


Small Business Assistance Program Update

MAY 2020

Tuesday – April 21, 2020

SMC Board of Supervisors Approves Measure K Fund for Small Business



 **COUNTY OF SAN MATEO**
JOINT INFORMATION CENTER
EMERGENCY OPERATIONS CENTER

County of San Mateo
Joint Information Center
Media Line: 650-779-9830
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NEWS

April 21, 2020
For Immediate Release

Update on County Response to COVID-19

Redwood City – The County of San Mateo continues to work to protect public health and safety in response to the novel coronavirus known as COVID-19.

The County of San Mateo's Emergency Operations Center (EOC) remains open to coordinate countywide response and communications in response to the situation. The EOC's Joint Information Center will provide daily status reports Monday through Friday until further notice. Today's report:

Board's Action Makes SMC Strong Funds Available to Small Businesses
At today's meeting, the Board of Supervisors authorized San Mateo Credit Union's (SMCU) Community Fund to administer and distribute \$1 million in Measure K funds from the San Mateo County Strong Fund to San Mateo County small businesses adversely impacted by COVID-19.

The online portal to apply for funds is expected to begin accepting applications Monday, April 27, 2020 at www.SMCStrong.org. It is anticipated that approximately 100 businesses will be assisted by the \$1,000,000. All qualifying small businesses, regardless of the immigration status of the business owners, may apply.

Application information will be available in English, Spanish and Chinese. Decisions by SMCU's underwriting department are expected to take seven business days from submission date.

County leaders, San Mateo County Economic Development Association, and Silicon Valley Community Foundation continue to raise funds to bolster the San Mateo County Strong Fund. Additionally, cities and other donors are contributing to the city-specific small business grant program. Funding pledges have been received from Burlingame, San Mateo, Redwood City and San Carlos. Other cities are in various stages of reviewing and considering contributions.

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Grant Program Outreach and Awareness



Social Media



**SMC Strong
Webpage**



**Chambers of
Commerce**



**Ethnic Business
Groups**



Earned Media

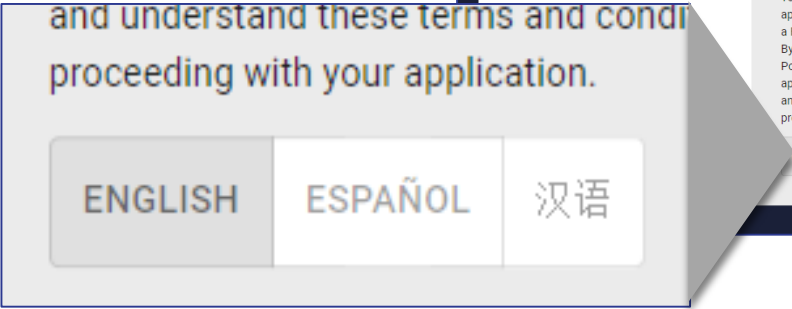


Cities/Town

Accessibility in Multiple Languages



FAQ Documents in:
English, Portuguese, Spanish,
Chinese, Tagalog, Russian



Application Portal in:
English, Spanish, Chinese

Application Statistics



Portal Opened at 12:00pm on Monday, April 27, 2020

- **1,232 submitted applications**
(of which 512+ were started in the first 22 minutes)
- **2,798 started applications**
(i.e., total unique email addresses entered into portal requesting an application link)
- **1,621 unfinished or abandoned applications**
*(*this includes duplicate starts and **not eligible apps)*

First-Come First-Serve Commitment

- Applications are all time stamped as of the moment (to the millisecond) an email is entered into the portal to commence a new application
- **187 of the 1,232 submitted** applications were *started* in the first minute the portal opened on Monday

Ensuring Applicants Had Opportunity to Complete Application

- All applicants with unfinished applications were contacted via email with instructions in English, Spanish, and Chinese about how to complete and submit their unfinished application by 5pm on Wednesday, April 29th

Requests for Support/Tech Assistance

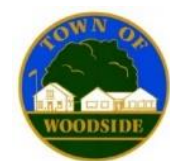
- **Over 300 emails**
(sent to Flashlight requesting support)
- **19 phone calls**
(to Flashlight requesting support since Monday)
- **Spanish language inquiries**
(have been answered in Spanish)

- PORTAL IS CLOSED -

City Donations – Pledges Totaling \$1,747,000



- Atherton: \$15,000
- **(Pending) Belmont:** \$100,000
- Burlingame: \$500,000
- Colma: \$15,000
- Daly City: \$75,000
- **(Pending) Pacifica:** \$50,000
- Menlo Park: \$70,000
- Millbrae: \$100,000
- Redwood City: \$300,000
- San Carlos: \$112,000
- San Mateo: \$400,000
- Woodside: \$10,000



Need Is Great – How Can You Help?



Raise \$\$

Raise \$\$

Raise More \$\$

**The *more* \$\$ we raise the *more*
small businesses we can **SAVE!****

- DONATE AT San Mateo Credit Union Community Fund -

Questions

