



Monterey County CARES Small Business Relief Program

MCWDB Report to the Monterey County Board of Supervisors
November 2, 2021

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In October 2020, the Board of Supervisors tasked the Monterey County Workforce Development Board (MCWDB) with the administration of a small business relief program aimed at preventing the permanent closure of businesses during the COVID-19 pandemic. A total of \$3,046,643 was allocated to the MCWDB towards this effort.

The SBRP assisted Monterey County small businesses to stay open, keep workers employed, and become more resilient in the face of changing social and economic conditions. The primary mode of support was financial assistance in the form of grants of up to \$10,000.

Eligibility

Eligible Businesses

- Owned, operated, and headquartered in Monterey County
- Fewer than 50 FTE employees
- For-profit
- Negatively impacted by the COVID-19 pandemic

Priority Businesses

- Located in unincorporated areas of the county
- In industry sectors disproportionately impacted by the pandemic

Eligibility

Eligible Expenses

- Payroll expenses
- Rent/lease expenses
- Personal Protection Equipment (PPE)
- Other equipment or supplies needed to continue operating safely

Payment Requirements

- Payment of grant funds were made by reimbursement of eligible expenses
- All required documentation must have been submitted, including proof of payment of expenses to be reimbursed
- Signed contract required to be eligible for payment

3 Rounds of Grants

Round 1

- Round 1 launched in November 2020
- 2 allocations totaling \$1,346,643 (CARES Act funds and Cannabis Tax Assignment funds)
- Eligible: Small businesses in Monterey County with under 50 employees negatively impacted by COVID-19
- Priority Sectors: Hospitality, Tourism, and Retail

Round 2

- Round 2 launched in February 2021
- \$800,000 allocation (CARES Act funds)
- Eligible: 2-50 FTE employees; prior grant recipients not eligible
- Priority Sectors: Hospitality and Tourism

Round 3

- Round 3 launched in May 2021
- \$900,000 allocation (ARP Act funds)
- Eligible: 2-50 FTE employees; prior grant recipients eligible
- Priority Sectors: Hospitality, Tourism, Arts, Entertainment, Leisure

Bilingual Outreach & Support

In-Person Outreach

- Door-to-door business engagement
- Distribution of flyers to Chambers, Community Organizations
- Pop-up events at public libraries

Digital Outreach

- Dedicated webpage on MCWDB website, with online and downloadable application
- Informational webinars and extensive guidance
- Social media and media promotion
- Email communications

Partner Outreach

- Community and industry partners who spread the word and provided technical assistance

Grants Awarded

409 applications submitted by 355 businesses (of which 325 were eligible)

341 grants awarded to 290 businesses

Number of Awards By District						
	District 1	District 2	District 3	District 4	District 5	TOTAL
Round 1	24	3	34	7	61	129
Round 2	39	6	13	13	40	111
Round 3 (previous recipients)	8	1	8	12	22	51
Round 3 (new recipients)	12	5	7	7	19	50
TOTAL	83	15	62	39	142	341

Grants Awarded

\$2,696,476 distributed to grant recipients

Award Totals - By District						
	District 1	District 2	District 3	District 4	District 5	TOTAL
Round 1	\$223,220	\$30,000	\$291,179	\$69,785	\$545,008	\$1,159,192
Round 2	\$243,442	\$50,000	\$109,584	\$113,097	\$317,662	\$833,785
Round 3	\$131,000	\$51,205	\$98,737	\$135,826	\$286,731	\$703,499
Subtotal	\$597,662	\$131,205	\$499,500	\$318,708	\$1,149,401	\$2,696,476
Admin	---	---	---	---	---	\$195,509
TOTAL						\$2,891,985

\$154,658 of ARPA funds remained after Round 3. The MCWDB will return to the Budget Committee and Board of Supervisors for the authorization of the reappropriation of these funds for PY 2021-22.

