

**ARPA Economic Recovery Countywide Business Retention Programming:
Building Business Back (BBB) Program**

Overview

The Building Business Back Program helps businesses in Monterey County recover from the effects of the COVID-19 pandemic of minority owned businesses and underserved communities.

Executive Summary

Small businesses faced many challenges during the COVID-19 pandemic, including supply chain disruptions and inflation. Losses and business earnings were disproportionately felt by minority business owners during the COVID-19 pandemic. Many turned to the County and local governments for funding assistance. County government must ensure that equity is centered in the decision-making process, so that underserved communities are not treated insignificantly through our funding efforts.

In partnership with the Monterey County Business Council, which provided business retention support through technical assistance programs for small businesses, minority owned businesses, and businesses in underserved communities, the following programming efforts were initiated:

1. Launch Business Retention Countywide Program
2. Engage all 12 cities in Monterey County Business Hub
3. Engage underserved areas of Monterey County – to include South Monterey County, North Monterey County, Salinas Valley and unincorporated areas
4. Partner with nonprofit business groups in Monterey County

On June 2, 2021, the County Board of Supervisors approved ARPA funding allocation for Economic Recovery for Countywide Business Retention of which \$3 million was allocated over a three-year period.

This funding through the American Rescue Plan Act provides the programmatic efforts which complement existing economic priorities of the Board of Supervisors initiatives.

The development of the Building Business Back (BBB) Program was a collaborative effort amongst the County of Monterey Economic Development Division and Monterey County Business Council that

brought together innovative ideas in a time of reemergence from the pandemic. The BBB strategy focused on innovative efforts that connects all 12 cities to County retention program; focuses on outreach efforts to business owners in underserved areas of Monterey County; identifies areas of need for business owners – and implement programming to assist them in retaining their business (loan programs, marketing classes, finance/business plan seminars, etc.); and increases new and current businesses by result-based programs.

The Building Business Back program continued to deliver on its commitment to businesses throughout Monterey County. Outreach was strengthened by meeting businesspeople where they are by opening satellite locations in Soledad, Monterey, King City and unincorporated Pájaro. The “Road to Recovery” workshops attracted 631 registrants in 2023, in both English and Spanish. As of December 31, 2023, over 650 business consultations were had, 33 workshops were held. There was a total of 2,674 in person business visits made. Understanding that access to resources is vital to business success, 4 satellite offices located in South Monterey County, North Monterey County and the Monterey Peninsula were added. This program can be easily replicated in communities that have experienced impacts to their minority owned and underserved businesses. The collaborative approach that is aligned amongst the County and community partners is a model that is replicable.

Richard Vaughn, Economic Development Manager

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Additional Materials

1. BBB Tri-Fold – English and Spanish
2. Building Business Back Year-end Report 2023

County of Monterey

Economic Development

The mission of Economic Development is to plan, coordinate, and facilitate the County's efforts to attract, retain and grow businesses and jobs, and to provide affordable housing throughout the County.

To view a copy of the current Economic Development Plan and information about the Monterey County Comprehensive Economic Development Strategy, please visit tinyurl.com/MoCoEconDev

For your convenience, our website has been organized to answer the following questions:

Facts at a Glance: Find quick facts about the County of Monterey, including social, economic, demographic, housing and other information.

Business Assistance Resources: Here you can find business start-up, retention, expansion, relocation, financing and energy efficiency and recycling resources.



If you have any questions please reach out to:

Economic Development Manager

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County of Monterey Board of Supervisors

We thank the County Board of Supervisors for their support of the Building Business Back program and helping local businesses thrive.



Luis A. Alejo
Board of Supervisors, District 1



Glenn Church
Board of Supervisors, District 2



Chris Lopez
Board of Supervisors, District 3



Wendy Root Askew
Board of Supervisors, District 4



Mary L. Adams
Board of Supervisors, District 5



Business

Programs & Incentives



County of Monterey
Economic Development



www.MontereyCountyBusiness.com



The Building Business Back Program (BBB) helps Monterey County businesses recover from the pandemic. Our website, www.MontereyCountyBusiness.com, is a hub for finding grants, loans, workshops, and more. We collaborate with many business support organizations and offer services in English and Spanish. The BBB program serves all businesses in Monterey County, with an emphasis on those operating in unincorporated areas as well as those owned by minorities, women, and LGBTQ+.

