

Weekly Webinar #3



An Inclusive Approach to Recovery During COVID-19

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LSC LA



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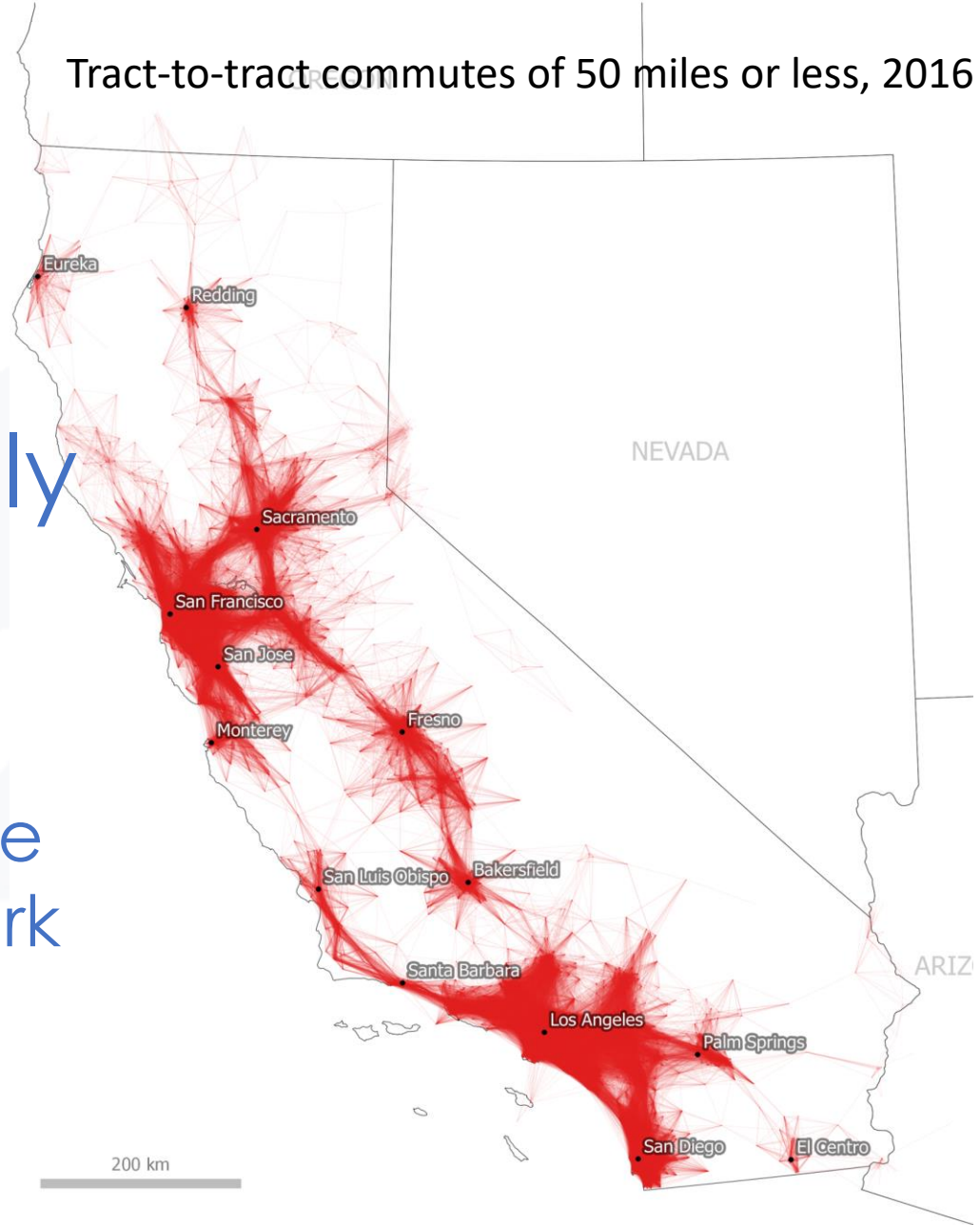


Regions Rise Together

***A vision for high road
economic recovery
across all California regions***

California is growing towards 50 million people and our regions are increasingly interconnected.

Today's traditional regional boundaries no longer match the geographies where we live, work and play.



As the 5th largest economy globally, California is also best understood as a state of distinct and diverse regional economies.

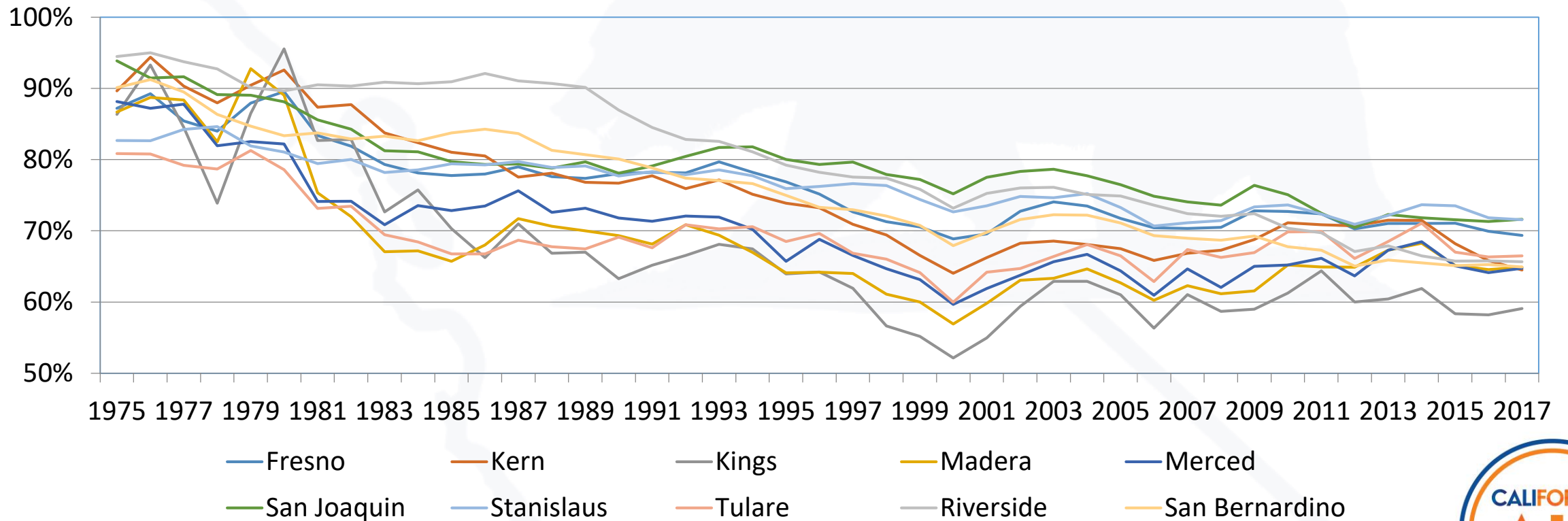
And our post COVID economy will leverage these regional economies.

