



American Rescue Plan Act (ARPA) Microgrant Capacity Building Program Fiscal Year 2022

As part of Mayor Todd Gloria's "Back to Work SD" budget, the Economic Development Department has funded 23 nonprofit organizations with capacity building microgrants up to \$20,000. The City values the vital role these organizations play in building a stronger economy. In response to the economic impact of the pandemic, these funds are designed to build a stronger ecosystem of support for small businesses in under-resourced communities.

Capacity building expenses include providing technical assistance to businesses, building websites and directories, hanging banners, and special events, among other activities.

Featured Microgrant Recipients

All For Logan – \$20,000

“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.

Logan Heights Community Development Corporation (CDC) – \$20,000

Community Infrastructure and Business Promotion

Logan Heights CDC serves 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.

City Heights Community Development Corporation (CDC) – \$11,300

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.

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

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.

Union of Pan Asian Communities (UPAC) – \$12,500

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.

Asian Business Association of San Diego – \$20,000

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.

Via International - \$18,325

Supporting Home-based Bakers 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 home-based bakers through the creation of a marketing plan, equipment to host pop-up events, and establishment of a cooperative in Barrio Logan.