly Market, and International Market is restructuring and rescheduling to accommodate participating entrepreneurs' personal and professional needs. These needs include personal family matters, COVID-19 safety precautions, and the majority being in-home childcare-based providers with a less expressed need for banner advertisement. IRC's partner organization Union of Pan Asian Communities (UPAC) has offered to print banners for the business owners who would benefit from the increased visibility free of cost.

Beyond this grant, our clients continue to seek services and one-on-one business advising. They continue to receive individualized assistance that builds upon what they have learned in our program. Furthermore, with increased knowledge and digital literacy, participants were able to apply for over \$30,000 of funding for grants to support their businesses. As

more funding, workshops, vending opportunities, etc. arrive, participants of the ARPA Capacity Building Grant will have the tools necessary to participate.

## Jacobs Center for Neighborhood Innovation – \$20,000

### Project Summary

#### **Enterprise Resource Planning and Customer Relationship Management**

The Jacobs Center is a community non-profit focused on revitalizing 60 acres in Southeastern San Diego's Diamond Neighborhoods and developing the community into a vibrant and economically sustainable destination. The Jacobs Center is using the ARPA Microgrant to build capacity with a new tool that provides organization-wide administrative support. With the implementation of Microsoft Dynamics 365, the Jacobs Center can strengthen their economic development programs and more efficiently serve small businesses, clients, and donors.

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### Quarterly Reports

#### **Quarter 3**

Since award notification (March 2022), JCNI has evaluated several multifunctional business systems. JCNI has connected with top qualifying CRM vendor (Microsoft) with Microsoft Dynamics 365 ultimately being selected as the best fit for JCNI needs. As of the end of Q3 FY2022 JCNI is in receipt of a Scope of Work and Master Services Agreement, which will be reviewed and executed in May 2022. Following the execution of the contract JCNI and the Microsoft team will formalize structure, scope and timelines for the implementation of Microsoft Dynamics 365. A project implementation kickoff meeting will be held in early May between JCNI staff and Microsoft personnel with an agenda to: assign roles, set a meeting schedule, establish project goals, milestones and go/no go decisions, all designed to keep the project on task, on time and within budget. The goal is to implement and complete utilization of the Dynamics 365 system within six months in order to enhance collection and management of information obtained from small business clients served by the business accelerator and resource center.

## Logan Avenue Consortium – \$20,000

### Project Summary

#### La Vuelta Summer Festival

The Logan Avenue Consortium will use the ARPA Microgrant to support the bi-weekly La Vuelta car cruises in Barrio Logan which highlight small businesses and local artists across the entire Logan Avenue community. The car cruises occur every other Wednesday and are a major draw to small businesses mid-week when foot traffic tends to be slower.

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### Quarterly Reports

#### Quarter 4

The La Vuelta Cruise Nights brings in people from all over San Diego and other states to enjoy the lowriders cruising, thereby bringing in business to the many small shops and restaurants located on Logan Avenue.

For the La Vuelta Cruise nights we provided event boxes for trash and recycle on Logan Avenue for 3 blocks, both sides of the street. The boxes were set out one hour prior to the cruise event, they were picked up and brought to The Shop around 11pm at night and picked up the next day. This was necessary to satisfy the existing businesses on Logan Avenue who claimed they could not handle the extra trash on the Avenue due to the amount of people who came out to enjoy the cruise nights.

Andy's Jumpers is a father/son business in our community. He provided toilets for the five La Vuelta Cruise nights. One of the conditions put upon us by the business owners was that we provide toilets as their businesses could not provide adequate toilet facilities for the crowds coming in to shop and eat at their establishments during the cruise nights. We reached out to this small business and they brought out 2 portable toilets each with separate sink which we place on the two busiest blocks. He provided this service for the five cruise nights.

Logan Avenue Consortium presents La Vuelta sponsored this end of summer event in lieu of the summer festival which normally takes place on Logan Avenue in August. We provided funds for this festival which benefited businesses from Logan Avenue as they were invited to set up booths to sell their products.