Economic Regions

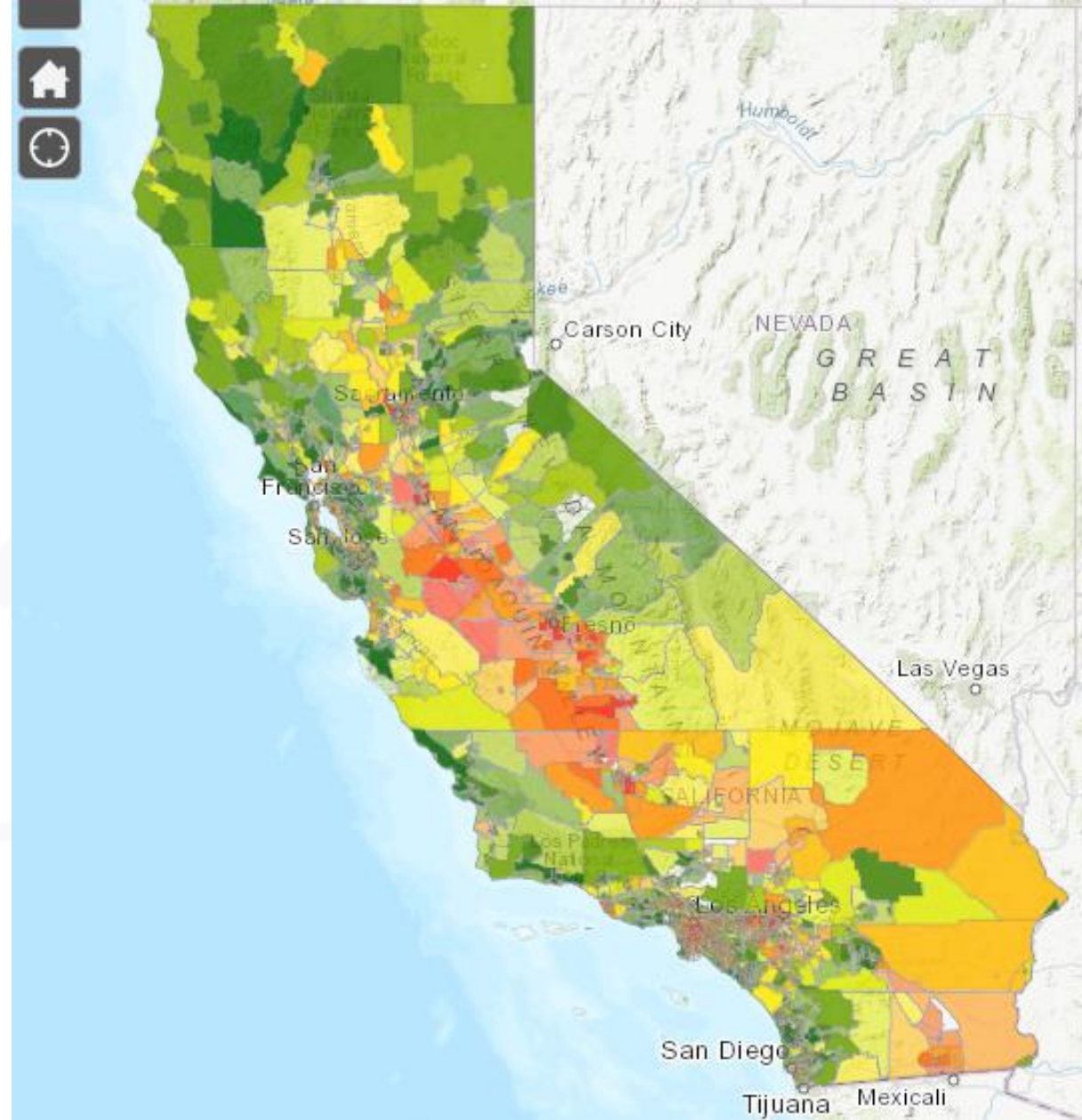


Pre COVID California was a tale of two states:
70% of job growth 2010-2017 went to coastal areas;
Inland counties saw income decline relative to state.

Per Capita Income Compared to California



Environmental burdens had been heavily concentrated in inland CA.



Yet inland areas – and all regions – have great assets to leverage for future economic recovery.



Expansion of higher education in Merced (UC Merced)



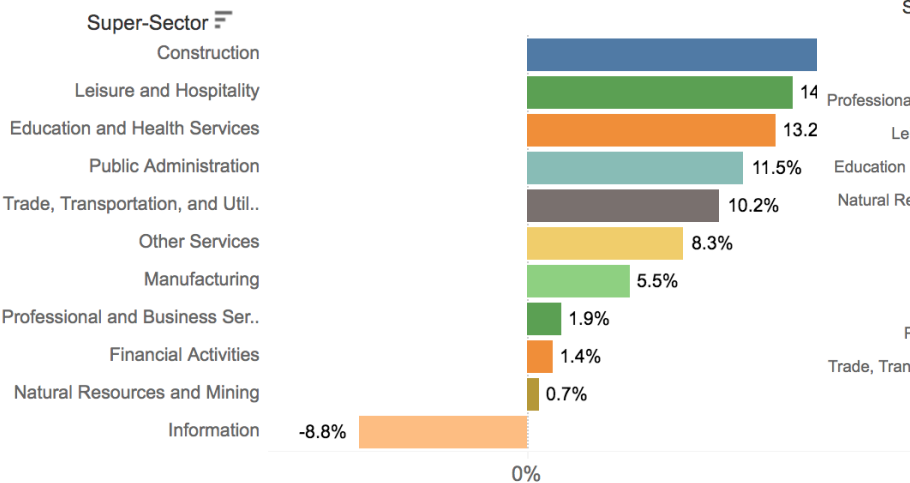
Rail, agricultural land, and renewable energy in Kern County



Each region has a different mix of industry clusters that face different economic impacts today.

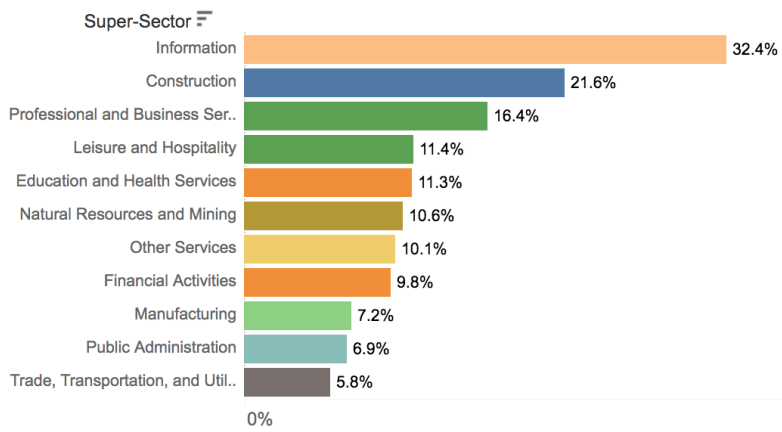
San Joaquin Valley

2013 to 2017 Growth Rate



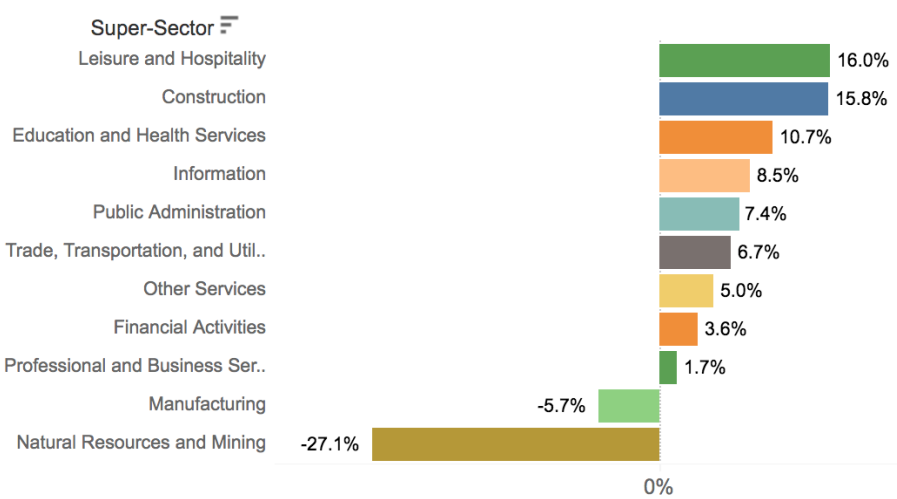
San Francisco + Peninsula


2013 to 2017 Growth Rate



Los Angeles Basin

2013 to 2017 Growth Rate





Economic recovery will
require tailoring
strategies for the
distinctiveness of each
regional economy.

Image from
Kern County



Last year we launched **Regions Rise Together** as a framework for sustainable and inclusive economic development.



Office of Business and Economic Development



Office of Planning and Research

The Governor's team is also partnering with other organizations



CALCOG



We held day-long joint strategy sessions in the Inland Empire, Southern San Joaquin Valley, Northern San Joaquin Valley, and North State.



Convened over 1,000 business, civic, and governmental, leaders in regions statewide.



We delivered messages of **Regions Rise Together** in regional/statewide newspapers.



