



RICHMOND BUSINESS RECOVERY ACTION PLAN

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DRAFT
MAY 2021

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Executive Summary

EXECUTIVE SUMMARY | To support its long-term economic health, Richmond needs an action plan to support business recovery from COVID-19.

Richmond is a small city with a growing economy, though economic indicators lag statewide trends. The City of Richmond and its economic development partners took steps early in the pandemic to provide resources, information, and technical assistance to businesses to adapt to meet emergency needs and access recovery funds. As the pandemic nears the one-year mark, however, the City needs an action plan to coordinate ongoing support to Richmond businesses through recovery to build a more equitable and resilient economy. HR&A Advisors is working with the City of Richmond on a two-phase effort to address the acute needs of Richmond businesses to recover from the impacts of COVID-19 and identify longer-term strategies to support economic resilience and equitable growth. The Business Recovery Action Plan focuses on near-term actions the City can take to address the recovery needs of local businesses while planning for longer-term economic development strategies.

\$68,400

RICHMOND MEDIAN HOUSEHOLD INCOME
(COMPARED TO \$75,200 FOR CALIFORNIA)

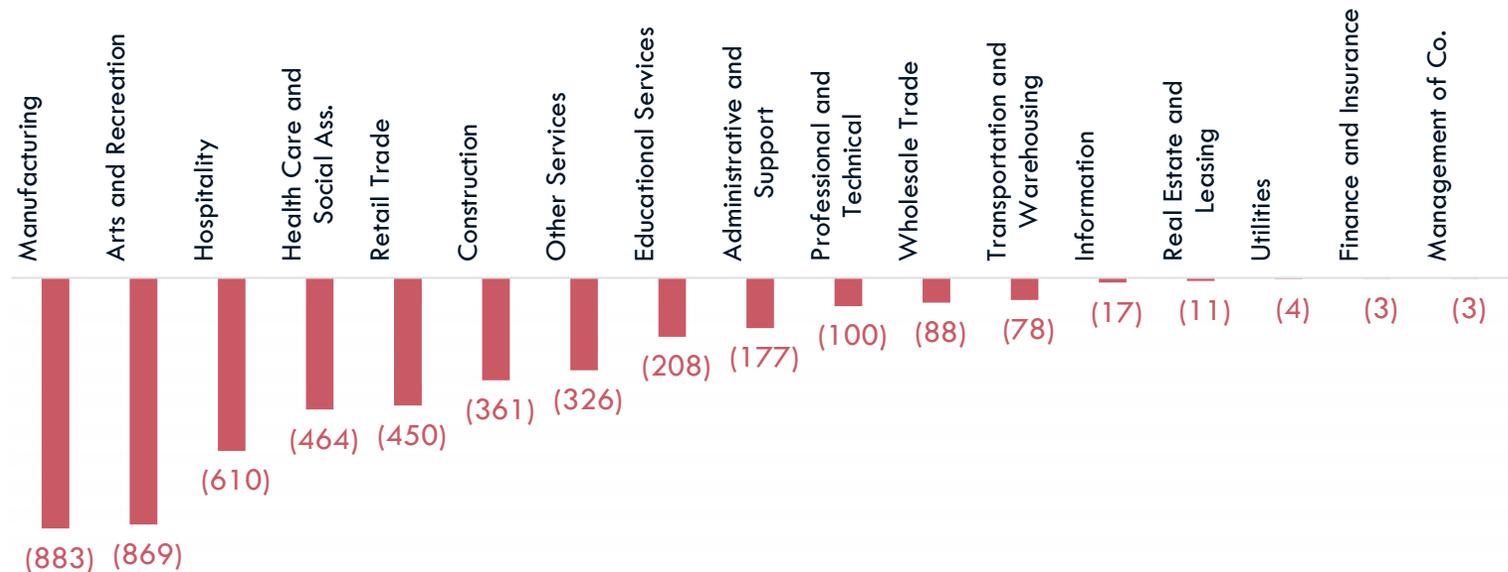
6.4%

RICHMOND POP GROWTH 2010 – 2019
(COMPARED TO 6.1% FOR CALIFORNIA)

16%

RICHMOND JOB GROWTH 2010 – 2019
(COMPARED TO 21% FOR CALIFORNIA)

ESTIMATED JOB LOSSES IN RICHMOND BY INDUSTRY, FEB – SEPT 2020



EXECUTIVE SUMMARY | The City has identified three strategies to overcome the City’s recovery challenges, informed by guiding principles for an equitable recovery.

GUIDING PRINCIPLES FOR INCLUSIVE RECOVERY

- **Community Driven** | The City must set and stick to community priorities that address longstanding inequities. This will require building an infrastructure for thoughtful, multi-pronged, and change-oriented outreach and engagement with a range of Richmond businesses.
- **Capacity Building** | The City should pursue partnerships with local and regional economic development organizations to gather and leverage capacity in order to support outreach activities and deploy recovery assistance quickly where it is needed the most.
- **Equitable** | The City should prioritize actions that remove or mitigate barriers to equitable economic growth. In the near term, this should include addressing issues of unequal access to information and power in City processes and targeting financial assistance where it is most needed.
- **Growth Oriented** | The City should pursue recovery actions that encourage local economic growth and access to opportunity. This should include designing and implementing public investments and initiatives that create community and economic benefits for marginalized communities.

BUSINESS RECOVERY ACTION PLAN

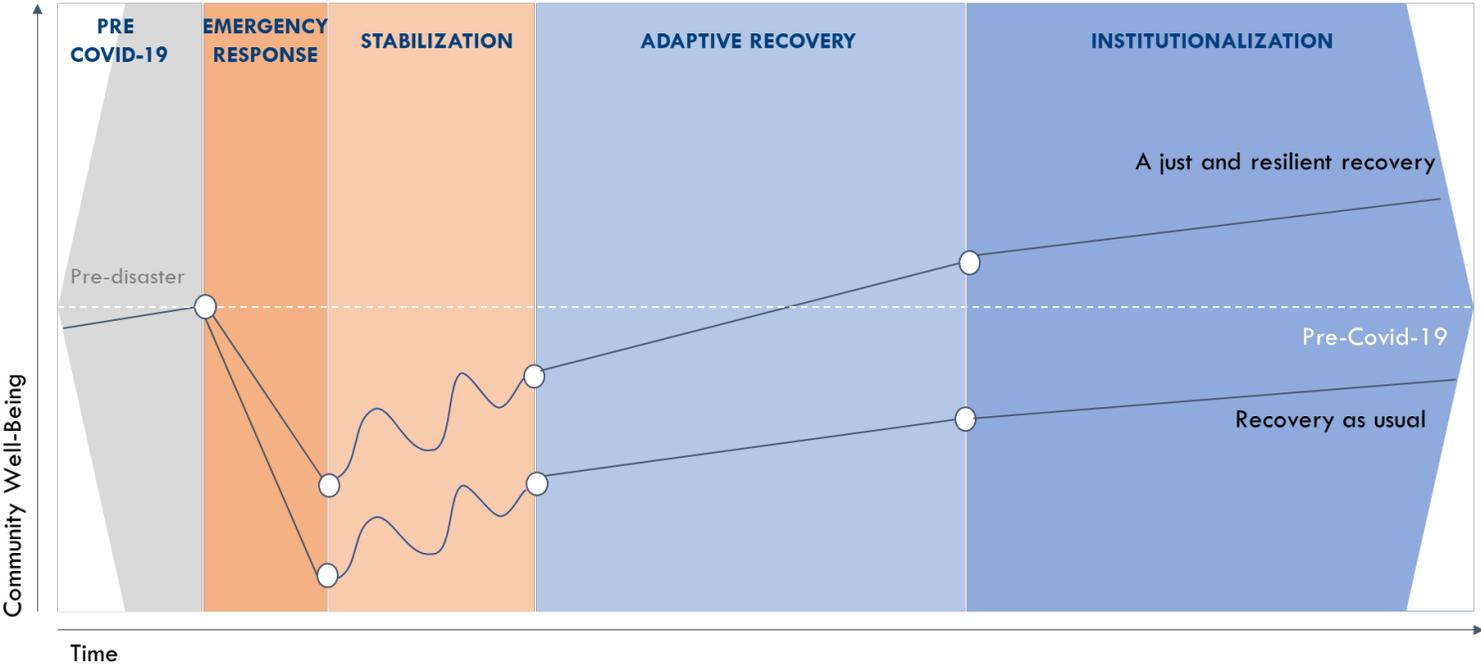
STRATEGY	RECOVERY ACTIONS
Strategy 1: Collaborate and consolidate information about available resources and technical assistance	1A. <i>Economic Development Working Group</i> 1B. <i>Website Management</i> 1C. <i>Business Outreach</i>
Strategy 2: Provide near-term support to businesses to help reduce closures	2A. <i>"Buy Local" Campaign</i> 2B. <i>Regulatory Accessibility</i> 2C. <i>Business Recovery Grants</i>
Strategy 3: Capitalize on emerging or likely state and federal recovery programs	3A. <i>Capital Projects</i> 3B. <i>Workforce Recovery</i>

Introduction

PROJECT BACKGROUND | To support its long-term economic health, Richmond needs an action plan to support business recovery from COVID-19.

The COVID-19 pandemic has presented a range of challenges to communities and businesses nationwide, as health care systems have been taxed, stay-at-home orders have changed consumer spending patterns, and social distancing requirements have required new ways of doing business. Unemployment numbers nationwide hit record highs in spring 2020, and though they have since fallen, data indicate that recovery so far has not been equitably distributed. New approaches are needed that address near-term challenges and support equitable recovery.

A JUST AND RESILIENT RECOVERY



A **Just and Resilient Recovery** improves the well-being of all community members by addressing pre-existing inequities to increase resilience.

The City of Richmond and its economic development partners took steps early in the pandemic to provide resources, information, and technical assistance to businesses to adapt to meet emergency needs and access recovery funds. **As the pandemic nears the one-year mark, however, the City needs an action plan to coordinate ongoing support to Richmond businesses through recovery to build a more equitable and resilient economy.**

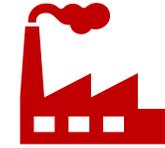
PROJECT BACKGROUND | The Business Recovery Action Plan is part of a larger economic development planning effort.

HR&A Advisors is working with the City of Richmond on a two-phase effort to address the acute needs of Richmond businesses to recover from the impacts of COVID-19 and identify longer-term strategies to support economic resilience and equitable growth.