Applicants Not Awarded

	Round 1	Round 2	Round 3	TOTAL
Low Score	0	7	0	7
Withdrew	3	0	1	4
Missing Documents	4	12	7	23
Failed to Sign Agreement	0	0	3	3
Fewer Than 2 FTE	NA	2	2	4
Outside of Monterey County	5	0	1	6
Non-Profit	3	0	1	4
Submitted More Than 1 Application	3	1	3	7
Applied Past Deadline	5	1	0	6
Business Not in Good Standing	0	2	0	2
Round 2 – Received Grant in Round 1	NA	2	NA	2
Low Score	0	7	0	7
TOTAL	23	27	18	68

Applicant Demographics: Industry Sectors

INDUSTRY SECTORS					
	Round 1	Round 2	Round 3	TOTAL	% TOTAL
Agriculture	1	6	0	7	1.97%
Arts, Entertainment, Leisure	7	3	2	12	3.38%
Cannabis	1	0	0	1	0.28%
Construction	3	1	0	4	1.13%
Education	5	0	1	6	1.69%
Healthcare	6	10	2	18	5.07%
Hospitality/Tourism	47	72	32	151	42.54%
Manufacturing	0	2	1	3	0.85%
Other Services	28	15	18	61	17.18%
Professional & Business Services	20	11	4	35	9.86%
Real Estate	2	1	0	3	0.85%
Retail	27	16	5	48	13.52%
Transportation/Logistics	2	1	0	3	0.85%
Non-Profit	3	0	0	3	0.85%
TOTAL	152	138	65	355	100%

Applicant Demographics: Business Size

SIZE BY EMPLOYEE COUNT					
	Round 1	Round 2	Round 3	TOTAL	% TOTAL
1 employee	52	2	2	56	16%
2-10 employees	84	106	54	244	69%
11-20 employees	10	21	7	38	11%
21-30 employees	5	4	1	10	3%
31-40 employees	1	2	1	4	1%
41-50 employees	0	0	0	0	0%
TOTAL	152	135	65	352	100%

Applicant Demographics

Location

- 299 (84%) applicants were located in incorporated areas, while 50 (14%) were in an unincorporated areas

Women, Minority, and Veteran-Owned

- 182 (51%) women-owned
- 210 (59%) minority-owned
- 18 (5%) veteran-owned

Prior Financial Assistance

- 254 (72%) received prior COVID-19 related financial assistance, while 99 (28%) had received none

Follow-Up Survey

A survey was sent to grant recipients after each round. Over 3 rounds, 162 responses were received (48% response rate).

The feedback about the overall grant program was overwhelming positive, particularly the outreach and communication, customer service and technical support, guidance on the website, the online application process, and the payment process.

Another follow-up survey will be conducted to assess longer-term impact of the grant funding and changing needs of the small businesses.

Follow-Up Survey Results

Grants received were utilized for: payroll (67%); rent (62%); utilities (50%); PPE (20%); outstanding balances (13%); other (7%)

95% reported that the grant they received helped their business remain open

85% reported that the grant helped prevent employee layoffs and/or reduction of employee hours

53% of businesses are open and in full operation, while 43% are partially open with restrictions and 4% temporarily closed

130 respondents indicated they wanted to be contacted about additional services, especially additional financial assistance (75%), recruitment of new employees (21%), and human resources support (15%)

Follow-Up Survey Results

<i>What ongoing needs does your business have? (Check all that apply)</i>		
Financial Assistance	96	59%
New Employee Recruitment	50	31%
None at this time	29	18%
Effective Business Strategies Guidance	26	16%
COVID-19 Health & Safety Guidance	24	15%
Human Resources Support	14	9%
Employee Training	14	9%
Other	4	2%



THANK YOU!

“Gracias por su valiosa ayuda”

“The assistance was incredibly helpful in helping our business continue operating. Thank you.”

“We truly appreciate your kind help and financial assistance. The assistance provided will keep our staff employee, strengthen our position in the marketplace and build community spirit. Thank You.”

“This was an amazing life saver for us”

“I really appreciate your support, we are on a very thin line for losing our business, with this fund they would save us from this crisis”

“quiero darles las gracias a este programa que ofreció ayudarnos con dinero por que hemos tenido un año muy difícil, esto me va ayudar mucho”

“This grant gave our business hope and relief. Thank you.”

“You truly made a difference with this check during this Christmas season to our small business and all our employees. We thank you from the bottom of our hearts!”

“I am very grateful for your help with payroll and expenses. I have been able to protect more jobs and keep my business open thanks to the grant. Thank you!”

“Estamos muy agradecidos con la ayuda que los dieron en los momentos más difícil por COVID 19 pudimos cubrir utilidades del negocio y personales”

“Thank you! Every little bit helps to keep the doors from closing! This is most generous. We’re so grateful.”

“Thank you so much! This will help me keep my employees at work during the next month!”

“It was simple and easy, and during these times that has been by far the most helpful thing!”