COMMENTARY

ECONOMY

MY TURN

BY GUEST COMMENTARY

PUBLISHED: FEBRUARY 11, 2020

With Gov. Newsom's new budget, California seeks to help all regions rise



By Kate Gordon and Lenny Mendonca, Special to CalMatters

THE PRESS-ENTERPRISE

OPINION

Regions Rise Together: building a plan for inclusive, sustainable growth across California

By **LENNY MENDONCA** and **KATE GORDON** |

PUBLISHED: May 10, 2019 at 8:46 a.m. | UPDATED: May 10, 2019 at 2:48 p.m.

The Fresno Bee

California Dream must work for everybody, or it works for nobody

BY LENNY MENDONCA AND KATE GORDON

NOVEMBER 08, 2019 11:00 AM

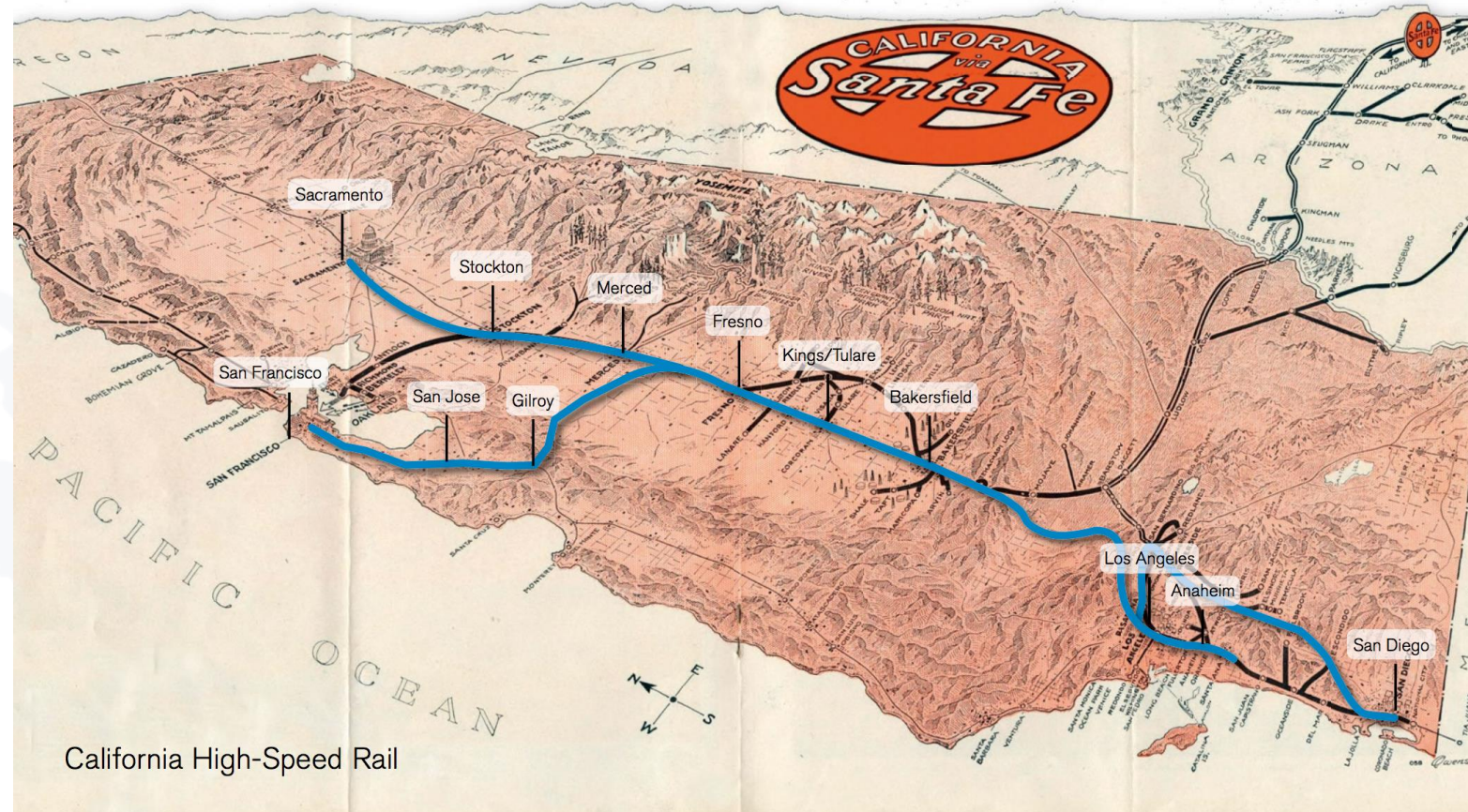


Regions Rise Together is organized around three pillars of work

1. Changing our **mental map** of the State.
2. Supporting **regions up** planning and policy.
3. Improving the **connective tissue** between regions.



I. Changing the mental map of opportunity in California



II. Supporting **Regions Up** Economic Development Planning

Engaging partners leading regional economic development strategies statewide.

Image from Ontario,
Inland Empire



III. Strengthening **connective tissue** among regions – e.g. broadband, rail, and water.



Applying the “Regions Rise Together” lens:

Bounce forward to comprehensive high road recovery

- **A just transition:** Focus on diversifying the economy and putting people back to work in quality jobs.
- **An inclusive process:** Build an inclusive regional partnership to guide long-term economic development planning (business, labor, community, and government).
- **An integrated approach:** Design an economic recovery that addresses land use, transportation, climate resilience, and social infrastructure.
 - Leverage other infrastructure and planning processes (e.g. Regional Transportation Plans and Sustainable Communities Strategies)



Regions Rise Together means all regions of the state

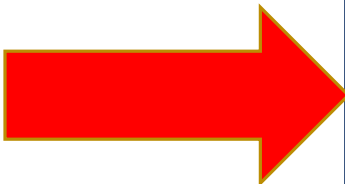


Agenda

- CA Governor's Office of Business and Economic Development (GO-Biz)
- Local Initiative Supports Corporation Los Angeles (LISC LA)
- Sierra Business Council (SBC)
- Strategic Growth Council (SGC)

Questions

- Link provided at bottom for survey and questions



COVID-19
Get the latest information from the CDC about COVID-19. [LEARN MORE](#)

See more resources on Google

Weekly Webinar #1: Navigating Federal Funding in a Time of COVID-19
476 views · Apr 23, 2020

1 0 SHARE SAVE

CA GO-Biz
32 subscribers

Questions? Ask: <https://gobiz.zendesk.com/hc/en-us/requests/new> (Place Webinar #1 in Subject of Question)

Survey for this Webinar: <https://tinyurl.com/y74yfbad>

GO-Biz COVID-19 Resource Page: <https://business.ca.gov/coronavirus-2...>

The Governor's Office of Business and Economic Development (GO-Biz) and the Governor's Office of Planning and Research (OPR) in partnership with the U.S. Department of Housing and Urban Development's (HUD) Office of Field Policy and Management and Grants Republic have released a webinar on understanding and navigating federal funding and grant resources during COVID-19.

Weekly Webinars are designed to provide education on new funding opportunities and on navigating new resources during the time of COVID-19. They are also designed to introduce local governments, businesses, and communities to agencies broadly, in addition to their staff and how to reach them within California.


WEBINAR AGENDA
Opening, Governor's Office of Business and Economic Development
Governor's Office of Planning and Research (09:45)
U.S. Department of Housing and Urban Development (16:25)
Grants Republic (30:40)

Questions

- Indicate “Webinar or Video” in Subject on ZenDesk



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Your name *

Subject *

Description *

Please enter the details of your request. A member of our support staff will respond as soon as possible.



Survey



COVID-19

Get the latest information from the CDC about COVID-19.

[LEARN MORE](#)

 See more resources on Google [↗](#)

COVID-19 EDC Update Webinar – April 2020

93 views • Apr 17, 2020

 1  0  SHARE  SAVE ...



CA GO-Biz
15 subscribers

[SUBSCRIBE](#)

On this GO-Biz COVID-19 update webinar, you will hear updates from our Office of the Small Business Advocate, Business Investment Services, International and Sustainable Freight and Goods Movement teams on resources, guidance and state actions taken to assist businesses impacted by the COVID-19 pandemic.