We decided to participate and sponsor this event because the festival we normally would hold on Logan Avenue was out of our price range, it became impossible to afford. We hired local DJ's who normally play on Logan Avenue during the cruise nights and when we did

hold the festivals in years past. Although it was held in Chula Vista on private property, thus eliminating so many of the costs associated, businesses from Logan Avenue benefitted.

## Logan Heights Community Development Corporation – \$20,000

### Project Summary

#### Community Infrastructure and Business Promotion

Logan Heights CDC serves the Greater Logan Heights area through economic and community development. Logan Heights CDC is using the ARPA Microgrant to invest in community needs including new commercial grade trash receptacles along Imperial Avenue as well as banners, website upgrades and social media campaigns highlighting the diverse businesses of Logan Heights. Funds also supported two holiday events including Light Up Logan Heights and Small Business Saturday.

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### Quarterly Reports

#### Quarter 1

In Quarter 1, Logan Heights CDC utilized a portion of the website development fund to cover the maintenance needs of the Small Business and LHCDC programmatic webpage. This funding will impact access to the organization around the small business development and create a user-friendly platform for small businesses to access LHCDC resources and information.

#### Quarter 2

This past quarter, the City of San Diego ARPA funding has provided Logan Heights Community Development Corporation (CDC) the additional capacity to support over 50+ small businesses and bring traffic into the business corridor for those businesses through Logan Heights CDC (LHCDC) small business programming. For Small Business Saturday in November, our small business team created our annual 'Passport to Logan' program to incentivize residents and community members to visit small businesses in the neighborhood and receive 'Small Business Saturday' merchandise and gift certificates. The 'Passport to Logan' and incentive program were predominantly supported by the 'Promotional Material' line item our organization included in our APRA budget. In total 19 small businesses participated in the program. Additionally, LHCDC hosted the first 'Holiday Market and Christmas Tree Lighting' celebration in the Logan neighborhood on Imperial Ave. This event was hosted on a property that LHCDC owns in the neighborhood known as the Gilliam Family Community Space and Garden. Through ARPA funding support, LHCDC was able to hire landscapers from the community to provide maintenance support to the location for the purposes of hosting our event. At the 'Light Up Logan' event, 7 micro-enterprise vendors were invited to sell their merchandise and be part of the holiday market. Over 80 community residents



and 10 local small business owners were in attendance of the event. Lastly, this past quarter Logan Heights CDC moved forward with the purchasing of 8 commercial trash cans to support the business corridor small businesses with additional trash receptacles. Currently our organization is partnering with the City of San Diego and Urban Corps of San Diego County to move forward with the process of trash container placement based on the neighborhood need.

### Quarter 3

In Quarter 3, Logan Heights CDC supported small businesses in the commercial corridor of Imperial Avenue, as well as micro-entrepreneurs across the Greater Logan Heights business community. In March 2022, Logan Heights partnered with the Decor Plan to install the long-awaited commercial banners from 22nd street of Imperial Ave. to 32nd street. The installation of banners in the commercial corridor of Imperial Ave. are part of the organization's effort to highlight the business community located in the Greater Logan Heights neighborhood, promote "Shop Small/Shop Local", and increase foot traffic for neighborhood businesses. In the upcoming quarter, our organization plans to utilize remaining banner installation funding to cover additional banner/bracket installation on Imperial Ave. and expand banners in other commercial corridors as outlined in the Banner District Resolution for the District 8 Logan Heights community. Additionally, funding for this quarter was utilized to increase maintenance capacity to properly clean the Gilliam Community & Park Space to host a local small business vendor event for artists & vendors in March that brought in foot traffic to Imperial Ave. For this event, more than 80 community members walked through the community hub space and engaged with local vendors and artists in the Logan Heights community. Logan Heights CDC plans to utilize the remaining funds to create capacity for upcoming placemaking opportunities to increase foot traffic in the Logan Heights community, as well as promote the organization's "Shop Local" campaign promoting engagement with brick-and-mortar businesses and micro-entrepreneurs in the Greater Logan Heights community.

