SAMCEDA Update

COVID-19

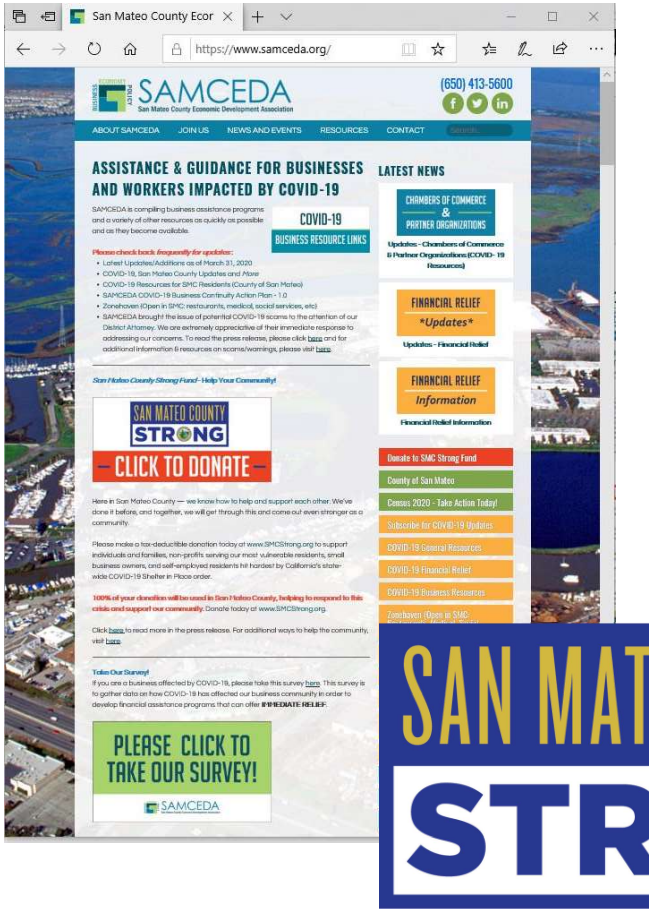
ROSANNE FOUST

President and CEO, SAMCEDA

April 2020

Supporting the County's COVID-19 Efforts

- County Manager's Office liaison to the business community
- SAMCEDA.org business resource page updated daily
- *San Mateo County COVID-19 Business Economic Impact Survey*
- Support development of the *San Mateo County Strong Fund*
- Support the development of COVID-19 PSAs
- Facilitating information sharing with Chambers of Commerce, CVB, Trade Associations, Communities & Other Stakeholders



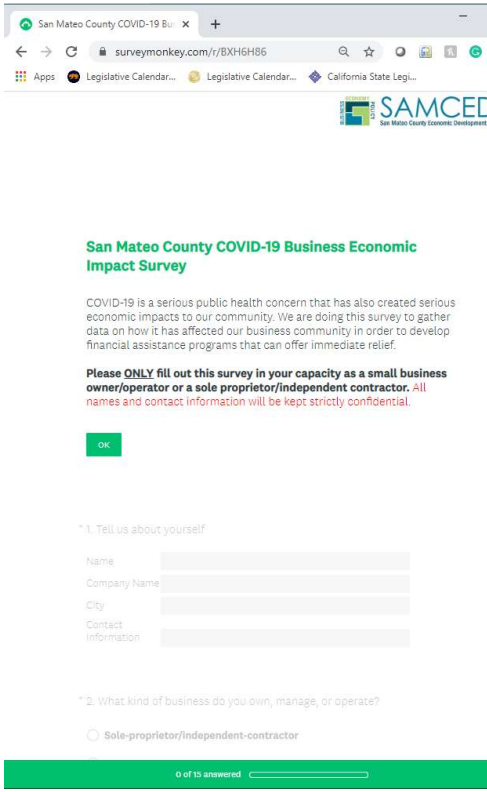
Business Resource Page: SAMCEDA.org

- Business resource page updated daily with key information sections:
  - COVID-19 General Resources
  - COVID-19 Financial Relief
  - COVID-19 Business Continuity Action Plan
  - COVID-19 Business Resources
  - Zonehaven
    (what's open in SMC, restaurants, medical, social services, etc.)
  - Jobs for Hire
  - Volunteer Opportunities
  - Cities & Towns – Links
  - Chambers of Commerce/Partner Organization Resources
  - Education Resources
- 28,668 page views since March 17, 2020

San Mateo County COVID-19 Business Economic Impact Survey

1,135 survey responses to date (not all respondents listed a city):

- Atherton 2
- Belmont 27
- Brisbane 10
- Burlingame 95
- Colma 15
- Daly City 45
- East Palo Alto 17
- Foster City 119
- Half Moon Bay 66
- Hillsborough 1
- Menlo Park 74
- Millbrae 52
- Pacifica 33
- Portola Valley 3
- Redwood City 179
- San Bruno 24
- San Carlos 109
- San Mateo 195
- SSF 35
- Woodside 2



San Mateo County Strong Fund

San Mateo County Strong Fund

- Working with County Manager's Office and Silicon Valley Community (SVCF) Foundation
- Established a San Mateo County-specific fund under the SVCF umbrella – 100% of funds sta County
- Finalizing agreement with San Mateo Credit Union for online application process including earmarked funds for small business
- Launched a fundraising effort targeting major donors and high net-worth individuals

PLEDGES TO DATE:

- AT&T - $20,000
- Chambers of Commerce - $4,000
- Franklin Templeton - $10,000
- Gilead - $1,000,000
- Google - $50,000
- Heritage Bank of Commerce - $3,000
- Millbrae Community Foundation - $10,000
- PG&E - $15,000 (in addition to SVCF regional contribution)
- Provident Credit Union - $2,500
- Through SVCF - $50,000 (includes $25,000 from Comcast)