WEBINAR AGENDA

- Agenda ([0:50](#))
- Office of Small Business Advocate ([1:10](#))
- Small Business COVID-19 Resources ([1:28](#))
- Small Business Center Network ([3:28](#))
- Small Business Covid-19 Resources ([4:31](#))
- Business Investment Services Unit ([12:48](#))
- Essential Infrastructure Workers ([13:15](#))
- Business Contributions ([14:23](#))
- Employee Connections ([15:43](#))

Weekly Webinar Survey

Thank you for participating in our webinar. GO-Biz and OPR would like your feedback.

Webinar Attended

Organization Type

Region

Overall, how would you rate this webinar?

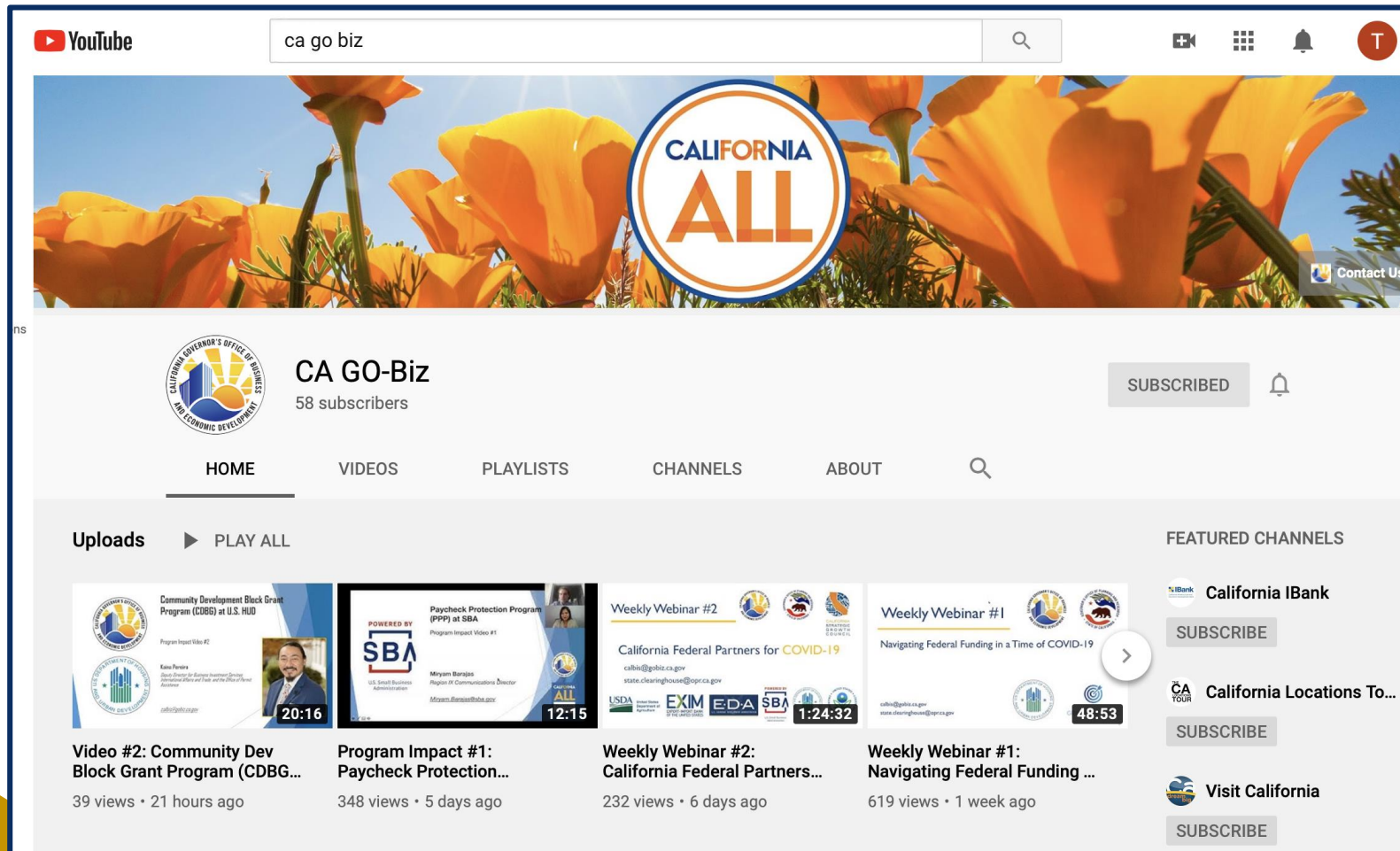
Before the webinar, how familiar were you with the content?

What did you find most useful about this webinar?

Are there any topics you would like to hear more about?