Phase I: Business Recovery Action Plan

- Evaluate the impacts of COVID-19 on Richmond's economy
- Conduct outreach to Richmond business
- Engage the City's economic development partners
- Identify actionable near-term strategies to support a just and resilient business recovery



Phase II: Economic Development Action Plan

- Analyze demographic and economic trends
- Identify existing strengths and challenges in Richmond's economy and business environment
- Continue engagement of economic development partners
- Provide strategies for long-term equitable economic development

DISCOVERY PROCESS | The planning process included quantitative and qualitative analysis to identify business recovery needs and potential actions.

Quantitative Analysis

The quantitative analysis included a review of pre- and post-COVID demographic and economic data to understand industry growth, employment trends, demographics, and business impacts due to COVID-19. This included:

- Demographic and economic trends pre-COVID
- Unemployment trends
- Estimate of job losses by industry due to COVID-19
- Sales tax revenue trends

Engagement with Economic Development Partners

HR&A conducted interviews with the City's economic development partners including Richmond Main Street Initiative, Renaissance Center, the Port of Richmond, CoBiz, the Economic Development Commission, and the Chamber of Commerce to understand the impacts of COVID-19 on Richmond businesses and the ways in which the City's partners had adapted to address those impacts.

In addition, HR&A provided regular updates to the City's Economic Development Commission and solicited feedback on business recovery goals and early findings.

Local Business Outreach

To develop a more nuanced understanding of the unmet recovery needs of a diverse range of Richmond businesses, HR&A conducted phone interviews with local business owners. Questions included:

- What is the greatest challenge for your business currently?
- What resources have you accessed since the beginning of the pandemic?
- What kind of support or funding do you need but have been unable to access?
- What do you think should be the City's top priority for supporting business recovery?

Impacts of COVID-19

BASELINE | Richmond is a small city with a growing economy, though economic indicators lag statewide trends.

109K
RICHMOND
RESIDENTS

30,800
RICHMOND
WORKERS

6,600
MFG. JOBS IN
RICHMOND
2019

3.5%
RICHMOND
UNEMPLOYMENT
JAN 2020

\$68,400

RICHMOND MEDIAN HOUSEHOLD INCOME

\$104,900

BAY AREA MEDIAN HOUSEHOLD INCOME

\$75,200

CALIFORNIA MEDIAN HOUSEHOLD INCOME

6.4%

RICHMOND POP GROWTH 2010 - 2019

7.8%

BAY AREA POP GROWTH 2010 - 2019

6.1%

CALIFORNIA POP GROWTH 2010 - 2019

16%

RICHMOND JOB GROWTH 2010 - 2019

28%

BAY AREA JOB GROWTH 2010 - 2019

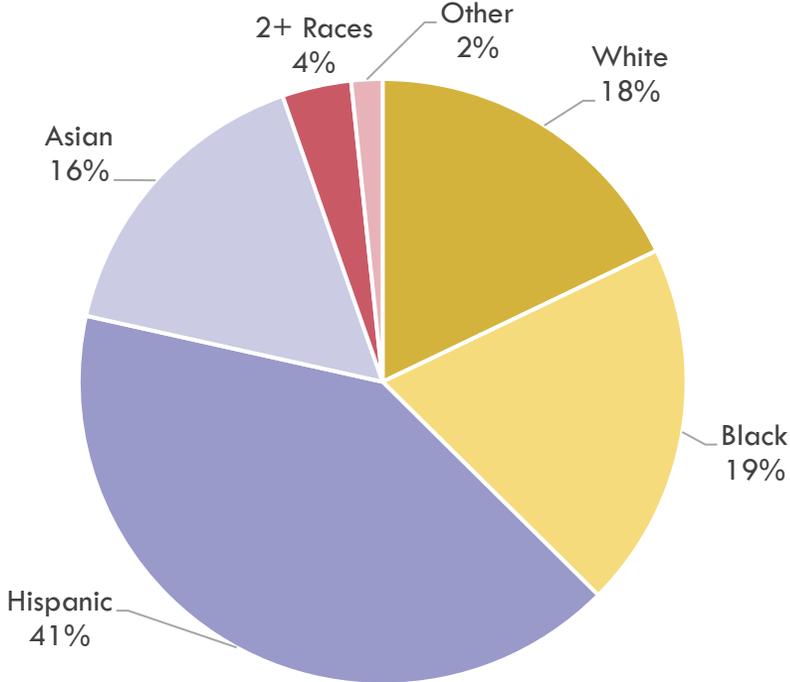
21%

CALIFORNIA JOB GROWTH 2010 - 2019

BASELINE | Richmond has an ethnically diverse population, but access to economic opportunity has not been shared equally.

Socioeconomic indicators including income, unemployment, and homeownership vary greatly by race and ethnicity. White nonhispanic and Asian households have incomes and homeownership rates higher than the median, while Black and Hispanic households are below the median on both measures.

RICHMOND POPULATION BY RACE



MEDIAN INCOME

UNEMPLOYMENT

HOMEOWNERSHIP

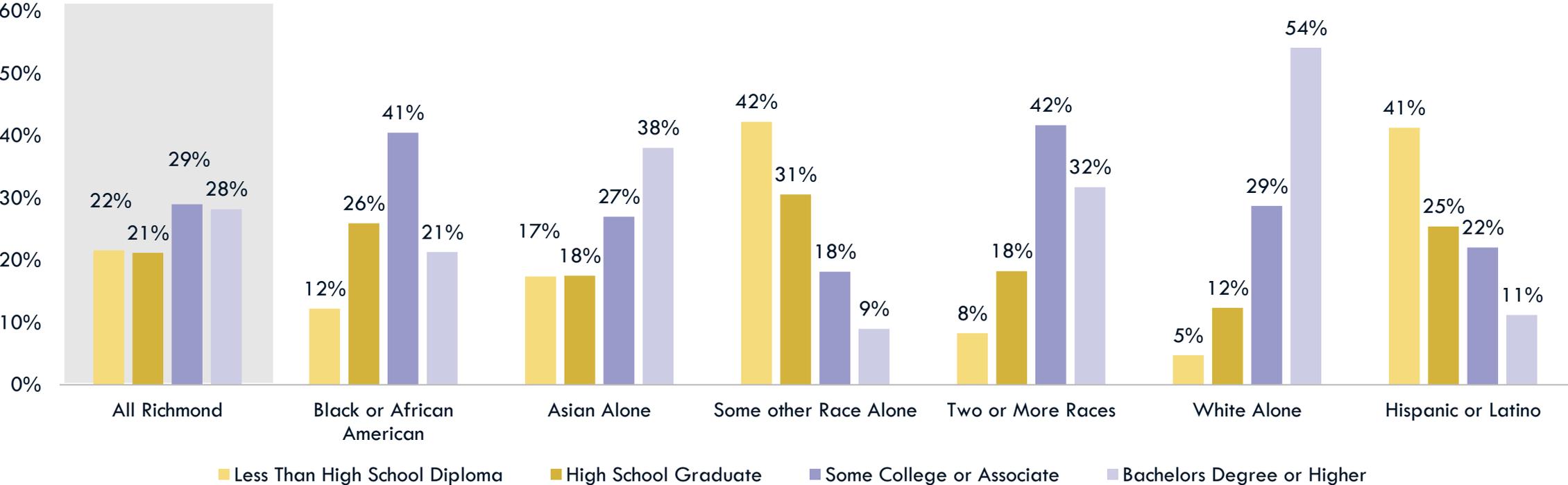
<p>\$83,000</p> <p>WHITE NONHISPANIC</p>	<p>6%</p>	<p>65%</p>
<p>\$50,500</p> <p>BLACK</p>	<p>11%</p>	<p>44%</p>
<p>\$52,600</p> <p>HISPANIC</p>	<p>6%</p>	<p>39%</p>
<p>\$86,100</p> <p>ASIAN</p>	<p>7%</p>	<p>70%</p>

Sources: ACS 5-year 2018

BASELINE | Educational attainment varies greatly by race; Hispanic or Latino residents and other races have the lowest education levels.

Citywide, approximately 57% of residents have at least some college education, and 25% have a bachelors degree or higher. However, educational attainment varies widely. Although most Black residents have at least some college education, education levels for white residents are much higher than for other races, and the Hispanic population in particular has lower than average educational attainment.

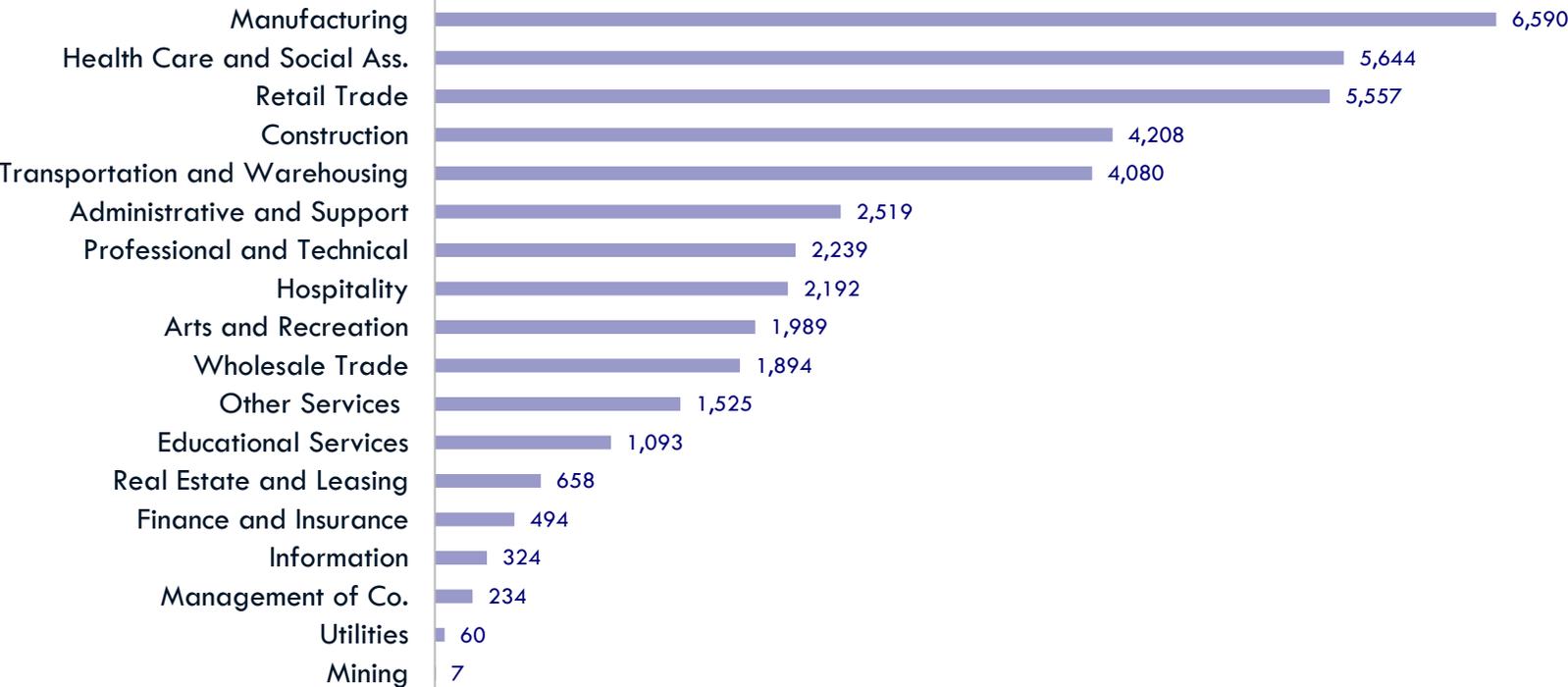
EDUCATIONAL ATTAINMENT BY RACE



Sources: ACS 5-year estimates for Richmond City

BASELINE | Richmond’s major industries include manufacturing, transportation and warehousing. The city’s economy appears to be diversifying.