Meet the Team



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Consulting

- **GetVirtual – Cal State Monterey Bay**
 - Connects businesses with college students to provide FREE website development, e-commerce, and online marketing.
- **Cal Coastal Small Business Development Center**
 - Offers NO-COST professional consultants and access to funding sources for your business.
- **El Pajaro Community Development Corporation**
 - Provides professional consulting and training as well as access to their Commercial Kitchen Incubator and Childcare Business Incubator.

Financing (Loans)

- **El Pajaro CDC MicroLoan Programs**
 - Provides small businesses with access to a variety of microlending options
- **Cal Coastal Rural Development Corporation**
 - Oversees SBA lending programs and the Monterey County Revolving Loan Fund
- **Jump Start Microloan Program**
 - State-supported microlending opportunities for entrepreneurs.

Funding (Grants)

- **City of Salinas Marketing & Technology Grant Program**
 - \$2,500 for businesses seeking marketing, financial, and/or digital marketing assistance.
- **City of Soledad City-Wide Business Facade Improvement Grant**
 - Up to \$25,000 for qualifying structural and aesthetic improvements.
- **Healthy Refrigeration Grant Program**
 - Provides FREE energy-efficient refrigerators for eligible businesses.

Green Programs

- **Climate Catalyst Revolving Loan Fund**
 - Jumpstart critical climate solutions through flexible, low-cost credit and credit support.
- **Green Business Certification**
 - Certification includes energy efficiency upgrades between \$500 - \$1,000 for eligible businesses.
- **California Sustainable Energy Entrepreneur Development Funding**
 - Access up to \$600,000 in state grants for qualifying startup businesses.

Tax Credits

- **Employee Retention Tax Credit**
 - Up to \$26,000 per employee in tax credits for 2020 and 2021.
- **Work Opportunity Tax Credit**
 - Claim between \$2,400 and \$24,000 in tax credits for eligible employees belonging to one of ten targeted groups.
- **Research and Development Tax Credit**
 - Eligible businesses can claim up to \$5M in state tax credits for qualifying expenses.
- **Film & TV Soundstage Tax Credit**
 - Claim between 20-25% for qualified expenditures for the production of a motion picture.

Workforce Resources

- **Training Grants**
 - Workforce Development Board offers training grants to Monterey County employers wanting to upskill their seasoned workers.
- **Job Training**
 - Hire-First program reimburses a company for the cost of training a new employee.



Scan the QR code to learn how to apply for these resources and more...

Condado de Monterey

Desarrollo Económico

La misión de Desarrollo Económico es planificar, coordinar y facilitar los esfuerzos del Condado para atraer, retener y hacer crecer los negocios y puestos de trabajo, y proporcionar viviendas asequibles en todo el Condado.

Para ver una copia del Plan de Desarrollo Económico actual e información sobre la Estrategia Integral de Desarrollo Económico del Condado de Monterey, visite:

tinyurl.com/MoCoEconDev

Para su facilidad, nuestro sitio web se ha organizado para responder a las siguientes preguntas:

Los Datos de un Vistazo: Encuentre información rápida sobre el Condado de Monterey, incluyendo datos sociales, económicos, demográficos, de vivienda y más.

Recursos de Asistencia para Negocios: Aquí puede encontrar recursos para la creación, retención, expansión, reubicación, financiación, eficiencia energética y reciclaje relacionados con los negocios.



Si tiene alguna pregunta, comuníquese con:

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Condado de Monterey

Junta de Supervisores

Agradecemos a la Junta de Supervisores del Condado por su apoyo al programa Building Business Back y a la prosperidad de los negocios locales.



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Mary L. Adams
Junta de Supervisores, Distrito 5



Programas e Incentivos para Negocios



Condado de Monterey
Desarrollo Económico



www.MontereyCountyBusiness.com



El programa Building Business Back (BBB) ayuda a los negocios en el condado de Monterey a recuperarse de la pandemia. Nuestro sitio web, www.MontereyCountyBusiness.com, es un centro para encontrar subvenciones, préstamos, talleres y mucho más. Colaboramos con muchas organizaciones de apoyo a los negocios y ofrecemos servicios en inglés y español. El programa BBB atiende a todos los negocios en el condado de Monterey, con énfasis en los que operan en áreas no incorporadas, así como a los que pertenecen a minorías, mujeres y LGBTQ+.