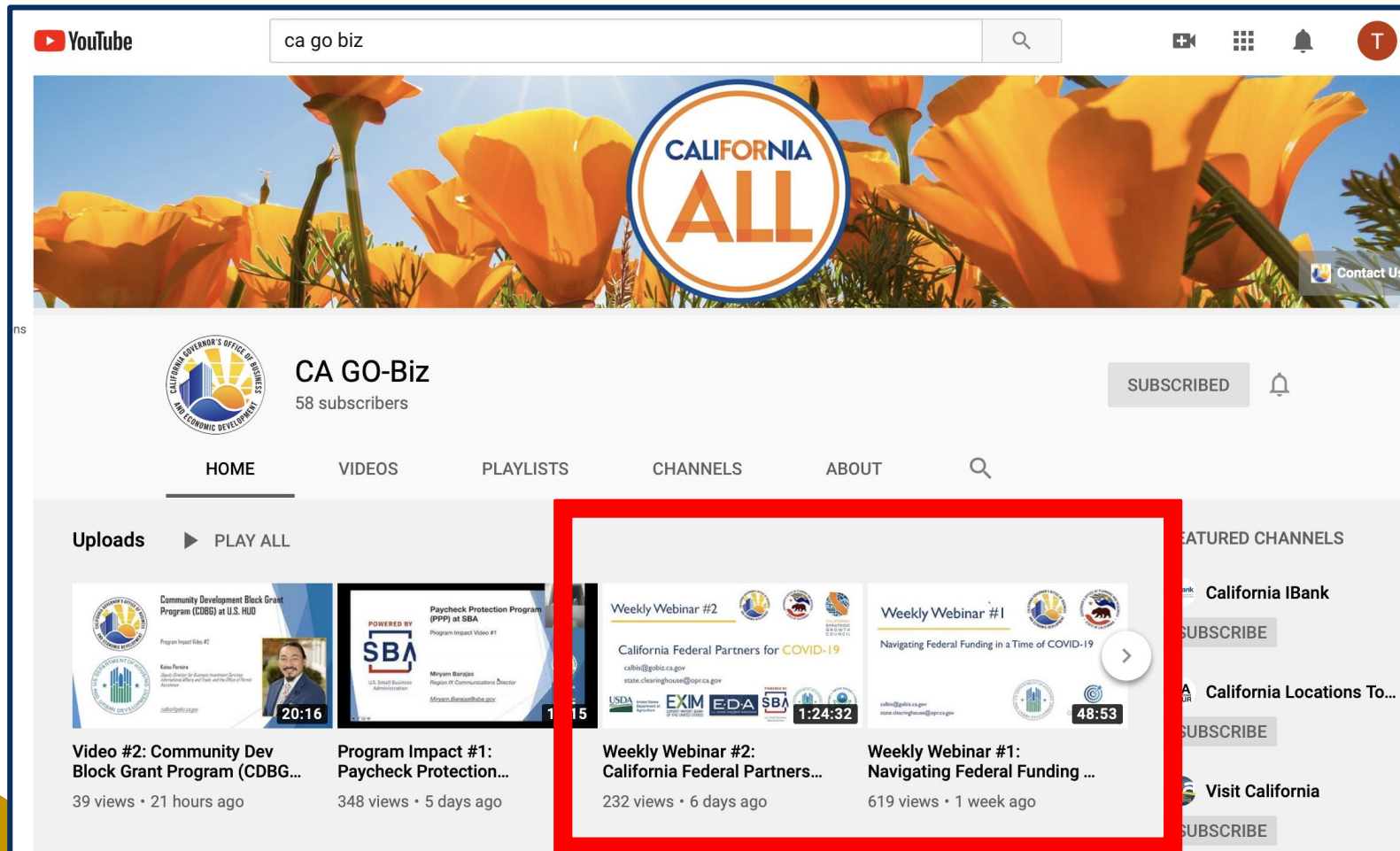
Recording

- Posted on YouTube and on Website



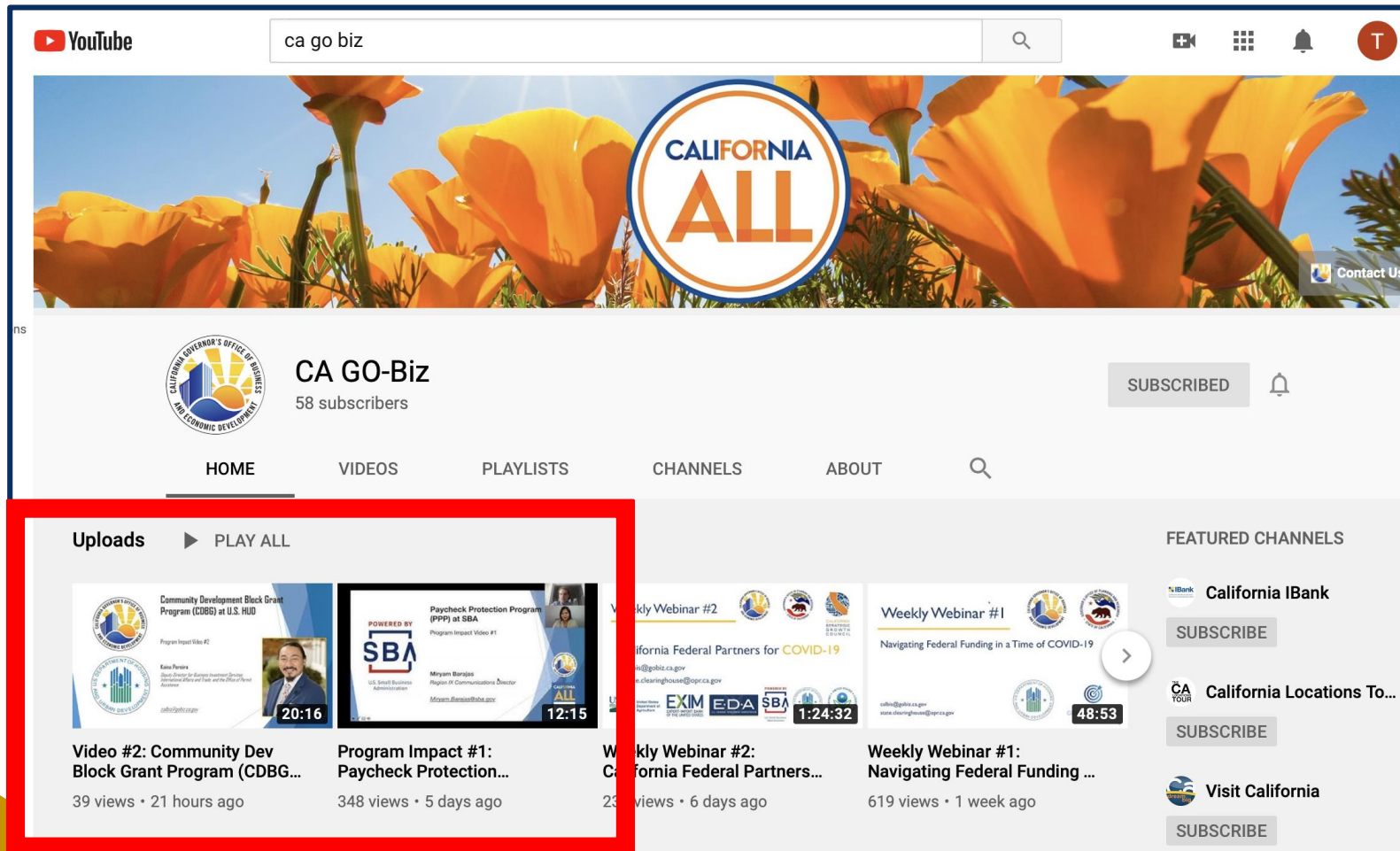
Check Out #1 and #2

- Posted on YouTube and on Website



GO-Biz Program Impact Videos

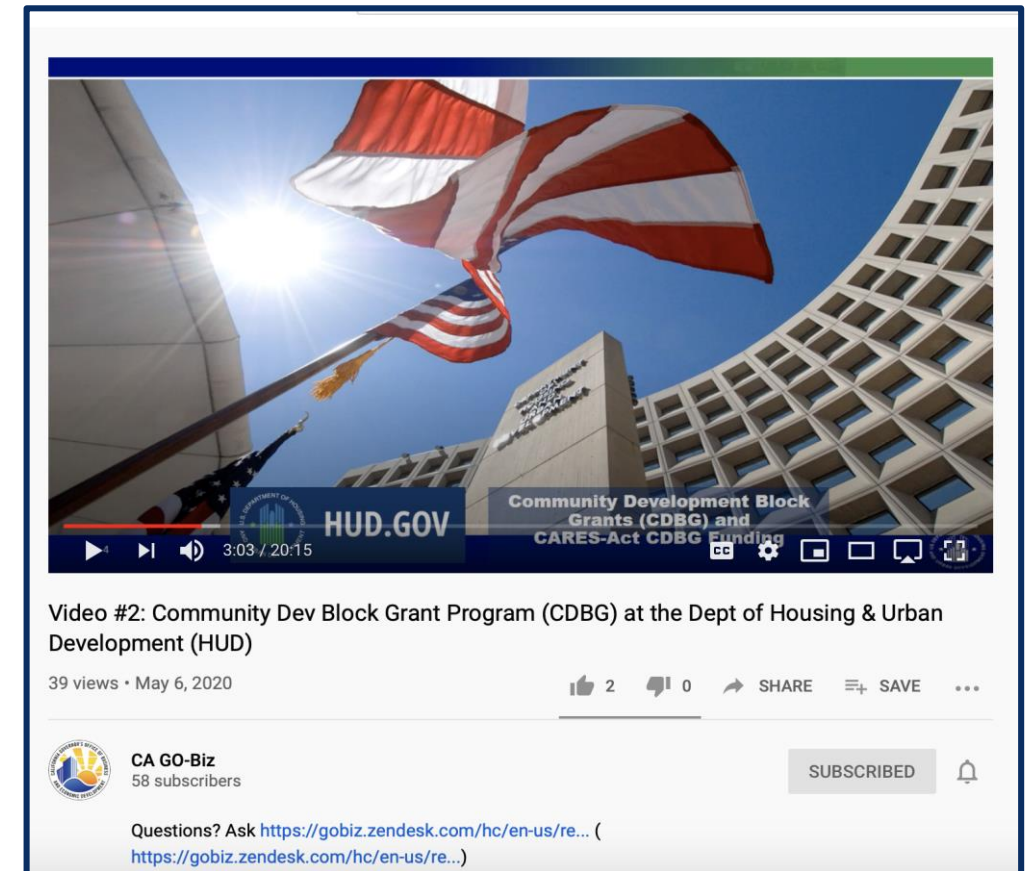
- Posted on YouTube and on Website



*NEW! Program Impact #2




- Community Development Block Grant Program (CDBG)
- California Federal Partners (CFP)
- Video made with Office of Field Policy and Management at US Department of Housing and Urban Development
- \$1 billion May 11th through formula
- \$2 billion additional TBD at discretion of Secretary or a determined formula



GO-Biz COVID-19 Resource Page



- Find recordings and additional resources



Advantages Industries Newsroom About Apps Search

Coronavirus 2019 (COVID-19)

The Governor's Office of Business and Economic Development (GO-Biz) has compiled helpful information for employers, employees, and all Californians as it relates to the Coronavirus (COVID-19) pandemic. For a complete list of resources, please visit the [California Coronavirus \(COVID-19\) Response website](#).