RICHMOND AREA EMPLOYMENT BY INDUSTRY

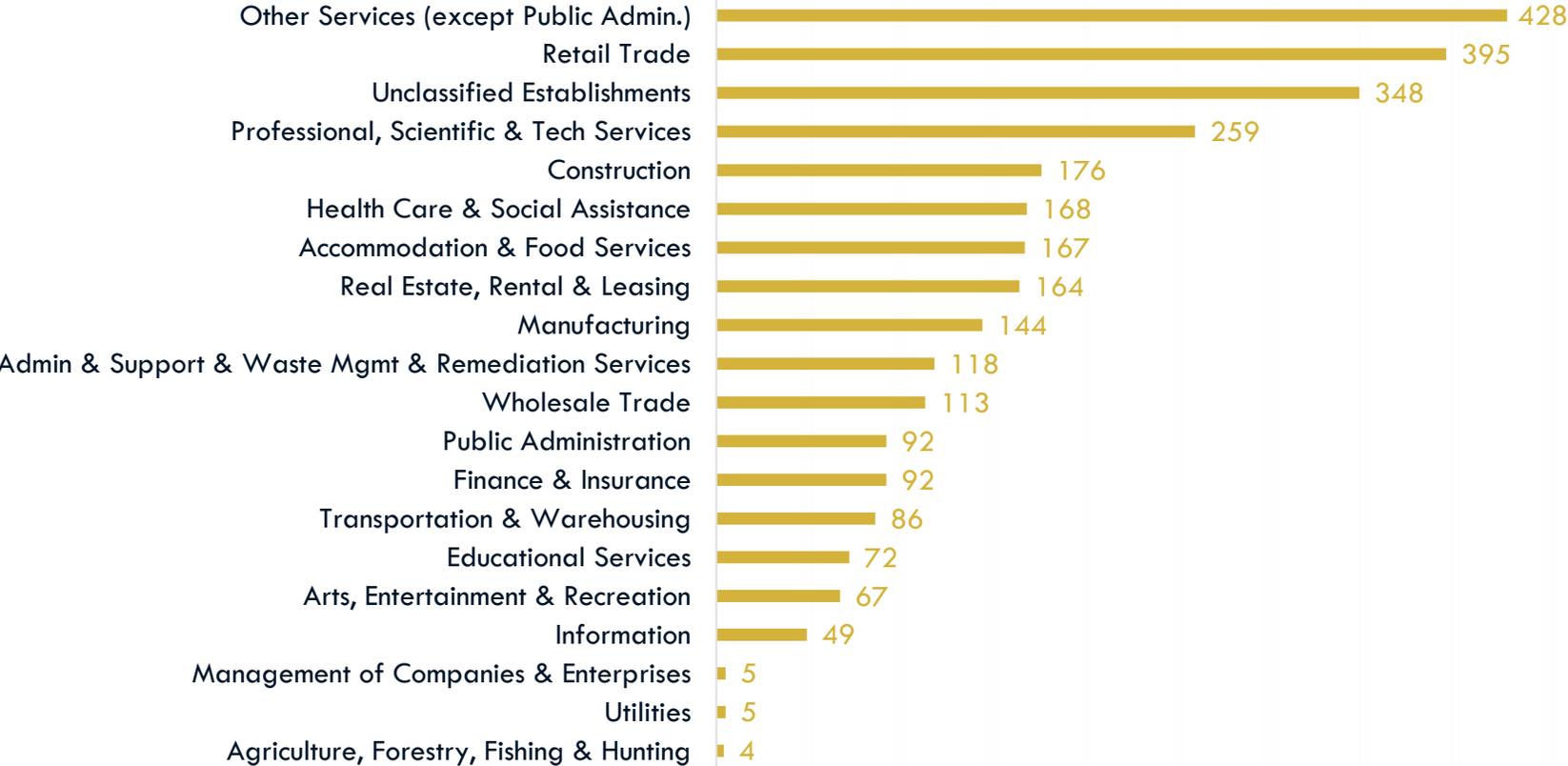


Major employers in Richmond include Chevron, Bay Area Rapid Transit, Santa Fe Pacific Pipelines, and Broadspectrum Americas. The concentration of jobs in petrochemical-related industries may be an area of risk for Richmond’s economy, however recent growth in the transportation, warehousing, and distribution industry (which grew 55% since 2010), as well as other manufacturing industries such as Food Manufacturing, Chemical Manufacturing and Machinery Manufacturing, indicate emerging areas of strength and diversification of the City’s economy.

Sources: EMSI; Zip Codes: 94801,94802,94804,94805,94806,94807,94808,94850

BASELINE | Richmond has almost 3,000 total business establishments, primarily in services and retail.

NUMBER OF ESTABLISHMENTS BY INDUSTRY



Business sizes in Richmond follow national trends; 70% of businesses in the City have fewer than 10 employees, compared with 72.5% nationally.

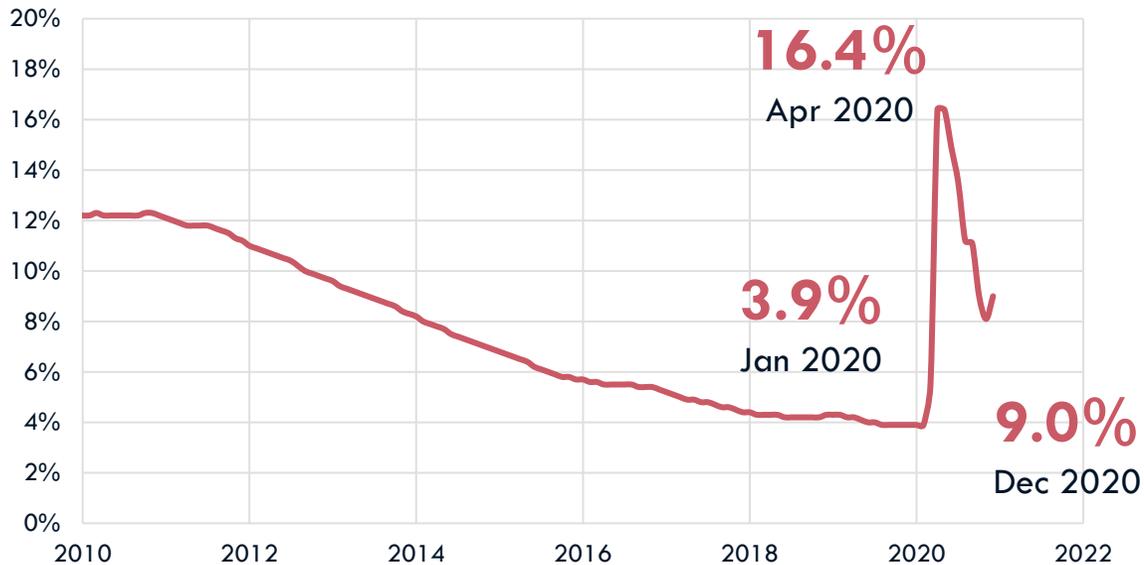
Businesses in Contra Costa County owned by people of color (POC) account for 26.6% of total businesses but only 5.7% of economic output.

Retail trade has one of the highest number of establishments at 395, second only to Other Services.

Source: Esri, Census Bureau County Business Patterns (2018)

COVID-19 IMPACTS | Richmond saw a spike in unemployment due to COVID-19, and recovery has been slower than statewide unemployment.