### Quarter 4

In Quarter 4, Logan Heights CDC wrapped up the efforts of the ARPA contract for FY2022. During this quarter, Logan Heights CDC utilized funding to install supplemental banners and brackets to the Greater Logan Heights Banner District. The impact this had on our small business and community pertained to the revitalization efforts taking place along the Imperial Ave. Business Corridor. These efforts were a continued engagement from the previous corridor to promote "11 Shop Small/Shop Local" to small businesses in the neighborhood of Greater Logan Heights. Additionally, funding from the ARPA grant went towards designing and purchasing new LH CDC small business program brochures for Small Business Advisor's to share small business resources to brick-and-mortar, as well as microentrepreneurial businesses. From this purchase, LH CDC Small Business program staff connected with 20 new small business owners who were in need of small business technical assistance upon

receiving the Small Business program brochure during community outreach tabling and business walks. To conclude this quarter, Logan Heights CDC continued its efforts around increasing maintenance capacity for the place-making initiative of sidewalk vendors in the Gilliam Community & Park space. Through this maintenance funding, the Small Business program worked to host micro-entrepreneurial gatherings for the months of May & June to house temporary vending spaces available for sidewalk vendors.

## Otay Mesa Chamber of Commerce – \$7,500

### Project Summary

#### Cloud Customer Relationship Management (CRM) Tool

The Otay Mesa Chamber of Commerce serves businesses in the Otay Mesa border region. The ARPA Microgrant will accelerate communication efforts by upgrading the Customer Relationship Management (CRM) tool and data infrastructure used to distribute newsletters and communications to the businesses they serve.

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### Quarterly Reports

#### Quarter 4

The Chamber was able to renew our CRM Glue up and upgrade to a system where we can link a new website to this CRM. This CRM has allowed us to be more efficient in registering and tracking events, sending and tracking essential communications for our members on a weekly basis, develop "smart lists" and have more specific information about the needs of each business. More than 2,500 businesses are active through our CRM, which also allows participants to make online payments for webinars and events. The technology for our website was obsolete and this project updated the technology and improved the process for website changes in addition to linking event updates directly from the CRM to our website.

## Paving Great Futures – \$20,000

### Project Summary

#### **CHAMP and Minority Microenterprise Support**

Paving Great Futures' Culinary Hospitality Administration Management Program (CHAMP) mentors low-income entrepreneurs in Promise Zone communities. Through an intensive 10-week training program and workshop series focused on developing the skills necessary to become successful culinary and hospitality entrepreneurs, participants gain valuable skills in communication, networking, industry expertise and professional certifications as Food Safety Managers and Food Handlers. Paving Great Futures will use the ARPA Microgrant to expand the CHAMP program capabilities through the acquisition of a box truck.

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### Quarterly Reports

#### Quarter 3

This quarter we completed the first of our Core6 10-week class. Due to the Covid-19 pandemic this class was held virtually which resulted in us having 88 participants registered and 45 that continued with the class on a consistent basis. This has been one of our biggest classes held so far and are very happy with the results. We were able to provide services to 20 participants throughout the 10-week course. These participants were able to come into the office and meet with their assigned Care Advocates and Mentors. At the end of the 10-week course 15 participants were able to utilize the mentorship and skills they were taught during the course to either start or aid in furthering their existing businesses. These participants also conducted business presentations to our leadership team, in which 1 participant was awarded a \$5,000 grant to help with startup costs for his business. All 15 participants will also continue to receive ongoing mentorship and support as their businesses continue to grow. We also had a returning participant, Alfonzo Huey, who attended our CHAMP class last quarter, register for the CORE6 class this quarter and his continued growth has been amazing. Since he joined our CHAMP on the job training program, he has continued to show that he has what it takes to be a true entrepreneur with a desire to give back to his community. We've watched him grow his idea from being a traditional soul food restaurant concept to being a non-traditional vegan soul food restaurant. He has moved forward with purchasing his own food truck which is in need of slight repairs and is on the track to getting it all the way off the ground. He has partnered with international professional skateboarder Brandon Turner in this enterprise in addition to being mentored by one of

our collaborative partners, Mark Zeitlin, from Social Venture Partners. We will continue to mentor and assist Alfonzo as his business continues to prosper.