Subscribe to the [GO-Biz newsletter](#) to receive updates and announcements as they happen, including information shared by the [California Department of Public Health](#).

Program Impact Videos

Learn more about specific topics. The below Impact Videos look to provide a deeper dive into federal funding opportunities during the COVID-19 pandemic.

- Paycheck Protection Program at the Small Business Administration, May 1, 2020 | [Watch here](#)
- Community Development Block Grant Program (CDBG) at the Dept of Housing & Urban Development (HUD), May 6, 2020 | [Watch here](#)

Weekly Webinars

Connect with GO-Biz, and other agency leads, every Thursday as we explore resources and opportunities to meet this moment.

- Navigating Federal Funding in a Time of COVID-19, April 23, 2020 | [Watch here](#) | [Presentation PDF](#) | [Transcript](#)
- California Federal Partners for COVID-19, April 30, 2020 | [Watch here](#)

Staying Connected & Save the Date

- *Weekly Webinar #4* | 11:00AM – 12:00PM | Thursday, May 14th
- Program Impact Video to be released on CDBG with California Department of Housing and Community Development (HCD)
- Subscribe to YouTube Channels
- Follow [@CAGOBIZ](#), [@CAL_OPR](#), and [@CALSGC](#) on Twitter
- Subscribe to [GO-Biz's Newsletter](#), [OPR's Federal Grants E-List](#), and the [SGC newsletter](#).

LISC LOS ANGELES

TUNUA THRASH-NTUK

Executive Director

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Twitter: @LISC_LA



SUPPORTING SMALL BUSINESSES DURING COVID-19

A TOOLKIT FOR LOCAL
GOVERNMENTS

MISSION

WITH RESIDENTS AND PARTNERS, LISC FORGES RESILIENT AND INCLUSIVE COMMUNITIES OF OPPORTUNITY ACROSS AMERICA -- TO CREATE GREAT PLACES TO LIVE, WORK, VISIT, DO BUSINESS AND RAISE A FAMILY.

LISC LOS ANGELES

LISC LA 2019 Impact

\$31M Affordable Housing Lending

\$1.6M Economic Development and
Small Business Lending

\$870K Grants Deployed to 19
organizations

412 New Units of Affordable
Housing

270 Individuals supported through
trainings and capacity building



A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Defer all payments

If possible, we recommend deferring all payments due from small businesses until 2021 or beyond. This includes utility bills, taxes, fees, and outstanding loan payments. Business loans should be deferred, put into forbearance, or restructured in another way. Utility bills, business licensing fees, and taxes should be deferred.

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Provide business assistance

- Connect with technical assistance providers
- Identify firms that can re-position to respond to pandemic supply needs

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Invest low cost capital

During this emergency, businesses need financing that can be deployed quickly and at low or no cost. We recommend that all cities establish an emergency loan fund for small businesses immediately. Capital can be deployed out of general operating funds, CDBG block grants, and/or EDA funds. Loans can be structured as recoverable grants or low-cost/no fee micro-loans with flexible terms.

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Form public/private partnerships

- **Set up** - Loan pools for private firms to participate
- **Serve** - As the guarantor on government backed loans
- **Raise** - Grant dollars from philanthropy to provide grants

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Instate of moratorium on evictions

- Cities across California have either passed or are planning to pass motions that allow for a temporary moratorium on commercial evictions.
- These moratoriums are not deferring rent payments, but rather prohibiting landlords from tenant evictions.

NEW:

- Cities and counties could consider providing property tax relief to owners that forgive a portion of commercial rent.

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Launch a "Call for Data" Program

- Create a database of small businesses and to establish a direct line of contact with those that are most impacted by this pandemic.
- The database will arm local governments with a robust source of data-backed information that can be leveraged for external reports, philanthropic requests, and internal planning purposes.

A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY



Initiate a "Buy Local Campaign"

- **Launch** a social media marketing campaign
- **Partner** with Business Improvement Districts
- **Support** diverse chambers of commerce "Thai Tuesday"
- **Educate** the community on health standards

NEW:

- Promote policies that ensures that restaurants are using personal protective equipment in food preparation.

LISC LA



KEEPING OUR SHOPS ON THE BLOCK
KEEPING NUESTROS SHOPS ON THE BLOCK

KEEPING ATING SHOPS ON THE BLOCK

KEEPING 우리의 SHOPS ON THE BLOCK

KEEPING හමුදාව SHOPS ON THE BLOCK

KEEPING 我們的 SHOPS ON THE BLOCK

KEEPING 私たちの SHOPS ON THE BLOCK

<https://www.lisc.org/los-angeles/covid-19-response/keeping-our-shops/>

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KEEPING OUR SHOPS ON THE BLOCK

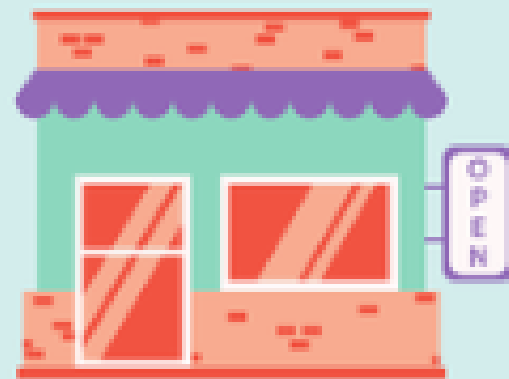
KEEPING NUESTROS SHOPS ON THE BLOCK

KEEPING 我們的 SHOPS ON THE BLOCK

KEEPING 우리의 SHOPS ON THE BLOCK

KEEPING 我們的 SHOPS ON THE BLOCK

KEEPING 私たちの SHOPS ON THE BLOCK



Funded By:



Keeping Our Shops on the Block During COVID-19: Resources for Small Businesses

We know that COVID-19 has had a devastating impact on many small businesses in our community. In a world where social distancing is the new norm, we encourage you to think outside the box, pivot your businesses plans, and develop new strategies to serve your clients. Most importantly we hope you stay connected to your communityyour neighbors, customers, and fellow businesses owners- we are all in this together!

OPEN TOOLKIT

<https://www.lisc.org/los-angeles/covid-19-response/keeping-our-shops/>

KIVA. A crowd funding platform



LISC Match Fund – How it works



LISC matches incremental loan amounts 1:1 as they are made to a Kiva borrower (i.e. When an individual Kiva lender contributes \$25 towards a Kiva campaign, LISC contributes an additional \$25 to the loan)

NOTE: A borrower must reach the campaign loan goal to access the loan funds and must be endorsed by a registered LISC Trustee.

LISC LOS ANGELES

Email: LALISC@lisc.org

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Twitter: @LISC_LA



Resources to Recover, Adapt and Improve



2018 ECONOMIC IMPACT SIERRA SBD C

START. GROW. THRIVE.