Conozca al Equipo



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Consultoría

- **GetVirtual - Cal State Monterey Bay**
 - Conecta negocios con estudiantes universitarios para proveer el desarrollo de sitios web, comercio electrónico y marketing en línea GRATIS.
- **Centro de Desarrollo de Pequeñas Empresas de Cal Coastal**
 - Ofrece consultores profesionales SIN COBRO y acceso a fuentes de financiación.
- **Corporación de Desarrollo Comunitario de El Pájaro**
 - Ofrece asesoramiento y formación profesional, así como acceso a su Incubadora de Cocinas Comerciales y a su Incubadora de Guarderías.

Créditos Fiscales

- **Crédito Fiscal para la Retención de Empleados**
 - Hasta \$26,000 por empleado en créditos fiscales para 2020 y 2021.
- **Crédito Fiscal por Oportunidades Laborales**
 - Reclame entre \$2,400 y \$24,000 en créditos fiscales para empleados elegibles que pertenezcan a uno de los diez grupos seleccionados.
- **Crédito Fiscal para Investigación y Desarrollo**
 - Los negocios elegibles pueden solicitar hasta \$5M en créditos fiscales estatales para gastos elegibles.
- **Crédito Fiscal para Escenarios de Cine y TV**
 - Solicite entre un 20 y un 25% para gastos admisibles en la producción de una película.

Financiación (Subvenciones)

- **Programa de Subvenciones de Marketing y Tecnología de la Ciudad de Salinas**
 - \$2,500 para negocios que buscan asistencia en mercadotecnia, finanzas y/o mercadotecnia digital.
- **Subvención para la Modernización de Fachadas Comerciales en toda la Ciudad de Soledad**
 - Hasta \$25,000 para mejoramientos estructurales y estéticos elegibles.
- **Programa de Subvenciones para la Refrigeración Saludable**
 - Provee refrigeradores energéticamente eficientes GRATIS para negocios elegibles.

Programas Ecológicos

- **Fondo Rotatorio de Préstamos Catalizador del Clima**
 - Ponga en marcha soluciones climáticas críticas mediante créditos flexibles y de bajo costo y apoyo crediticio.
- **Certificación de Negocio Ecológico**
 - La certificación incluye mejoras de eficiencia energética de entre \$500 y \$1,000 para los negocios que cumplan los requisitos.
- **Financiación para el Desarrollo de Emprendedores de Energía Sostenible en California**
 - Acceda a subvenciones estatales de hasta \$600.000 para negocios incipientes que cumplan los requisitos.

Financiación (Préstamos)

- **Programas de Micropréstamos de El Pájaro CDC**
 - Proporciona a los pequeños negocios acceso a una variedad de opciones de micropréstamos.
- **Corporación de Desarrollo Rural de la Costa de California**
 - Supervisa los programas de préstamos de la SBA y el Fondo Rotatorio de Préstamos del Condado de Monterey.
- **Programa de Micropréstamos Jump Start**
 - Oportunidades de microcrédito para emprendedores con apoyo estatal.

Recursos para la Fuerza Laboral

- **Subvenciones para Capacitación**
 - La Junta de Desarrollo de la Fuerza Laboral ofrece subvenciones para formación a los empleadores en el condado de Monterey que deseen mejorar las cualificaciones de sus trabajadores estables.
- **Capacitación Laboral**
 - El programa Hire-First reembolsa a un negocio el gasto de capacitación de un nuevo empleado.



Escanee el código QR para aprender a solicitar estos recursos y más...

2023 Business Impact Report



*Helping Businesses
Recover & Grow*



A PROGRAM OF



IN PARTNERSHIP WITH



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1 Overview

THE YEAR IN REVIEW

During 2023, the Building Business Back team continued to deliver on our commitments to businesses throughout Monterey County.

We strengthened our outreach by meeting businesspeople where they are: opening satellite locations in Soledad, Monterey, King City and Pájaro.