CALIFORNIA UNEMPLOYMENT RATE



RICHMOND UNEMPLOYMENT RATE

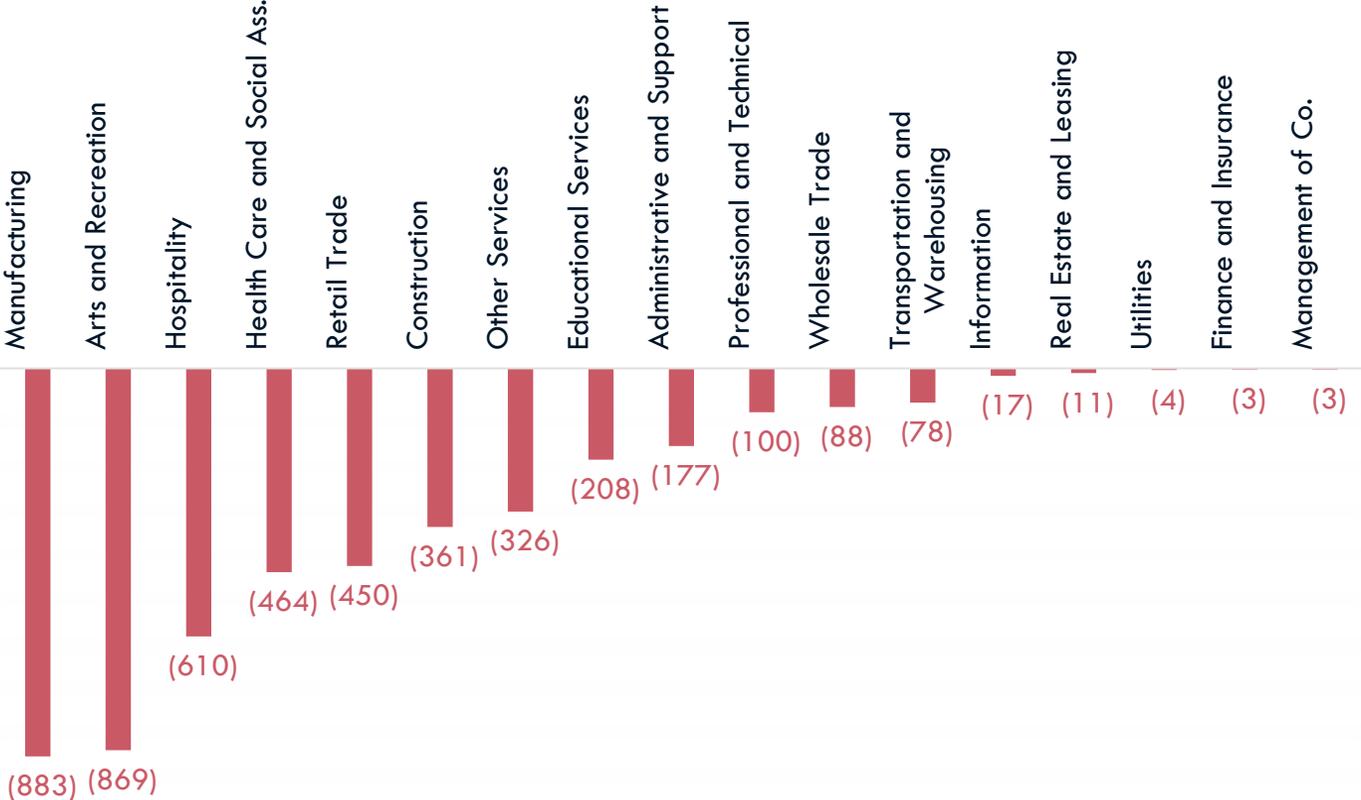


Pre-COVID, unemployment in Richmond was slightly lower than statewide unemployment. Unemployment reached a high of 17.1% in April 2020, higher than the statewide unemployment rate of 16.4%. Unemployment has been trending downward since April, and is now below 2010 levels. However, the City's unemployment rate remains high relative to statewide unemployment.

Sources: U.S. Bureau of Labor Statistics, LAUS

COVID-19 IMPACTS | The majority of job losses in Richmond occurred in the manufacturing, arts and recreation, and hospitality industries.

ESTIMATED JOB LOSSES IN RICHMOND BY INDUSTRY, FEB – SEPT 2020



Based on Current Employment Statistics (CES) from the Bureau of Labor Statistics (BLS) for Alameda and Contra Costa Counties which was applied to industry trends for Richmond, job losses due to COVID-19 likely occurred throughout Richmond’s economy, but the greatest losses were likely felt in manufacturing, arts and recreation, and hospitality. Together, these three industries account for approximately 51% of all job losses.

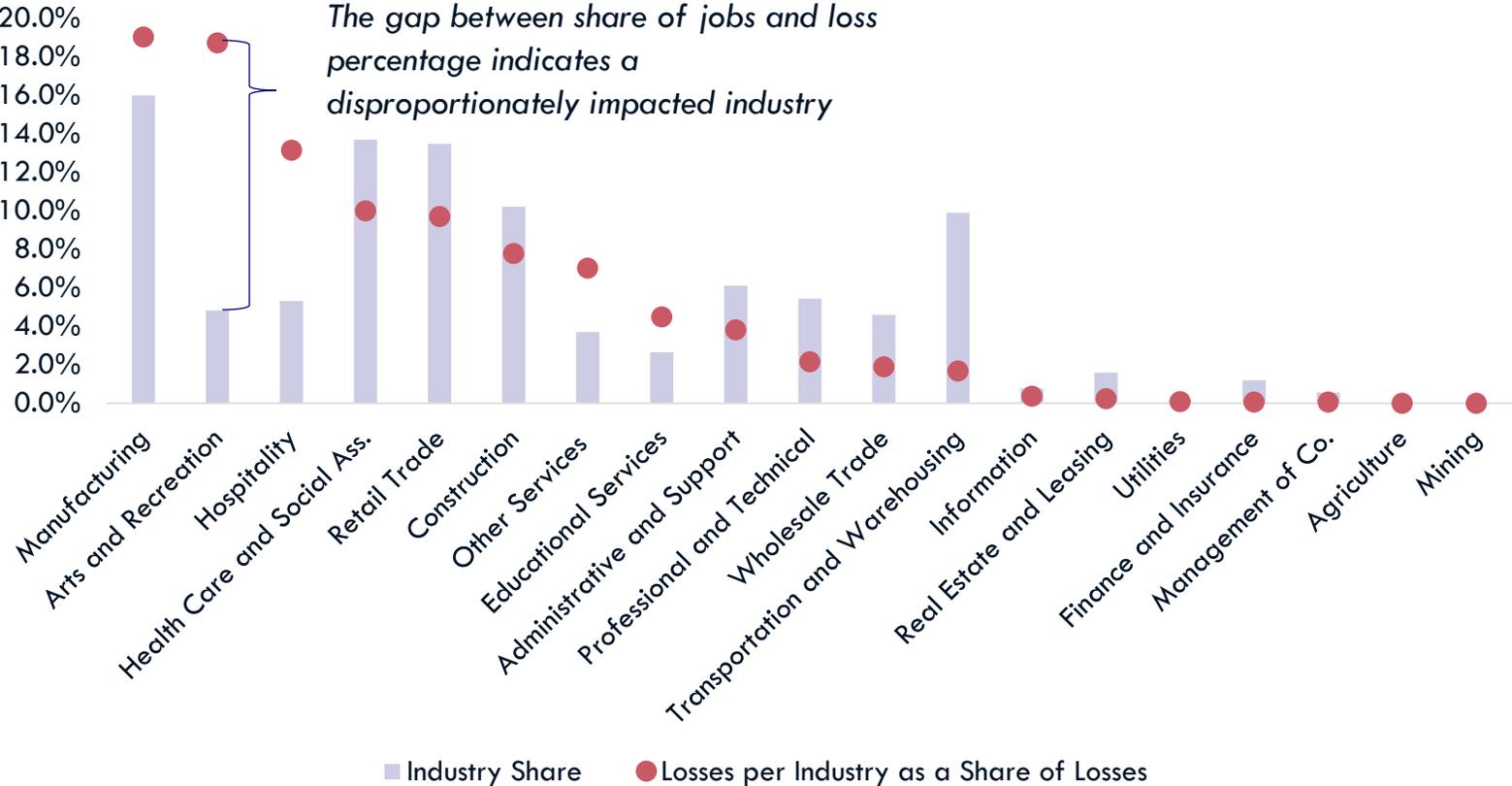
Manufacturing losses have been dependent on changing consumer trends nationally. Some manufacturers have had to increase production, while others have lost business as their products become less necessary or more costly to produce during the pandemic. Some manufacturing businesses have had difficulty retaining employees, who took jobs with essential services manufacturers.

About one third of jobs in Richmond’s arts and recreation industry pre-COVID were in fitness and recreational sports, an industry that faces complications in continuing operations during the pandemic.

Sources: BLS LAUS, BLS CES, EMSI Industry Tables

COVID-19 IMPACTS | These industries were also the most disproportionately impacted by job losses due to COVID-19.

DISPARITY BETWEEN JOB LOSSES AND PROPORTION OF INDUSTRY



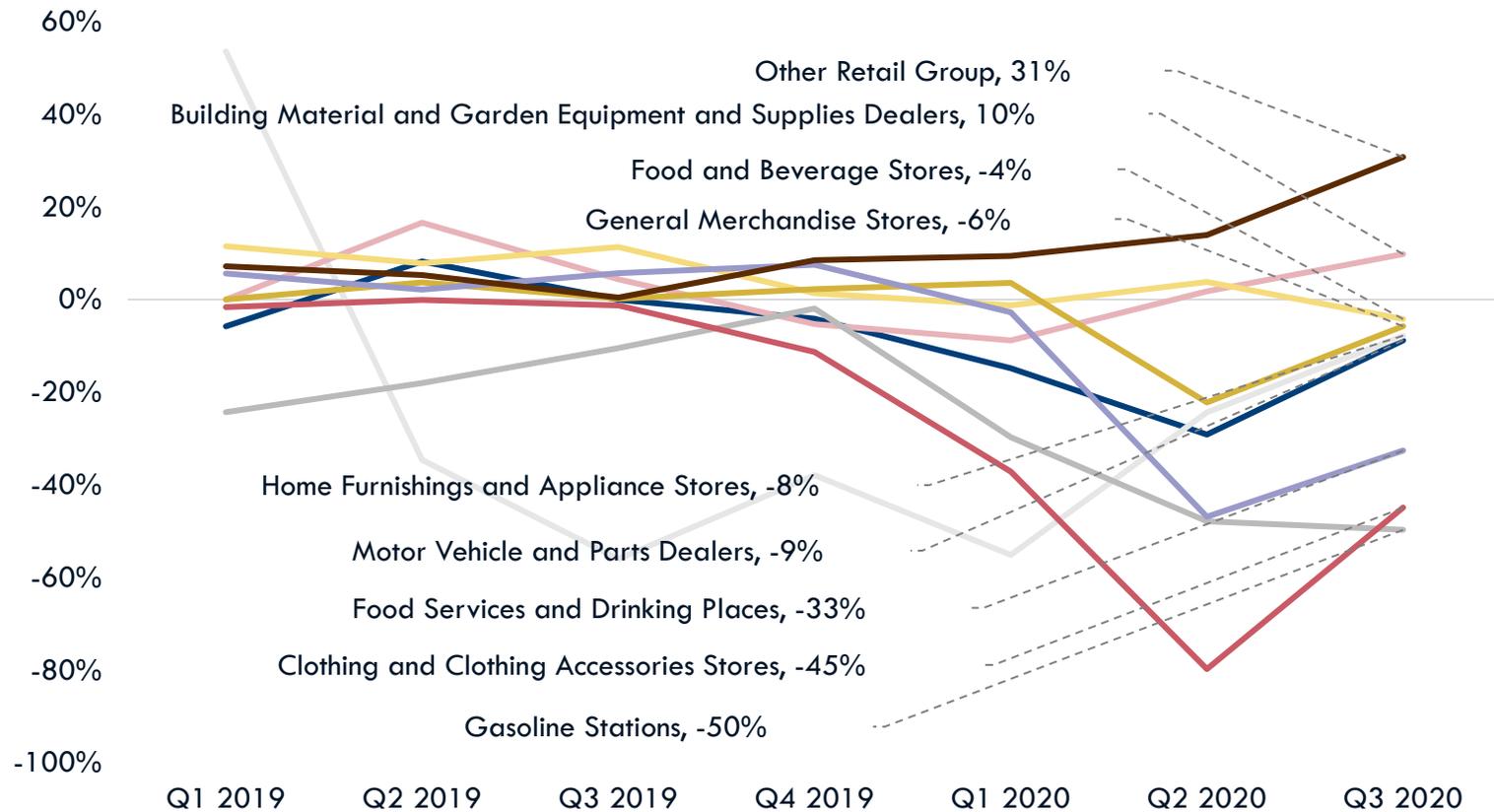
The largest disproportionate job losses (that is, the share of job losses in the industry compared with total losses in Richmond is greater than the share of pre-COVID employment the industry represented to Richmond’s economy) occurred in arts and recreation and hospitality.