This quarter we expensed \$7,797.28 from grant funds that were applied to kitchen repairs that will assist in the process of getting our kitchen permitted so that we can continue to assist our participants with their business ventures as well as provide on the job training, helping them gain the experience that they need to move forward in the industry. The remaining funds were expensed in April and will be included on the final report next quarter.

#### Quarter 4

This quarter we completed our 2nd cohort of our Core 6 10-week program. Due to Covid-19 we have decided to keep the class virtually but also allowed for in-person instruction. This cohort we had approximately 45 participants register for the program with approximately 23 graduates from the class. 19 of the graduates were able to come into the office and meet with their assigned Care Advocates and Mentors. At the end of the 10-week course, 12 participants were able to utilize the mentorship and skills they were taught during the course to either start or aid in furthering their existing businesses. These participants also conducted business presentations to our Leadership Team, in which 1 participant was awarded \$5,000 to help with start-up costs for their business. All 12 participants will also continue to receive ongoing mentorship and support as their businesses continue to grow.

Over the course of the past fiscal year we have conducted 2 cohorts of our Core 6 10-week program, 1 cohort of our CHAMP 10-week program, as well as 2 cohorts of our 10-week CHAMP On The Job Training Program. With the assistance of the funds provided by this grant, we have been able to make the necessary purchases of equipment and conduct the much needed repairs to get our Kitchen permitted so that we can continue to offer these programs and On The Job Training to the individuals in our community who need it the most. The \$20,000 that we received from your organization not only assisted in the programs completed this year, but will continue to benefit future programs as well as help us continue to provide specific On The Job Training in the culinary field for our participants by way of events that are catered through our programs. In total we had close to 200 participants register for our classes and trainings combined over the past fiscal year, over 100 of these participants successfully completed the programs, and we saw business presentations from approximately 45 participants. 3 of participants, each of which won \$5000 to aid in business start-up costs, along with continued mentorship to help ensure that their businesses continue to thrive. Our very first winner of the \$5000, America Cabrera, was able to obtain a booth at the Del Mar Fair this year where she sold her delicious desserts. This was a huge event for America to attend and the biggest event she has encountered with her new small business. Our Leadership Team and Mentors were there to support America every step of the way from set up to strategy planning, we

ensured the event would be successful for her. By the end of the day America was blown away at how much traffic she received at her booth. She was completely sold out before the end of the day! Not only was this a huge win for her business but even more so provided her with confidence and assurance that she is headed on the right path for success!

## South County Economic Development Council – \$20,000

### Project Summary

#### Online Business Support Portal

The South County EDC provides technical support and assistance to small businesses in the South Bay. The South County EDC is launching a website portal to better equip businesses with the data and information needed to make better business decisions. With the launch of this website, business owners can more efficiently create business plans to scale their businesses by accessing local financial and demographic data.

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### Quarterly Reports

#### Quarter 3

The South County EDC has worked diligently to acquire, consolidate, and present a data portal for businesses and residents in San Diego to assist in the decision-making process. We have built the portal with the help of subcontractors after acquiring the initial data set. Currently the portal is housed on our website at: [www.SouthCountyEDC.com/Businessintelligence](http://www.SouthCountyEDC.com/Businessintelligence). We continue to work to enhance the tool and will launch the full array of products by the end of June 2022. During this time we have built the portal with expectation of assisting all businesses in the region with access to information.