In response to the disasters experienced in the beginning of 2023, the Building Business Back team jumped into action to support the County of Monterey in helping affected businesses. Our bilingual team had already been building relationships of trust in Pajaro before the storms, which helped us bolster the County's efforts when the levee broke. We helped staff the disaster resource centers in Spreckels and Watsonville, as well as numerous community events.

Our workshops attracted 631 registrants in 2023, in both English and Spanish. Our team identified many business resources, which we communicated to businesses in person, via our burgeoning social media and our website hub. We also collaborated with the County's Economic Development team to create a detailed Business Programs & Incentives Guide.

In 2024, we look forward to building on our successes of 2023.

ABOUT US

Our Mission

We help Monterey County businesses recover from the pandemic by offering resources, connections, and support.

Our Vision

A flourishing Monterey County economy that lifts all.



Information Hub

Our website serves as a central hub of information for all things business. We regularly update our website with more resources available to Monterey County businesses.



Business Workshops

Our team hosts workshops on a number of topics of interest to business owners in a hybrid format with interpretation into Spanish. Some workshops are held solely in Spanish.



Technical Support

We provide technical assistance in order to facilitate access to resources. Our team helps businesses with few digital and computer skills fill out and prepare applications.



2

DELIVERING RESULTS



Workshops , Outreach, Marketing,
& Business Support

OUR IMPACT

2023

Business Support

Business Consultations	656
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Workshops

Workshops Held	33
Workshop Registrants	631
YouTube Views	510

Outreach

Rural Business In-Person Visits	1,167
Total In-Person Business Visits	2,674

Marketing

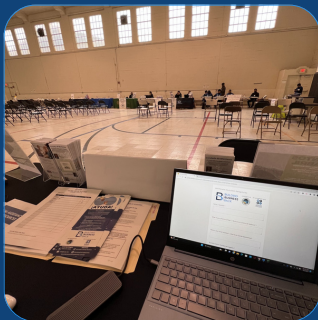
Graphics Created for Business Programs	273
New Facebook and Instagram Followers	737
Impressions	621,817

2 Event Description

KEY INITIATIVES

Satellite Office Hours

We understand that access to resources is vital to business success. We added 4 satellite office locations in South County, North County, and the Monterey Peninsula.



Disaster Relief

Our team quickly coordinated with the County of Monterey to provide disaster relief assistance to businesses impacted by the severe winter storms. We provided referrals and application support to over 100 businesses in Monterey County.

South County Roundtable

Product of our in-person business outreach, South County Roundtable aims to improve the economic vitality of all South County cities through a regional approach to economic development.



SUPPORTING HISTORICALLY UNDERSERVED COMMUNITIES

Building Business Back serves ALL businesses in Monterey County with an emphasis on those operating in unincorporated areas and those owned by women, minorities and/or LGBTQ+. Our team found some creative ways to help these communities throughout 2023 with a number of workshops and collaborative initiatives.



MINORITIES

Black Business Summit
El Sueño Americano con su ITIN



WOMEN

LadyBoss: Women Mean Business



RURAL & UNINCORPORATED

Satellite Office Hours
Disaster Relief Assistance
South County Business Expo



LGBTQ+

Business with Pride Campaign
Safe Space Campaign



3

A LOOK AHEAD



Planning for the Future

PROGRAM PLAN

As we enter the final program year of our ARPA funding, we have identified several important new ways in which we can support Monterey County businesses.

- We are exploring partnering with existing coworking spaces and incubators to expand opportunities for new business startups.
- To support our “South County Roundtable” economic development efforts, we plan to fund a retail needs study for South County and possibly a hotel feasibility study.
- To support all businesses in Monterey County, we will deliver the region’s first employment trends report, utilizing data from the CA Employment Development Department. This will be accompanied by a major event to deliver the report.

Workshops

Continue to deliver at least 15 free County-partnered events with 3 events in Spanish

Partner with BZP Monterey County to deliver MEHKO workshops

Coordinate and present Webinar Wednesdays

Historically Underserved Communities

Black Business Expo

Women’s Business Expo

Business with Pride Campaign

Initiatives

Economic Dashboard Event with Beacon Economics

South County Roundtable

- Commission at least 1 study for 2024

Explore partnerships to expand opportunities for new businesses



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