Among Richmond’s largest industries such as manufacturing, health care, retail, construction, and transportation, only manufacturing saw an outsized impact of COVID-19. Transportation and warehousing in particular had minimal job losses.

Sources: BLS LAUS, BLS CES, EMSI Industry Tables

COVID-19 IMPACTS | Richmond's retail sector saw differing impacts by type, though many major retail categories saw sharp declines in 2020.

YEAR OVER YEAR CHANGE IN TAXABLE TRANSACTIONS



Retail categories including gasoline stations, clothing stores, and food service establishments have seen significant declines in taxable transactions in 2020 compared with the same quarter in 2019, though many retail sectors showed improvement in the third quarter of 2020. Other retail, which may include online retailers, and building materials retailers both showed increases, while food stores and general merchandise remain close to 2019 levels.

General merchandise stores and motor vehicle parts represented the largest percent of total 2019 revenue, together accounting for almost half of sales tax revenue. Though these industries had smaller declines, they may impact local budgets more significantly. Gasoline stations represented a further 21% of tax revenue, and had a decrease of 50% in Q3 compared with revenue from the same quarter in 2019.

COVID-19 IMPACTS | The pandemic has amplified existing challenges for small business owners in addition to bringing new recovery needs.

The City and its partners have moved to support businesses to adapt to COVID-19 and meet recovery needs, and many businesses have successfully adapted to work in the pandemic environment. However, challenges persist for many businesses.

ADAPTING TO REMOTE WORK AND SOCIAL DISTANCING

Description Many businesses needed to adapt early in the pandemic to support remote work by employees, accommodate social distancing and other protective measures for in-person activities, move goods and services online, and make other changes. Some Richmond businesses are changing their business models or introducing new products.

Existing Programs The **Contra Costa County Micro-Enterprise Relief Fund** provides grants to small businesses for a range of needs including safety infrastructure. **Richmond Main Street Initiative** has supported businesses in transitioning to online businesses.

Opportunity Continued support for Richmond residents and businesses in safety protocol, COVID-19 best practices, and vaccine access.

ACCESS TO CAPITAL

Description Access to capital is a persistent challenge for many small business owners. It has become a greater challenge as revenue streams are disrupted and many business owners are wary of taking on new debt in an uncertain business environment. Many businesses applied for and accessed loans and grants, but some reported that these processes were complex.

Existing Programs The **Contra Costa County Micro-Enterprise Relief Fund**, operated by the Renaissance Center, provides grants to small businesses for a range of needs including salaries and other operational costs. Businesses in Richmond have accessed federal programs including **Paycheck Protection Program** loans and **Small Business Administration** loans.

Opportunity Grant programs are more likely than loan programs to provide needed recovery support to Richmond businesses. The City's funds and capacity to implement a grant program are limited, but the City can support the expansion of existing programs and help businesses access available funds.

REGULATORY CHALLENGES

Description	Both pre- and post-COVID, businesses and business support organizations note that navigating City approvals and permits can be a significant challenge. The City's permitting processes are decentralized and can be difficult to understand; many business owners do not know which office to ask for assistance. In addition to regulatory barriers, business license fee costs have been a challenge for businesses, particularly for existing businesses struggling during the pandemic and new businesses. Regulatory challenges and associated costs can hinder the City's economic competitiveness and cause businesses to relocate.
Existing Programs	The City has worked to provide some regulatory relief, including allowing temporary use permits so businesses can use private parking lots for outdoor activity.
Opportunity	Regulatory relief, including the deferral of business license fees, could help existing and new businesses adapt to changing circumstances, keep costs low, and continue to pursue new opportunities.

CHANGING CONSUMER PATTERNS

Description	Essential businesses are doing well through the pandemic, but loss of foot traffic has been difficult for many retailers. Though some retailers have been able to open online stores, a few reported that their business models were better suited to in-person shopping. As more retail activity moves online, local businesses may continue to struggle due to lost revenues.
Existing Programs	Richmond Main Street Initiative is supporting businesses by publishing a directory of open businesses, providing information on how to shop downtown safely and support local businesses, and continuing other marketing efforts for downtown.
Opportunity	There is a need and opportunity to expand marketing efforts to encourage residents to “shop local”, highlight local businesses, and host safe outdoor events or other campaigns.

COMMUNICATION & INFORMATION

Description

Richmond’s businesses need access to information and consistent communication from trusted sources to access available resources, understand pandemic safety measures, and navigate applications processes with the City as well as other sources including grants and federal programs. Many businesses have had challenges connecting with City staff to get answers or information, or receive updates on outstanding applications. Some reported that the only way they could prompt a response was through direct outreach to the Mayor. This means that those businesses with better access to City officials are better positioned to receive City services; a significant barrier to equitable economic opportunity.

Existing Programs

The City has a **website** that provides information and lists available resources. **Richmond Main Street Initiative** also maintains a website of COVID-19 recovery resources. Economic development partners including **Richmond Main Street Initiative**, the **Renaissance Center**, the **Chamber of Commerce**, **CoBiz** and others conduct outreach and engage with Richmond businesses to provide technical assistance and access to information.

Opportunity

Though its economic development partners engage with & serve Richmond’s entrepreneurs and small businesses, the City could engage more directly with businesses & property owners to build trust and better respond to business needs. Communication materials should be available online as well as by phone and from other sources, and should be multilingual, to ensure broad accessibility.

Business Recovery Actions

RECOVERY OVERVIEW | To address its recovery challenges Richmond must proactively develop local and regional partnerships and plan for a just and resilient recovery.

THE CHALLENGE

Richmond faces several challenges in supporting economic stabilization and adaptive recovery while building a just and resilient economy:

Financial Challenges

Local funding is limited, and federal funding is uncertain. Future rounds of federal recovery funding may be delayed in reaching those who need it most.

Capacity Challenges

The City has limited staff and capacity to develop and implement new programs or to engage meaningfully with businesses. Capacity challenges also accessibility of City staff to businesses and residents looking for information about business assistance and other City programs.

Business as Usual

In communities nationwide, public budgeting processes tend to default to the pre-disaster status quo following the emergency response. In addition, consensus around priorities can decay as focus shifts from immediate to long-term needs.

THE OPPORTUNITY

Richmond's recovery strategies must maximize available resources:

Financial Resources

State and county programs already exist that can serve Richmond's residents and businesses. Community Development Finance Institutions (CDFIs) and philanthropic organizations provide recovery grants and loans. The City should work to use available funds, partner regionally to access additional funding, and support businesses in applying for grant and loan programs. Planning now for future federal recovery funds will help Richmond access and deploy these funds quickly.

Capacity Resources

The City has a strong ecosystem of economic development partners already serving local businesses. Intentionally partnering with local and regional organizations will help to extend the City's limited capacity and increase the impacts of existing and future programs.

New Approaches

In-depth engagement with a broad set of stakeholders, including marginalized networks and their advocates, will be crucial to enable community-led planning and recovery. Intentional goal-setting, paired with stronger partnerships and deepened engagement, will help the City set and stick to community-defined recovery priorities.

RECOVERY OVERVIEW | A framework of inclusive recovery will help Richmond develop a stronger and more equitable economy.

GUIDING PRINCIPLES FOR INCLUSIVE RECOVERY

The recovery action plan outlines an approach for Richmond to meet immediate needs while supporting a just and resilient recovery. To be successful the City must set and stick to community priorities that address longstanding inequities using limited available funding.

Community Driven

The City must set and stick to community priorities that address longstanding inequities. This will require building an infrastructure for thoughtful, multi-pronged, and change-oriented outreach and engagement with a range of Richmond businesses.

Capacity Building

The City should pursue partnerships with local and regional economic development organizations to gather and leverage capacity in order to support outreach activities and deploy recovery assistance quickly where it is needed the most.

Equitable

The City should prioritize actions that remove or mitigate barriers to equitable economic growth. In the near term, this should include addressing issues of unequal access to information and power in City processes and targeting financial assistance where it is most needed.

Growth Oriented

The City should pursue recovery actions that encourage local economic growth and access to opportunity. This should include designing and implementing public investments and initiatives that create community and economic benefits for marginalized communities.

RECOVERY OVERVIEW | There are four primary types of action that can support business recovery and stabilization.

A review of COVID-19 recovery planning efforts across the country identified four key types of recovery actions the City and its partners can take to support businesses and promote economic recovery. A robust stabilization and relief effort should include interventions across a range of action types.

TYPE	PURPOSE	EXAMPLES
Information, Marketing & Capacity Building	Ensure effective and equitable distribution and accessibility of resources and information	<i>“Buy Local” campaign; informational materials; technical assistance</i>
Financial Support	Provide grants, loans, and tax relief, particularly to businesses with barriers to accessing traditional financing or federal support	<i>Operating or capital improvement grants or loans; deferred business license fees</i>
Regulatory Relief	Enhance accessibility and flexibility of business processes and operations, increasing the pace of business ecosystem adaptation	<i>Short-term suspension of some regulations; temporary use permits to allow outdoor dining or other activities; streamlined licensing processes</i>
Workforce Support	Address gaps in workforce by providing trainings, connecting workers to opportunities and reducing barriers to employment	<i>Workforce training or re-training; match programs for unemployed workers and local businesses; childcare support for essential workers and remote workers</i>

RECOVERY OVERVIEW | The recommended strategies and actions of the Business Recovery Action Plan are those best suited to the City’s capacity and recovery needs.

From an initial list of potential recovery actions the City and its partners could implement to meet the business recovery needs identified, including information and marketing; financial support; regulatory relief; and workforce development actions, the Business Recovery Action Plan identifies three primary strategies and eight recovery actions. The process of defining this list of priority actions focused on two important questions:

1. Can the City and its partners implement this action within six months? Are there timing or capacity constraints that would make it better suited as a longer-term economic development action?
2. Does this action align with at least three of the guiding principles for an inclusive recovery? Is it community driven, capacity building, equitable, and growth oriented?

The answers to these questions helped to identify those business recovery actions best suited to support an immediate and equitable recovery for Richmond businesses while building capacity for longer-term economic development efforts.