MILESTONES ACHIEVED 2019

491

Clients served
with 2,297 hours
of counseling

\$20.2M

Capital infusion
to the region

28

New businesses
started

1,137

Jobs supported

Catalyze Economic Diversification



WORKFORCE
DEVELOPMENT



BUSINESS
STARTUP



INFRASTRUCTURE



ECONOMIC
GARDENING



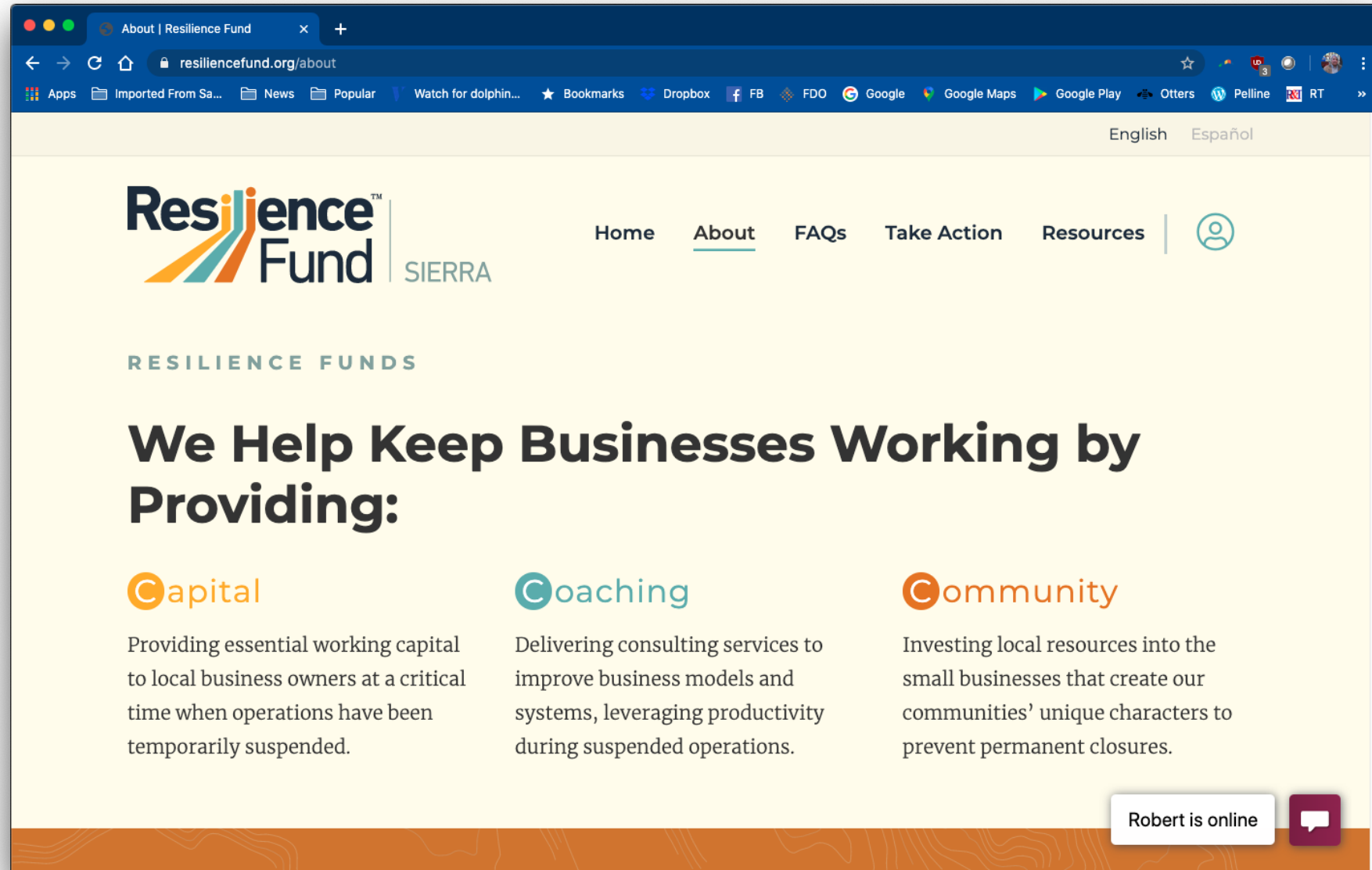
LOCAL
INVESTMENT



NATURAL
RESOURCES

Resources to Recover, Adapt and Improve

- Scaled Response to Scale of Crises
- 4 Rapid Response Webinars within 5 days of Shelter Order
- Increased Staff Resources by 400%
- Took in 700 New Clients in 30 Days
- Worked with Cities/Counties to Create Response Committees
- Rapid Business Surveys by Sector
- Targeted Outreach to Community Banks (23% hit rate on SBA)
- Staffed 2 Community Response Funds
- Created Resilience Fund





Goal is \$5 million to Reopen 300 businesses

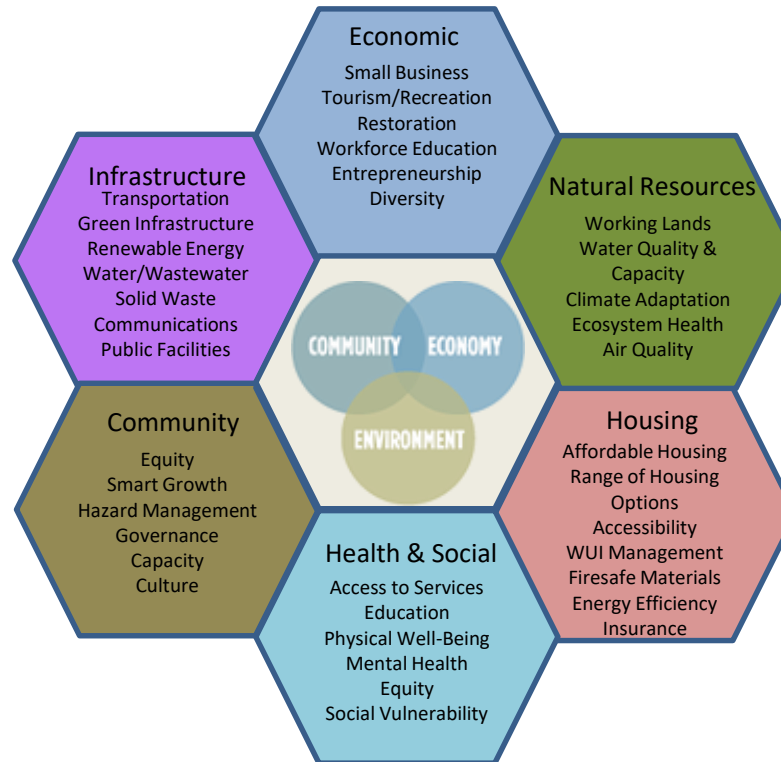
120 Clients to Date

5 Loans To Date

1 Reopened Business to Date



Develop Regional Recovery Plan



sierrabusiness.org
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Public Engagement and Partnership

Kirin Kumar
Community Assistance for Climate Equity Program Manager
Kirin.Kumar@sgc.ca.gov



CALIFORNIA
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GROWTH
COUNCIL





About the California Strategic Growth Council



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Our Vision

Healthy, thriving, and resilient communities for all

Our Mission

The mission of the Council is to coordinate and work collaboratively with public agencies, communities, and stakeholders to achieve sustainability, equity, economic prosperity, and quality of life for all Californians



**CALIFORNIA
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SGC's Programs

Four Grant Programs

- Affordable Housing & Sustainable Communities
- Sustainable Agriculture Land Preservation
- Transformative Climate Communities
- Climate Change Research

Two Capacity-Building Programs

- California Climate Investments Technical Assistance
- Regional Climate Collaboratives

Two Integrated Policy Programs

- Health in All Policies
- High Speed Rail Sustainability

Commitment to Equity

SGC's Programs Prioritize

- Low-Income Communities
- Disadvantaged Communities



CALIFORNIA
STRATEGIC GROWTH COUNCIL
Racial Equity Action Plan (2019)





California Climate Investments Technical Assistance Program



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Climate Change Investments Technical Assistance (CCI TA)

Preparing Communities for Success

CCI TA creates a more equitable playing field by helping under-resourced applicants access funds to help them transition to climate-smart communities.