#### Quarter 4

The South County Economic Development Council completed the development of a data intelligence portal with the help of funding from the City of San Diego. This portal will help service all businesses and residents in South San Diego County and the City of San Diego. The tool allows users the opportunity to absorb and utilize information surrounding businesses and demographics within the region. Heat mapping and reporting allow the user to view the information in digestible formats. The portal can be found at:

<https://southcountyedc.com/business-intelligence-tools/>

## Southwestern College (SBDC) – \$13,000

### Project Summary

#### IBIS Market Research Database

Southwestern College operates the San Diego and Imperial SBDC to train and assist low-and-moderate income entrepreneurs through their business advisors and support staff. Southwestern College SBDC is using the ARPA Microgrant to purchase user licenses for IBIS World, a leading market research online database, which they will use to help small business owners navigate post-pandemic market changes within under-resourced communities in the city of San Diego.

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### Quarterly Reports

#### Quarter 4

Thank you to the City of San Diego for the grant of \$13,000. As per the agreement, the funds were used to purchase a 1-year license for IBIS World to provide real time research for clients. This has been used to assist over 170 clients in the targeted areas in the City of San Diego, providing them real time research on their business or business concept.

In that the cost for IBIS world ended up being slightly less with a last minute discount, the SBDC utilized the other funds to pay for 20 seats with LivePlan, to assist 40 prospective businesses in the City of San Diego targeted areas with their business plan development. And the funds were used to pay for one cohort of First Aid training used for 15 prospective Child Care providers, all located in the City of San Diego underserved areas.



## University of San Diego – \$20,000

### Project Summary

#### Technical Assistance for Business Owners from LMI Communities

The University of San Diego's Small Business Development Center "The Brink" provides support to entrepreneurs and small business owners across the City. Since its inception in 2018, The Brink has helped San Diego small business owners raise over \$120 million to support their growth and operations. The Brink is expanding their reach by using ARPA Microgrant funding to provide technical assistance to businesses owned by low income individuals, women, veterans, and persons of color operating in industries that have been highly impacted by COVID-19.

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### Quarterly Reports

#### Quarter 3

ARPA funds during this quarter (Jan 1-Mar 31, 2022) were used to host community-based and virtual office hours for entrepreneurs. We partnered with community-based groups Village Up (mission is to increase representation in technology-related businesses) and You Belong Here (a co-working space on El Cajon Boulevard for entrepreneurs and creatives). Office hours covered a variety of topics from legal to market research and (partially because of upcoming tax season) had a special emphasis on finance. During this time, the San Diego and Imperial SBDC network also began working to distribute the California Dream Grant - \$5,000 and \$10,000 grants to nascent companies and we leveraged ARPA funding for targeted outreach efforts to LMI and BIPOC founders who would qualify and offered our established "Lean Essentials Sprint" 8-week accelerator free of charge so that these founders could both access the funding (training is a requirement of the grant) and be well positioned to use it for business growth. Thirteen (13) Office hour sessions served over sixty (60) entrepreneurs. Twenty-three (23) entrepreneurs will be finishing their Lean Essentials Cohort in May 2022.

#### Quarter 4

During the April 1- June 30, 2022 period, The Brink SBDC at University of San Diego trained 72 and counseled 236 small business clients in San Diego with leveraged funds from state, local and federal sources. Of these 236 companies, 59 were BIPOC-owned and 38 were women-owned. This quarter we held 13 founder office hours and two cohorts of the lean essentials sprint- an accelerator we focused on women owned and BIPOC owned first time founders. At the end of this 8 - week accelerator, they pitched to investors and were eligible for a grant of \$5K or \$10K