How to Use this Plan

The plan provides an overview of each recommended action, including summarizing the current status of relevant existing programs or activities in Richmond, specifying the timeframe and next steps for implementation, identifying the anchor organization, whether the City or one of its partners, and any other organizations that provide support for implementation, and listing metrics to track to measure the success of implementation. The anchor for each recommended action will be responsible for gathering data and reporting on metrics to the City, which will report on metrics across all recommended actions, including by providing continuous updates on the City’s Transparent Richmond portal.

RECOVERY OVERVIEW | Three strategies are best suited to overcome the City’s recovery challenges and support an equitable recovery.

STRATEGY	DESCRIPTION	RECOVERY ACTIONS
Strategy 1: Collaborate and consolidate information about available resources and technical assistance	The intent of this strategy is for the City to begin to build a more robust approach to collaborating with its local and regional economic development partners, and to engaging with local businesses to build trust and provide opportunities for better communication. This will help to disseminate recovery resources more efficiently and equitably, and support longer-term opportunities for equitable engagement.	<ul style="list-style-type: none"> 1A. <i>Economic Development Working Group</i> 1B. <i>Website Management</i> 1C. <i>Business Outreach</i>
Strategy 2: Provide near-term support to businesses to help reduce closures	The City has limited financial resources and capacity to add new programs for business recovery. This strategy includes actions to increase the impact of existing programs to support Richmond’s local businesses and coordinate efforts to address the most pressing current business recovery challenges, and to help remove barriers for businesses with challenges accessing capital and City resources.	<ul style="list-style-type: none"> 2A. <i>"Buy Local" Campaign</i> 2B. <i>Regulatory Accessibility</i> 2C. <i>Business Recovery Grants</i>
Strategy 3: Capitalize on emerging or likely state and federal recovery programs	Though the timing and exact nature of future rounds of federal funding are unknown, it is likely that recovery funding will continue to be made available. Federal recovery funding frequently focuses on capital projects, and is also likely to emphasize larger national development priorities including green infrastructure and job creation. This strategy will enable the City to plan ahead for projects that serve its recovery and equitable economic development needs so that when funding becomes available the City can apply quickly to access and deploy funds.	<ul style="list-style-type: none"> 3A. <i>Capital Projects</i> 3B. <i>Workforce Recovery</i>

Action 1A | Economic Development Working Group

DESCRIPTION	The City should launch a working group of its local and regional economic development partners to coordinate the provision of programs and ensure that local businesses have information about available resources. The working group should meet twice monthly to build a practice of collaboration and launch recovery actions. This collaboration might include sharing information about ongoing activities and identifying areas for support or joint programming across organizations, cross-advertising business services and events, and ensuring that efforts are not duplicated between the City and its partners. Following the recovery period, meetings may become less frequent but should continue to address economic development needs. Proactive collaboration with these partners will help to expand the City’s capacity to serve local businesses and deliver recovery services more efficiently.
CURRENT STATUS IN RICHMOND	The City has local and regional economic development partners that provide a range of outreach and business development services from coordinating information about business recovery resources and managing marketing efforts to providing grants, technical assistance, and other services. The City has not historically partnered proactively with these groups to coordinate resources or align economic development efforts.
PROPOSED ANCHOR AND PARTNERS	City staff Economic development partners incl. Contra Costa County Conservation & Development Department, Contra Costa Small Business Development Center (SBDC), the Council of Business and Industries, Richmond Main Street Initiative, Cooperative Richmond, CoBiz, Renaissance Center, 23 rd Street Merchants Association, Port Richmond Business Association Chamber The Economic Development Commission should also nominate a liaison to the Economic Development Working Group
TIMEFRAME	March 2021
METRICS	Formation of a working group; number of meetings held; number of groups participating; activities or initiatives as an outgrowth of meetings
NEXT STEPS	<ul style="list-style-type: none"> • Extend outreach to potential working group members in Richmond and Contra Costa County to describe the intent of the working group and schedule the first meetings.

Action 1B | Website Management

DESCRIPTION	<p>A clearly organized, easily accessible, and comprehensive website summarizing available recovery resources will be crucial to enabling Richmond’s businesses to access available assistance, though additional resources may be needed for business owners without internet access. Information on the COVID-19 website should be presented clearly for ease of navigation and should help businesses find different types of resources (e.g. grants, loans, temporary use permits, technical assistance, industry-specific resources). Resources should be organized by type (e.g. general financial support; e-commerce assistance, etc.). Each resource should include a brief description of the program, eligible businesses, and available support, as well as links to access application materials, technical assistance and other relevant information. In addition to available local and county programs and regulatory processes, the website should provide information about state and federal programs and resources from local nonprofits.</p> <p>The City should work with the Economic Development Working Group to coordinate existing efforts to provide COVID-19 information online, and identify a single organization whose website can be the central source for Richmond Businesses to access information. All Working Group members should provide easy-to-locate links directing visitors to the central site, and assist in ensuring that information is timely and accurate. The City should consider paying a small fee to the organization that manages the central website.</p>
CURRENT STATUS IN RICHMOND	<p>The City's website includes a list of COVID-19 resources, but the list is not comprehensive, contains limited information about what each resource is for, and the page can be difficult to locate on the City's website. RMSI also maintains a list of resources on its website but could provide brief descriptions of each resource.</p>
PROPOSED ANCHOR	<p>Economic Development Working Group</p>
TIMEFRAME	<p>March 2021</p>
METRICS	<p>Website traffic; number of resources with brief descriptions and links to application materials and support; frequency of updates</p>
NEXT STEPS	<ul style="list-style-type: none"> • Coordinate with RMSI as a proposed anchor for website management.
EXAMPLE	<p>San Francisco’s Office of Economic and Workforce Development website provides detailed and easy-to-navigate information.</p>

Action 1C | Business Outreach

DESCRIPTION	The City needs to build trust and lines of communication with local businesses. Thoughtful and meaningful outreach, not just the dissemination of information, but engagement with opportunities for feedback, involvement in planning processes, and tangible benefit to participating businesses, will be essential to build this trust. The City and its partners should conduct ongoing outreach to impacted businesses, and ensure that business owners without internet can access the resources and information on the City’s website through phone contacts, in-person, and via printed materials. Through this outreach effort, the City and its partners should build a network of local businesses as well as the organizational capacity to sustain outreach beyond COVID. Business outreach and engagement will be crucial in the near term to support equitable access to City services and recovery programs, and in the longer term to build trust and rapport between the City and the business community, and can create a conduit for feedback about City programs and business needs.
CURRENT STATUS IN RICHMOND	The City primarily relies on its economic development partners (including the Economic Development Commission (EDC), Workforce Development Board and Richmond Main Street Initiative) to conduct outreach & disseminate information. Many businesses feel a lack of trust in the City or lack of access to City staff to navigate permitting and other challenges.
	Economic Development Commission outreach committee
TIMEFRAME	Within 1-2 months
METRICS	Number of businesses engaged with, total and by type, size, location, and owner demographics; policy changes or updates made as a result of outreach activities; number of businesses assisted or referred to service providers or City departments
NEXT STEPS	<ul style="list-style-type: none">• Contact EDC committee members to begin discussing potential strategies for outreach (City).• Develop a list of resources and contacts to refer businesses to needed assistance.• Begin conducting outreach and collecting feedback from engaged businesses.

Action 2A | "Buy Local" Campaign

DESCRIPTION	<p>The City should consolidate existing "buy local" events and resources under an umbrella campaign designed to highlight and advertise Richmond businesses and encourage residents to support local businesses, with branding and materials posted in commercial districts, online, and at prominent businesses or local events.</p> <p>As a part of this effort, the City can draw on outreach conducted by the EDC and existing resources produced by members of the Economic Development Working Group to develop a directory of local businesses. These efforts would likely be focused on retail, dining, and personal services businesses, but the City should also develop a directory of local manufacturers, construction companies, and business service providers to encourage local business-to-business purchasing. A coordinated marketing and "buy local" campaign would reinforce the City's engagement activities while increasing the visibility of local businesses to potential customers within the community.</p>
CURRENT STATUS IN RICHMOND	<p>The City has several disconnected efforts to support local businesses, including an interactive online map of restaurants and marketing campaigns connected to the farmer's market and Christmas shopping. Richmond Main Street Initiative has a "buy local" campaign for the Main Street area and a directory of local businesses. Other organizations such as the Port Richmond Business Association also maintain business directories.</p>
PROPOSED ANCHOR AND PARTNERS	<p>Economic Development Working Group City Staff (City Manager's Office, Economic Development) Economic Development Commission</p>
TIMEFRAME	<p>Within 1-2 months</p>
METRICS	<p>Creation of an umbrella campaign or brand; creation of a citywide business directory; number of businesses on directory, by type, location, and demographics of owner; number of events held</p>
NEXT STEPS	<ul style="list-style-type: none">Engage with the Economic Development Working Group to identify potentially impactful near-term strategies such as expanding and consolidating existing business directories and creating an umbrella marketing campaign for a diverse range of Richmond businesses.

Action 2A | "Buy Local" Campaign (continued)

BEST PRACTICES & EXAMPLE

Buy local campaigns work best when hosted by an "independent business alliance" or other highly visible group, embrace businesses in every sector (not just restaurants) and in diverse locations in the community (not just main streets or downtowns). It is important that cherished and visible local businesses display "buy local" campaign materials in visible areas of the storefront to grow visibility of the Buy Local program among consumers and that the host organization be proactively engaged in advocating for the interests of local independent businesses.

- **Portland Buy Local** began in 2006 as an effort to preserve local businesses and counteract the growing influence of national chains in Portland, Maine. The Portland Independent Business & Community Alliance runs the campaign, which is chaired by local business owners, and advocates for buy-local in a wide variety of sectors. A now national model for Buy Local, the campaign is a visible brand with sufficient business community buy-in and political capital to have successfully advocated for additional allowable activities for non-essential businesses early in the COVID-19 pandemic. The campaign has over 400 independent businesses in a range of sectors, offers discounted advertising through a Media Partnership program, member-to-member discounts and authorized use of the well-recognized "go local" campaign logo.