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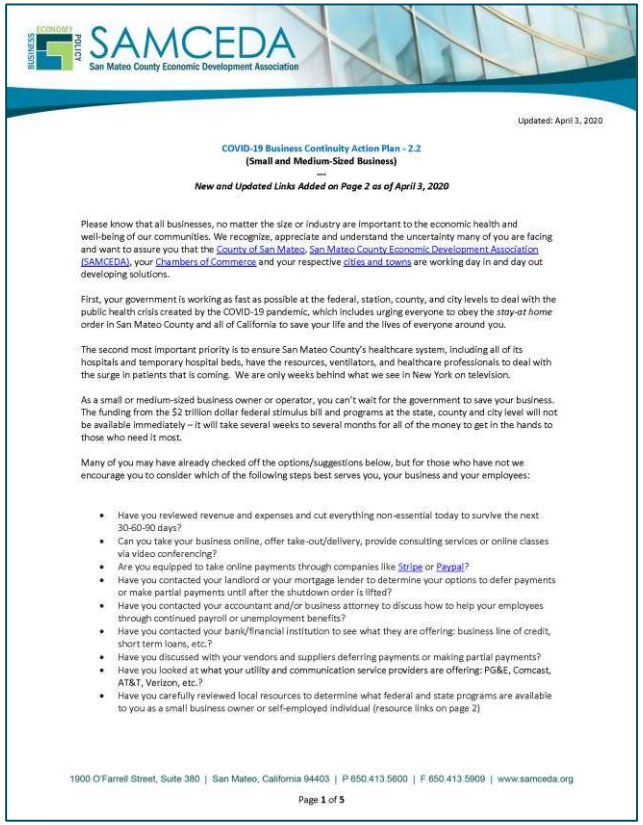
Working with Cities, Chambers, CVB, & Other Stakeholders

- Hosting informational calls with all interested stakeholders
- Co-hosting informational video conferences with Chambers, elected officials, city managers and economic/community development staff:
  - Burlingame/SFO Chamber
  - East Palo Alto City Council
  - Foster City Chamber and BLC
  - Pacifica City Council
  - Redwood City/San Mateo County Chamber
  - San Bruno and South San Francisco Chambers
  - San Carlos City Council
  - San Mateo Town Hall
  - San Mateo County Silicon Valley Convention & Visitors' Bureau
  - Other chamber calls being scheduled or continuing regularly

COVID-19 Business Continuity Action Plan



SAMCEDA
San Mateo County Economic Development Association

Updated: April 3, 2020

COVID-19 Business Continuity Action Plan - 2.2
(Small and Medium-Sized Business)

New and Updated Links Added on Page 2 as of April 3, 2020

Please know that all businesses, no matter the size or industry are important to the economic health and well-being of our communities. We recognize, appreciate and understand the uncertainty many of you are facing and want to assure you that the County of San Mateo, San Mateo County Economic Development Association (SAMCEDA), your Chambers of Commerce and your respective cities and towns are working day in and day out developing solutions.

First, your government is working as fast as possible at the federal, station, county, and city levels to deal with the public health crisis created by the COVID-19 pandemic, which includes urging everyone to obey the *stay-at home* order in San Mateo County and all of California to save your life and the lives of everyone around you.

The second most important priority is to ensure San Mateo County's healthcare system, including all of its hospitals and temporary hospital beds, have the resources, ventilators, and healthcare professionals to deal with the surge in patients that is coming. We are only weeks behind what we see in New York on television.

As a small or medium-sized business owner or operator, you can't wait for the government to save your business. The funding from the $2 trillion dollar federal stimulus bill and programs at the state, county and city level will not be available immediately – it will take several weeks to several months for all of the money to get in the hands to those who need it most.

Many of you may have already checked off the options/suggestions below, but for those who have not we encourage you to consider which of the following steps best serves you, your business and your employees:

- Have you reviewed revenue and expenses and cut everything non-essential today to survive the next 30-60-90 days?
- Can you take your business online, offer take-out/delivery, provide consulting services or online classes via video conferencing?
- Are you equipped to take online payments through companies like Stripe or Paypal?
- Have you contacted your landlord or your mortgage lender to determine your options to defer payments or make partial payments until after the shutdown order is lifted?
- Have you contacted your accountant and/or business attorney to discuss how to help your employees through continued payroll or unemployment benefits?
- Have you contacted your bank/financial institution to see what they are offering: business line of credit, short term loans, etc.?
- Have you discussed with your vendors and suppliers deferring payments or making partial payments?
- Have you looked at what your utility and communication service providers are offering: PG&E, Comcast, AT&T, Verizon, etc.?
- Have you carefully reviewed local resources to determine what federal and state programs are available to you as a small business owner or self-employed individual (resource links on page 2)

1900 O'Farrell Street, Suite 380 | San Mateo, California 94403 | P 650.413.5600 | F 650.413.5909 | www.samceda.org

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Your local business owners have to take the first steps:

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To view the document, click here.

Financial Assistance

San Mateo County Strong Fund

- Small Business Assistance Grant Overview
  - Board of Supervisors Update: April 7, 2020
  - Local Partner: San Mateo Credit Union
  - Expected online application week of April 20th

Federal Assistance

- Small Business Administration (SBA)
  - Paycheck Protection Program (PPP)
  - Economic Injury Disaster Loan (EIDL)

State Assistance

- IBank
  - Small Business Disaster Relief Loan G
- California Capital Access Program (Cal

Grants

- Facebook – Small Business Grants Pro
- Salesforce Care Small Business Grants
- Verizon Small Business Recovery Fund

Questions