from the State of California via the California Dream Fund. During this time, we were also named one of ten Inclusive Innovation Hubs in the State of California. This quarter we held 3 focus groups with founders about their journey to capitalizing their startups and revamped curriculum based on their feedback. We also leverage the experience of other entrepreneurs (peer learning) especially during our office hours. We held 2 community mixers where small businesses were able to connect with service providers and investors and chose locations for mixers based on areas that have been underserved and under reached by publicly funded resources. We also launched an awareness campaign focused on sharing free resources with small businesses; this campaign used photos and stories of entrepreneurs in their geographic areas and with a wide array of demographics (gender/ethnicity) with the aim to have entrepreneurs relate, resonate and know these resources are for them. The design partner for this campaign is minority owned south San Diego small business. Finally, 1:1 outreach to veterans, black founders, AAPI founders, community based organizations, female investor groups, LGBTQ community partners and refugee support groups was conducted to increase referrals to public resources and resulted in new clients for our free and confidential services to grow and scale businesses.

## Union of Pan Asian Communities – \$12,500

### Project Summary

#### Banner and Marketing Support for Business Owners

UPAC is a social services agency that operates community support services that uplift small businesses and residents in City Heights. UPAC also manages its own social enterprises, a café and print shop that provide job training to neighborhood youth. Funds from the ARPA Microgrant are being used to upgrade print shop equipment with the acquisition of a Print and Cut Printer. UPAC's youth staff will use the printer to produce signs helping City Heights and Southeastern small businesses communicate operational changes associated with COVID-19.

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### Quarterly Reports

#### Quarter 3

Over the course of Q3, UPAC's Neighborhood Enterprise Center was able to provide free banners and graphic design support for 18 small businesses. There was a wide range of businesses that benefitted from this program including: carpenter, artist supply store, three boutique clothing stores, beverage vendor, tattoo shop, mechanic, DJ, car painting/detailing, artist, photographer, and two food businesses. These businesses were all negatively impacted by COVID-19 and were extremely grateful for the ARPA banner program. In addition to benefitting from free banners, a great by-product was that about 95% of the businesses also needed expert support from our graphic designer. With this extra layer of professional support, these businesses were able to greatly improve/enhance their original logos, designs, and marketing look since most of them designed and created their logos and images on their own as a way to save money. For about one-third of the all the businesses supported, our graphic designer had to entirely create brand new logos for them from scratch. The business owners feel confident that the improved professional logos will help generate more attention and revenue to their businesses. Of course, they were also incredibly thankful that the free banners (estimated costs of \$200 to \$400 each), could be saved or allocated to other expenses.

#### Quarter 4

For Q4, it is projected that we will support at least 25 more small businesses with potential for much more. This is very reasonable considering we created 18 banners over Q3 and had a late mid-quarter start missing the month of January entirely from production.

Over the course of Q3 and Q4, UPAC's Neighborhood Enterprise Center provided free banners and supported a total of 44 small businesses impacted by COVID-19. The Printer was purchased in January 2022 and we rolled our first banners in February. There was a wide variety of business supported including: mobile repair shop, car detailing, East African grocery store, barber shop, hair extension store, plus size apparel store, car wash, landscaping, craft store, healthy living consultant, carpenter, artist supply store, beverage vendor, tattoo shop, mechanic, DJ, photographer, and several clothing stores. Almost all businesses required additional graphic design support including creation of full logos and branding. It is estimated that the value of these additional professional services is roughly \$4,000 and the retail value of the banners alone was approximately \$10,000. For about 1/3 of the businesses, a complete logo needed to be created from scratch from our graphic designer. Feedback from the small business owners have been overwhelmingly positive and all expressed their gratitude for the professional help and the savings (banners saved each business from \$200 to \$400). Moreover, the banners were used in many ways to help increase exposure and in turn, revenue of their business as they navigated the impacts of COVID-19. Because of this ARPA program, another benefit was that we were able to hire on 3 new youth staff to help in the print shop to help with work orders. Although the ARPA free banner program ended, UPAC will continue to offer free banners to support of business owners who are part of another UPAC small business program that provides access to relief, capital, and business growth opportunities.