Action 2B | Regulatory Accessibility

DESCRIPTION	<p>To ensure that all businesses have equitable access to City staff for permitting, licensing, and other approvals, the City should take steps to enhance accessibility, provide clear guidance, and improve communication with businesses about approvals processes (including business licenses, building permits, and development approvals). Wherever possible, the City should provide information in multiple languages. The City should also consider deferring business license fees for local businesses impacted by COVID-19.</p> <p>In the near term, the City should offer direct support in the form of regular virtual office hours, with rotating departments attending, and advertise these office hours on its website, through outreach, and through its Economic Development Partners. These office hours should provide opportunities for businesses and others with permitting and licensing questions to check on the status of applications, review application requirements, and get other assistance. In addition, to serve businesses that cannot access or prefer not to use online resources, the City should designate and consistently staff a central phone line and provide prompt referrals to relevant City departments, as well as providing printed resources. As pandemic restrictions ease, the City can provide in-person office hours.</p> <p>The City should also work to make all permitting processes available online, and create a one-stop website that helps businesses clearly identify what permits they need, the forms and documentation they need to provide, and which City offices to contact with inquiries.</p>
CURRENT STATUS IN RICHMOND	<p>Different City offices oversee applications and approvals for different permits, licenses, and approvals. Businesses have reported that it is often unclear which office they should contact for which application, and that staff can be difficult to reach, particularly during COVID when phone lines are not reliably staffed. Those that have access to staff in positions of power receive replies, those without such contacts have difficulty accessing services and information, which creates a barrier to equitable business development. To improve the clarity of information, the City is creating a new business brochure to provide information to businesses about required approvals.</p>
PROPOSED ANCHOR AND PARTNERS	<p>City Staff (City Manager's Office, Economic Development) City Staff (Planning, Engineering, Fire, Richmond Rent Program, Police, etc.)</p>
TIMEFRAME	<p>Brochure draft available for internal review and begin regular office hours March 2021 One-stop website within 6 months</p>

Action 2B | Regulatory Accessibility (continued)

METRICS	Number of application processes available online; total time spent in virtual office hours; number of businesses assisted through office hours, total and by type and owner demographics; number of businesses receiving license fee deferrals, total and by business type and owner demographics
NEXT STEPS	<ul style="list-style-type: none">• Designate City staff to attend virtual and in-person office hours, with rotating departments attending.• Reach out to economic development partners to publicize the office hours, and to identify what other information or changes might be helpful and feasible in the near term, particularly related to the development of a one-stop website.
BEST PRACTICES	<p>Best practices for regulatory processes such as business licenses and building permits include:</p> <ul style="list-style-type: none">• Designate a single point of contact (a City staff person or member of a relevant public board or commission) to work with applicants across a range of permitting types and coordinate interactions with relevant City departments.• Develop a user's guide and quick reference, including clear process flow charts and checklists, relevant contact information, and likely time to complete each step, available online and in print in multiple languages. The guide should also describe a range of possible permits or approvals, the fee for each, and the circumstances under which each would be required.• Allow concurrent applications for multiple permit or approval types, and allow combined public hearings to address multiple approvals if appropriate.• Create a schedule of business license fees that reduces fees for micro-enterprises. Consider discounting the first year license for all new businesses.
EXAMPLE	Boulder Colorado's Self Service landing page clearly provides a central location for resources and user guides related to permitting, licenses, and inspections, as well as an online application portal, fee payment portal, and records search. The structure allows ease of navigation, making it easier for residents to identify needed information and reducing demand on City staff.

Action 2C | Business Recovery Grants

DESCRIPTION

Many small businesses in Richmond are wary of taking on debt to support operations, so grants to support small business recovery have the most potential benefit to support small businesses and prevent closures. Grant funds are available, and the City should work with the Economic Development Working Group and the Economic Development Commission to ensure that Richmond businesses are aware of available funding they may be eligible for (particularly through the website and outreach actions) and have the technical assistance needed to submit applications and access funding. This will be particularly important for historically marginalized small business owners such as POC business owners and owners with language or technology barriers.

The City should work with the Economic Development Working Group to promote the funding available through the State's Small Business COVID-19 Relief Program and other State programs and provide technical assistance to help small businesses apply for assistance.

The City also should work with the Renaissance Center to help accelerate the distribution of available grant dollars through the Contra Costa County Micro Enterprise Relief Fund. This may include advertising the program and encouraging Richmond businesses to apply, including through EDC outreach. The City may also consider encouraging the Renaissance Center to partner with a local Community Development Finance Institution (CDFI) to facilitate or supplement the processing of applications and distribution of grant funds.

Fundraising from philanthropic and local corporate donors is a third potential source of funding for a recovery grant program. The City can reach out to potential donors to expand the Richmond Rapid Response Fund to further increase local funding for businesses.

CURRENT STATUS IN RICHMOND

The City has limited access to local funding and limited capacity to start new funding programs to support business recovery grants or loans, but numerous local and regional funds already exist which can be leveraged to support Richmond businesses.

In February 2021, the California Legislature passed a package of immediate actions to provide relief to residents and businesses. This plan includes \$2.1 billion for the Small Business COVID-19 Relief Program (which provides grants from \$5,000 to \$25,000 to eligible small businesses and nonprofits) with \$50 million allocated for non-profit cultural institutions. The package also includes business license fee relief for restaurants, bars, hair salons, and other state license holders.

The Renaissance Center manages the Contra Costa County Micro-Enterprise Relief Fund, a program that received a \$500,000 allocation of Community Development Block Grant recovery funds that provides small grants of \$1,000 to \$10,000 to businesses with up to 5 employees and less than \$250,000 in net annual revenue. Grants can be used to pay for safety improvements or operating expenses

Action 2C | Business Recovery Grants (continued)

<p>CURRENT STATUS IN RICHMOND (CONT'D)</p>	<p>such as salaries and commercial rent. As of December 2020, the Renaissance Center had disbursed \$100,000. A second round of funding opened in April 2021.</p> <p>The Richmond Rapid Response Fund (R3F) is a local nonprofit-operated fund that has raised \$1M to date to support a range of recovery needs and may be able to support business recovery through micro-grants.</p> <p>Community Development Financial Institutions (CDFIs) can be excellent partners to administer grant and loan funds because they are accustomed to overseeing financial transactions and have the existing infrastructure to distribute funds. Working Solutions is a CDFI that provides loans and technical assistance to small businesses and microenterprises in the Bay Area. Pacific Community Ventures is a statewide CDFI based in the Bay Area that provides similar services to later stage small businesses.</p>
<p>PROPOSED ANCHOR AND PARTNERS</p>	<p>Economic Development Working Group Renaissance Center, Contra Costa County, R3F City Staff Working Solutions, Pacific Community Ventures, and other CDFIs</p>
<p>TIMEFRAME</p>	<p>Within 1-3 months</p>
<p>METRICS</p>	<p>Number of Richmond businesses receiving Small Business COVID-19 Relief Grants, total and by owner demographics; number of Richmond businesses receiving Contra Costa Micro-Enterprise Relief funds, total and by owner demographics; number of Richmond businesses receiving technical assistance in applying for grants, total and by owner demographics; Total funds disbursed through the Contra Costa Micro-Enterprise Relief program and Richmond Rapid Response Fund.</p>
<p>NEXT STEPS</p>	<ul style="list-style-type: none"> • Engage with the Economic Development Working Group to develop an outreach plan to connect local businesses with available funding from the State’s Small Business COVID-19 Relief Program. • Reach out to the Renaissance Center, Contra Costa County, and R3F to identify potential areas for support and collaboration, including marketing support and assistance in identifying and applying for new funding sources. • Engage with CDFIs to identify opportunities to partner to administer local grant programs and to connect businesses with loans.

Action 3A | Capital Projects

DESCRIPTION	The City should begin to identify capital investment opportunities with the potential to support economic growth and community resilience; that may align with priorities for federal capital improvement funds (e.g. green infrastructure and energy, corridor improvements); and can be advanced toward "shovel-ready" status. Conducting community engagement and planning work now will help position the City to capitalize on expected long-term federal recovery programs when funds become available. The City should develop a framework to support equitable growth without displacement, using existing frameworks such as the city's draft Race Equity Action Plan. This will include identifying community priorities through inclusive engagement and setting goals for inclusive growth, such as prioritizing projects that relate to equitable physical development. To expand its capacity to implement this work, the City can identify federal and philanthropic planning grants that may support a portion of staff time to pursue the planning and grants application work related to these capital projects.
CURRENT STATUS IN RICHMOND	The City has capital projects planned that could be advanced toward "shovel-ready" status, including the San Francisco Bay Trail extension, a Community Resilience Center, street improvements on Harbor Way, and energy efficiency upgrades.
PROPOSED ANCHOR	City Staff
TIMEFRAME	Within 6 months
METRICS	Number of shovel-ready projects identified; number of community engagement events or opportunities held; definition of community priorities for equitable development; total federal and state funding awarded; metrics for community goals (e.g. M/WBE contracting)
NEXT STEPS	<ul style="list-style-type: none">• Define a list of potential projects and assess project readiness• Draw on work done with the Government Alliance on Race and Equity (GARE) and through Health in All Policies (HiAP) to define a list of goals to support equitable development (e.g. local hiring or contracting, M/WBE contracting, evaluating job creation & economic mobility potential, aligning investments with affordable housing programs to limit displacement, support for SB 535 disadvantaged communities, engagement with community members to discuss & evaluate potential projects)

Action 3B | Workforce Recovery

DESCRIPTION	<p>Workforce development programs exist at the City, County, and regional levels that rely on partnerships between the public sector, employers, and educators. The City can coordinate with these existing organizations and partnerships to pursue state and federal recovery funding for new or existing workforce development programs aimed at connecting Richmond residents to employment.</p> <p>This effort should focus on funding to support near-term workforce reskilling and apprenticeships to help Richmond residents, particularly those who have experienced job losses due to COVID-19, to access employment in growing industries, particularly including manufacturing, transportation and distribution, wholesale trade, and construction. Partnership with local and regional employers, workforce training providers, and educational institutions will help improve the effectiveness and potential impacts of this action.</p>
CURRENT STATUS IN RICHMOND	<p>In January 2021, Governor Newsom proposed a plan for equitable recovery in California as part of the 2021 budget. This plan includes \$353 million to support workers adapting to economic changes as a result of COVID-19, including through apprenticeships and training partnerships.</p> <p>Many existing organizations work at the City, County, and regional levels to support workforce development. These include the City’s RichmondWorks staff and the Workforce Development Board of Contra Costa County (WDBCCC)</p>
PROPOSED ANCHOR AND PARTNERS	<p>City Staff (RichmondWorks) Workforce Development Board of Contra Costa County Local employers and educators</p>
TIMEFRAME	<p>Within 6 months</p>
METRICS	<p>Funds awarded for workforce recovery programs; number of Richmond residents completing workforce training or job placement programs, total and by demographics (race, gender, income, educational attainment, etc.)</p>
NEXT STEPS	<ul style="list-style-type: none"> • Continue to monitor potential funding sources including State and Federal recovery programs for workforce recovery programs. • Engage with the Workforce Development Board and local employers to identify & meet skill gaps among Richmond’s residents, particularly those that relate to growing industries.