Funded by



Goals of SGC's TA Program

- **Direct Assistance**
- **Capacity Building**
- **Integrating CCI Programs**



Current Technical Assistance

SGC	Affordable Housing Sustainable Communities (AHSC)
	Transformative Climate Communities (TCC)
	Sustainable Agricultural Lands Conservation Program (SALC)
Caltrans	Active Transportation Program (ATP)*
	Low Carbon Transit Operations Program (LCTOP)*
CalSTA	Transit & Intercity Rail Capital Program (TIRCP)*
CARB	Low Carbon Transportation Investments (LCTI)*
CSD	Community Solar*
CDFA	State Water Efficiency & Enhancement Program (SWEEP)
	Healthy Soils Program (HSP)
	Alternative Manure Management Program (AMMP)

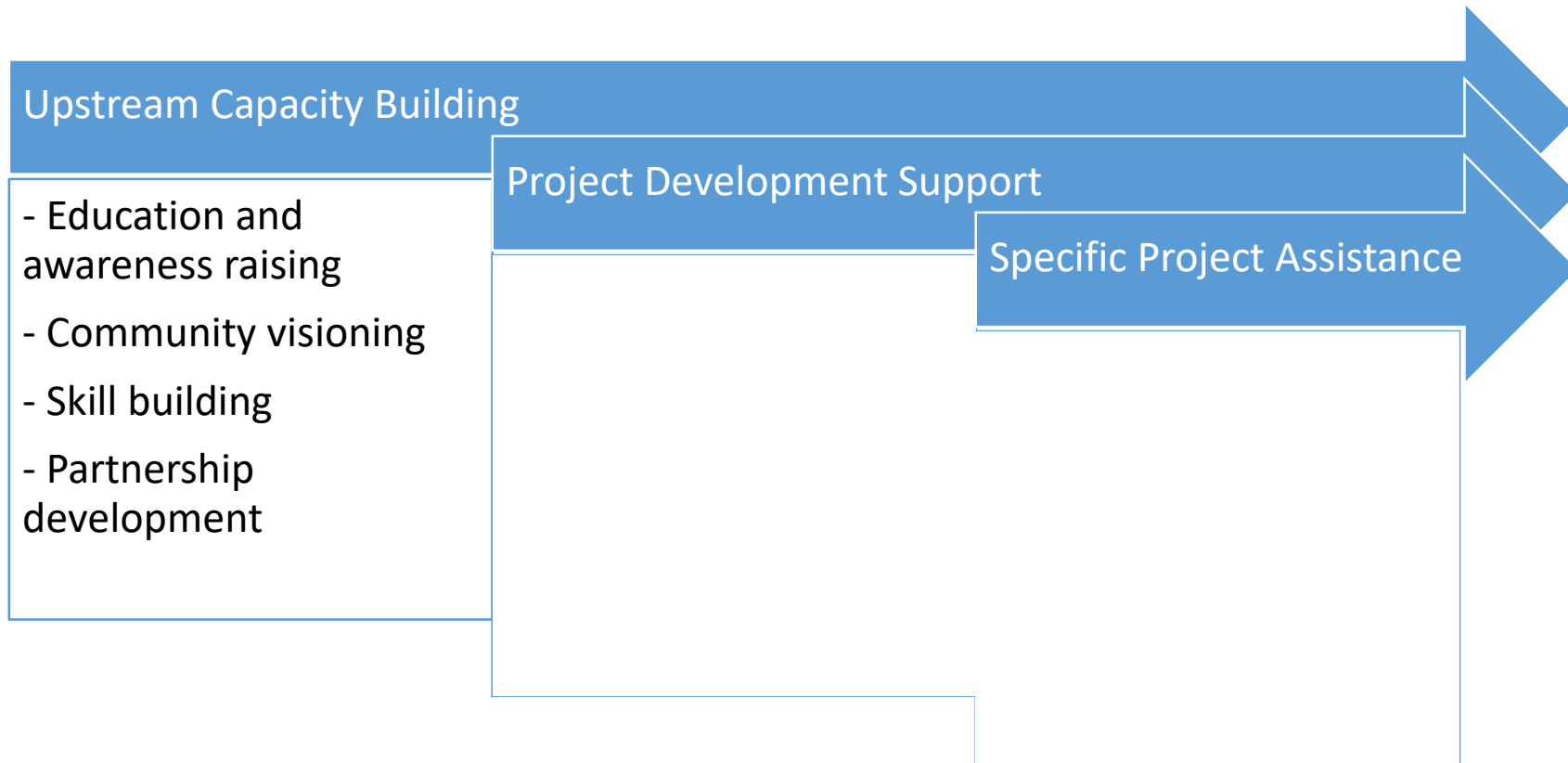


New Capacity Building Initiatives



CALIFORNIA
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Building Long-Term Capacity



Institute for Local Government

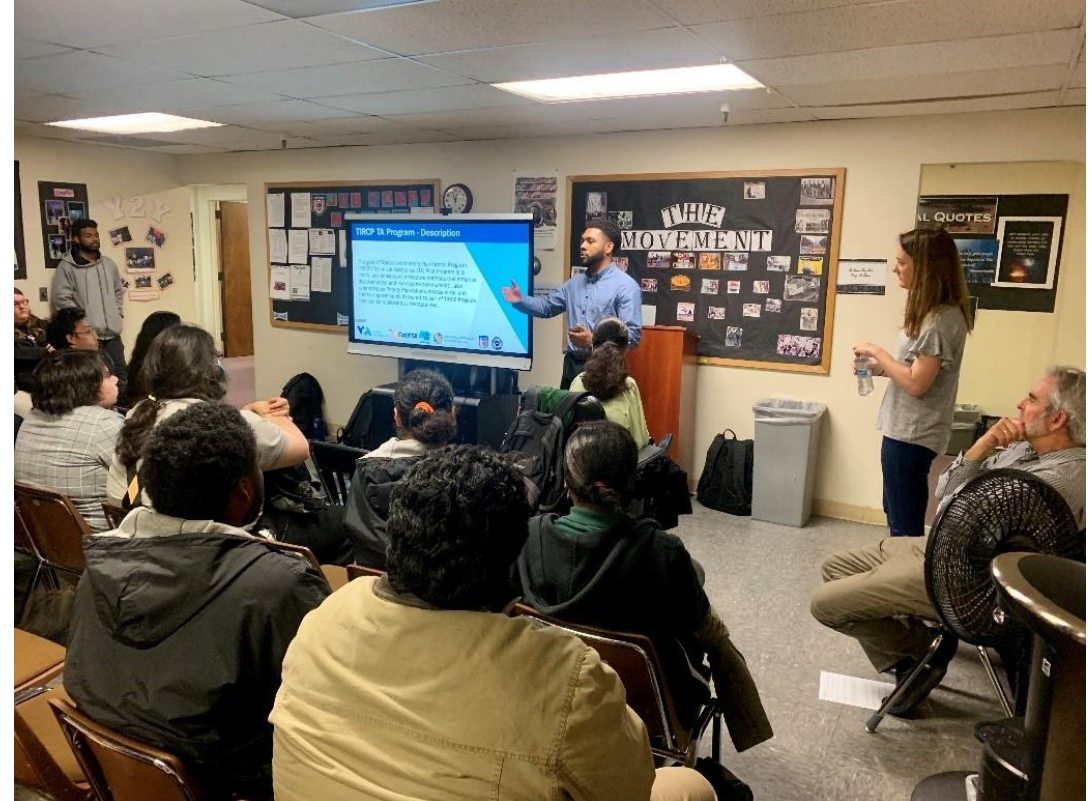
BOOST Pilot Program

- Supports **capacity building** activities including:
 - One-on-one coaching
 - Staff trainings
 - Stakeholder engagement
 - Climate action planning
- ILG Beacon program partnership with:
 - **10 jurisdictions**
 - **2 regions**
- **Build** awareness of funding opportunities available to address climate action.
- **Organize** your projects so your city can be best positioned to meet its goals.
- **Optimize** existing resources and build more capacity.
- **Strengthen** relationships with key stakeholders and identify new opportunities for regional engagement and collaboration.
- **Transform** your city's approach to addressing climate action.



Partners Advancing Climate Equity Pilot

- Two year capacity building and technical assistance pilot
 - Phase 1: Peer-to-peer networking and leadership development cohort
 - Phase 2: Tailored technical assistance
- Inform future State capacity building efforts



SB 1072: Regional Climate Collaboratives Program

- Regional collaboratives of local experts and stakeholders
- Focus on under-resourced communities
- Aims to build the community-driven leadership, knowledge, skills, experience, and resources to transition to a sustainable and resilient future



Potential Collaborative Activities

- **Outreach and build awareness** of competitive grant programs
- **Convene stakeholders** to discuss community needs and potential projects
- **Develop community and project plans** that demonstrate local needs
- **Support the development of partnerships** between stakeholders
- **Advise on the development of multi-benefit projects and align with potential funding sources**
- **Support with assistance and training** for grant application development, project management, implementation and monitoring





For more information:

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Closing



- Questions
- Survey
- Share and Stay Connected

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Thank you!



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An Inclusive Approach to Recovery During COVID-19

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