## Urban League of San Diego County – \$20,000

### Project Summary

#### Website Redevelopment

The Urban League of San Diego County delivers critical programs that build equity for Black San Diegans and other underserved people. To expand their capacity, Urban League is using the ARPA Microgrant to redevelop their website so that small business owners in the communities they serve have increased access to reliable resources and programs.

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### Quarterly Reports

#### Quarter 3

The Urban League of San Diego County plans to launch the new website on June 1. Please use this link to review the draft of the website: <http://sdul.wiserwaymedia.com/>. We contracted with Erika Wise to design and develop the website with a focus on support economic development that includes small businesses and jobs resources, as well as tools for housing support and resources. Originally the website was designed and maintained by non-profit staff who had no experience with website development or graphic design. We were using Wix as a platform because it was user friendly but limited. We believe that this new website will provide easier access for the client-customer journey experience. We are now able to provide better support for customers because of support like yours from the City of San Diego Economic Development. Non-profit organization have a difficult time raising financial resources for website, social media, email campaigns, and client data management systems that are all needed to communicate and track success effectively with our clients.

#### Quarter 4

The Urban League of San Diego launched its website this past June 2022 with special thanks to the City of San Diego ARPA Microgrant. (Please visit the site at: <https://sdul.org/>). The site is now up and running for the public to see. We encourage the City of San Diego to view the site and offer recommendations and send people to our site. There is a drop down for Small Businesses that provides opportunities for support and resources. We have set up meetings with SBA to create plans in launching the new National Urban League and SBA Community Navigator Program, (please visit: <https://nul.org/program/start-together-sba-community-navigator-pilot-program>) for more information. Contact our office and we will send you information on upcoming workshops. In addition to building the website, we created client database management records systems to track the progress of our small business clients as well as

all of our Urban League so that we can truly provide internal integrated case management programming services. We also have created a newsletter, email campaigns, and online virtual video podcast to bring additional resources to our clients in small business and all of our programs because of these funds. As a result of developing Constant Contact platform, we now have more than 20k in our database. We have successfully accomplished everything in our proposal and will continue to keep the City updated on the progress. Thank You!!!

## Via International – \$18,325

### Project Summary

#### **Supporting Microenterprise Home Kitchen Operations (MEHKO) in Barrio Logan**

Via International supports entrepreneurs on both sides of the border works collaboratively with community-based organizations. With the ARPA Microgrant, Via International will expand their support of local Microenterprise Home Kitchen Operations through the creation of a marketing plan, equipment to host pop-up events, and establishment of a cooperative of MEHKO operators in Barrio Logan.

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### Quarterly Reports

#### Quarter 4

Our goal was to support a collaborative of 8 home-based artisan businesses to develop cooperative activities. Objectives of the program included:

- 1) Providing a venue, materials and improved set up for artisan product sales. The group of 8 bakers met bi-weekly at the Via International offices to strategize, organize and plan for events. In the course of the grant, we succeeded to host 2 large events (100 people) and several smaller events with the participation of part of the group. These were paid engagements. The grant allowed us to purchase catering materials/equipment and improve the distribution of work among members. We also purchased a booth/approved coffee cart that will be set up in the Bread and Salt venue to support cafe/baking/catering in the coming months. Via has submitted a grant to the county and worked with the cooperative members and the owner of the Bread and Salt building to design a bakery/kitchen that we hope will be funded and housed in the building.
- 2) Expanding market reach. We worked with a branding and marketing firm to finalize a brand/name and website framework. The name chosen is Pan y Paz Collaborative.
- 3) Developing a marketing cooperative. The group has worked to develop process and protocols for working together, defining scope of work, determining a calendar for participation and division of income. It will be the first women-owned baking cooperative in San Diego and will change the name to Pan Y Paz Cooperative when the paperwork is filed for that status.
- 4) Building capacity to grow the number of members with specific entry process and rules. In the next meetings the by-laws and formalizing the structure will occur. Also upcoming is

a Breaking Bread at the Border (August 2022) and a Sourdough Festival (February 2023) as well as a large catering event in September 2022 for 200 people.