

Attachment A

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From: [Kimbley Craig](#)
To: [Wyatt, Anastacia](#)
Subject: Letter of hardship
Date: Monday, February 1, 2021 9:30:36 AM

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Hi Anastacia,

I just wanted to give you a little narrative on the status of Monterey County Business Council, and the hardship it has sustained through the pandemic. Part of this is just to identify some of the issues MCBC has managed through the stay-at-home order.

The two main sources of revenue for MCBC are membership dues, and upwards of 60 economic development based events----and almost all of our events were canceled this year. We were scheduled to have our Silver 25th Anniversary Economic Vitality Awards Gala---our largest fundraiser of the year, when COVID hit.

MCBC is a 501c6 member-based nonprofit organization, which rendered us **ineligible** for the Paycheck Protection Plan loan. The language for the original PPP states that only 501c3 nonprofits are the eligible nonprofit division that could apply for the first loan. So we had to be creative---we reconfigured our budget, froze four positions, had to cut some hours and pay, and overall reduced our expenses. We struck a deal with our landlord and moved out of our office. We did not lay any employees off, but rather have operated on a thin budget for 11 months now.

Additionally, our largest leadership training program -- Leadership Monterey County---was also canceled in June, when pandemic orders were issued to shut down.

Instead, we found our pace with weekly webinars -- historically, MCBC has had a pretty strong policy of paid events---it allowed us to have events that were held at a high level of collaboration between private, public, and nonprofit administration. But identifying the need to "pivot" for the greater cause, CEO Kimbley Craig approached her board with the concept of hosting free tutorials in Spanish and English to all local businesses, and requesting a small amount of CARES act funding (\$25,000) to partner with the County, City of Salinas, SBDC, and SBA. The board agreed to change directions. It was very successful, with over 2600 small business owners on the four months of weekly webinars. We have started free webinars again, with the new round of PPP and local jurisdiction funding available.

All of this being said, our Procurement Technical Assistance Center (PTAC) continues to thrive in the pandemic environment. We have helped over 100 local businesses with counseling to get government contracts. So the efforts are definitely there for us, despite these challenging times.

I'm sharing this with you in determining our efforts through 2020, and part of 2021 thus far. We have survived, pivoted, and worked to be creative in providing both economic development / business educational workshops and PTAC during this time of crisis, but certainly could not continue to operate without the County's DSA commitment to our organization.

Thank you,

Kimbley Craig
President & CEO, Monterey County Business Council

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