Action 3B | Workforce Recovery (continued)

EXAMPLE

In spring 2020, the City of Oakland applied for grants funded by the federal **Workforce Innovation and Opportunity Act (WIOA)** and administered by California State's Employment Development Department (EDD) after significant layoffs in the restaurant and hospitality sector due to the COVID-19 pandemic. **The WIOA is not a pandemic-era relief fund** but a pre-existing workforce development policy signed into law in 2014 and meant to fund training, education, and job placement opportunities to reskill American workers. Oakland won three separate WIOA-funded grants totaling \$1,328,000: the Emergency Additional Assistance Grant (\$402,000), the National Employment Recovery Grant (\$800,000) and the Additional Assistance Grant (\$126,000).

- In partnership with the Alameda County Labor Council, the City is using the **Emergency Additional Assistance Grant** to design workforce development programming that serves laid-off, low-wage union workers in retail, hospitality, and tourism. The City partnered with America's Job Centers of California (AJCC) to deliver job search, training, and job placement services. The program is prioritizing these efforts in marginalized neighborhoods of East Oakland, Fruitvale, and West Oakland. The grant is also supporting custom healthcare training respiratory therapists, nurses, and allied health workers.
- The **National Employment Recovery Grant** broadens the availability of workforce training & placement services initiated with the Emergency Additional Assistance Grant to laid-off non-union workers. This grant additionally connects workers and businesses to on-the-job training and apprenticeship programs.
- The **Additional Assistance Grant** provides a one-time, \$800 per person cash assistance to subsidize the cost of basic needs, enabling workers laid-off due to COVID-19 to focus on job search activities.

The City of Oakland realized the likely long-term trajectory of the pandemic and the need to reskill workers for pandemic-safe work. The WIOA grant funding allowed the City to quickly put funding toward an immediate recovery effort.

Appendix

ECONOMIC DEVELOPMENT PARTNERS | Local and regional economic development organizations provide a range of services and will be important partners in recovery interventions.

23rd St. Merchants Association	The Merchants Association supports the diverse businesses on Richmond's 23rd Street corridor and serves the broader Hispanic business community.
City of Richmond Economic Development Commission (EDC)	The EDC is a public commission for the City of Richmond that makes recommendations to City Council for long-term economic development goals. The EDC has been involved in local community events like Taste of Richmond and prioritizes a transparent, hand-in-hand working relationship with other departments within the City to create an attractive business environment that brings in new business & retains existing, successful Richmond businesses. The EDC has a recently-formed outreach committee to cultivate relationships with Richmond businesses.
CoBiz	CoBiz is a coworking space, incubator, and innovation hub geared toward information sharing and the provision of collaborative, peer-to-peer business support for entrepreneurs.
Contra Costa Conservation & Development Department	The Contra Costa Conservation & Development Department oversees the County's Community Development Block Grant program. The CDBG program provides funding for housing, infrastructure and economic opportunities for low-income communities.
Contra Costa Small Business Development Center (SBDC)	The Contra Costa Small Business Development Center provides no cost services including one-on-one advising, training and workshops, and other resources to help connect small businesses and entrepreneurs with financing and information to support their operations. The SBDC receives some funding from the U.S. Small Business Administration.
Cooperation Richmond	Cooperation Richmond provides coaching, incubation, and other services to support the operation of diverse cooperative enterprises in Richmond to build community-controlled wealth for low-income communities and communities of color. Services include: technical assistance services, including workshops on cooperative economics and financial literacy; business assessments; coaching, networking; and capital financing connections.

Pacific Community Ventures (PCV)	PCV is a Community Development Financial Institution (CDFI) based in the Bay area that operates statewide. PCV provides loans from \$10k-\$250k and technical assistance to small businesses. PCV regularly receives referrals from the Renaissance Entrepreneurship Center. PCV is accessible to a range of potential borrowers because they use nontraditional and flexible underwriting requirements and provide comprehensive technical assistance.
Port of Richmond Business Association (PBRA)	The PRBA facilitates networking opportunities, collaborative marketing opportunities and advocates on behalf of Point Richmond businesses. Their membership ranges from small local retail stores to Chevron and Mechanics bank.
Renaissance Entrepreneurship Center	The Renaissance Center is a business assistance resource center that offers small business loans, one-on-one consultations, and workshops. The Renaissance Center has partnered with RMSI to offer free business workshops.
Richmond Chamber of Commerce	The Chamber of Commerce is a membership organization that serves West Contra Costa businesses by offering a range of services including advocacy and marketing to foster growth in the business community.
Richmond Main Street Initiative (RMSI)	RMSI is a community-based nonprofit that manages the Downtown Richmond BID and works with businesses citywide, with particular focus on downtown businesses, to support retention and economic growth through technical assistance and other resources. Pre-pandemic, RMSI hosted networking events, workshops, and a series of downtown festivals to revitalize the downtown district. RMSI has also conducted business outreach during the Pandemic and provides the business community with information on grant opportunities.
West Contra Costa Council of Business & Industries	The Council of Business & Industries is a member-based organization that advocates for West Contra Costa businesses at the local, county and state level. The Council works collaboratively with economic development organizations like the 23rd Street Merchant Association on legislation like Richmond's Measure U and AB 617.
Workforce Development Board Contra Costa County (WDBCCC)	WDBCCC coordinates human resources, education, job search, and recruitment services by working with employers, educators, and job seekers throughout the county.
Working Solutions	Working Solutions is a non-profit CDFI that works primarily with early-stage businesses and microenterprises, providing loans and technical assistance. Working Solutions has a flexible approach to assessing financial readiness for loans, which means they can lend to businesses that may have difficulty accessing traditional financing. They have worked with the Renaissance Center to deliver loans to underserved businesses.

FUNDING SOURCES FOR COVID-19 RECOVERY

Leveraging resources from state & federal recovery programs and other funding sources will be crucial Richmond's recovery.

State & Local Funding Resources

California Arts Council grants

California Council of Arts 2021 grants fund operational costs, fellowships, and project-based activities. Priority grant recipients are small, economically vulnerable organizations impacted by the pandemic with operating revenues of \$250k. As of mid-March, 2021, the 2021 grants applications have yet to be announced.

California Rebuilding Fund

This non-forgivable loan fund is the product of a private-public partnership between philanthropic, private, and public sectors to offer capital to small businesses as they recover from the COVID-19 pandemic. The fund is administered by multiple private sponsors. California's community-based CDFIs including Pacific Community Ventures, provide pre- and post-loan advisory to support loan recipients. Among other requirements, qualifying businesses will have had 50 or fewer employees prior to March 2020 and gross revenue less than \$2.5M in 2019.

California Small Business COVID-19 Relief Grant Program

Administered by the California Office of the Small Business Advocate, the program offers \$5k - \$25k grants to small businesses with revenues less than \$2.5M, and nonprofits impacted by the pandemic and related health and safety restrictions. The first round of funding closed in January, 2021. In February 2021, the California Legislature passed a relief package benefitting businesses and residents which included an additional \$2.1 billion for the Small Business COVID-19 Relief Program.

Contra Costa County Micro-Enterprise Relief Fund

Administered by the Renaissance Entrepreneurship Center and funded by Contra Costa County through its Community Development Block Grant allocation, the fund offers grants of \$1k -10k to Contra Costa microbusinesses impacted by COVID-19 to support a range of recovery needs. The second round of funding opens in April 2021 and is available to businesses in good standing with the County with less than \$250k in revenue and five or fewer employees.

State & Local Funding Resources

ICA Rapid Response Liquidity Fund (RRLF)

The RRLF is an invite-only, zero-interest loan program with \$1.2M in available funds to date, and loans currently ranging from \$25k to \$150k. The loan fund program is administered by ICA, a Bay Area venture capital firm that accelerates, educates and invests in local Bay Area businesses with the goal of closing the racial wealth gap. The loan fund program is available to Bay Area companies invited by ICA partners and includes technical assistance from ICA staff to support businesses during the pandemic.

IBank Disaster Relief Loan Guarantee Program

This loan guarantee program is generally available for Disaster Relief and currently offered as a source of capital for small businesses impacted by the COVID-19 pandemic, including low-wealth and immigrant community businesses. Loans can be guaranteed up to 7 years and cover up to 95% of the total loan amount. Loan guarantees are processed by IBank's partner Financial Development Corporations, which include Bay Area CDFI's Working Solutions, Pacific Community Ventures and MEDA are IBank partner FDCs.

Richmond Rapid Response Fund (R3F)

Administered by West Contra Costa COVID Community Care, which includes leaders from City of Richmond, The RYSE Center, The Ed Fund, Richmond Promise, and Building Blocks for Kids, the Richmond Rapid Response Fund has raised at least \$1M to date and is providing \$500 one-time direct cash assistance to Richmond residents. The fund is in Phase 1 of grantmaking which focuses on financial assistance provision including direct cash and rental assistance to prevent displacement and homelessness. Meant to continue beyond the COVID-19 pandemic, R3F intends to fund access to wraparound services addressing food insecurity, housing & homelessness, health, education, and social and legal services and invest in racially just community transformation.

Richmond Revolving Loan Fund

The Richmond Revolving Loan Fund is administered by Community First Lending and provides loan funding for operational costs, machinery and equipment expenses, fixed asset improvements or purchases, and façade improvements which range from \$5k – \$100k. The revolving loan fund is open to existing Richmond businesses & businesses planning to relocate to the city with the goal of fostering local economic growth through new business development and expansion of existing businesses.

State & Local Workforce Development & Business Recovery Resources

California EDD Unemployment Insurance Work Sharing Program	Administered by the state Employment Development Department, the Work Sharing program enables employers to maintain their workforce with reduced business productivity. Employees of approved Work Share Program employers receive Unemployment Insurance benefits while keeping their current job.
COVID-19 Hotline for Business & Job Seekers	Workforce Development Board staffs this hotline which answers business-related questions regarding COVID-19 safety operations and support resources every weekday from 8:30am – 5pm.
Free Square E-Commerce Website	Richmond Main Street Initiative is hosting an online program to help businesses establish an E-commerce site and integrate E-commerce operations into traditional pre-pandemic business operations. The program is free to Richmond businesses and features training webinars, virtual office hours and may offer free square e-readers.
Skillup Contra Costa	The Workforce Development Board hosts virtual courses on Skillup Contra Costa in response to the COVID-19 pandemic to support career pivots. Through the Metrix E-Learning System platform that hosts free online trainings, jobseekers can earn a range of certificates such as Project Management, HIPPA, Human Resources, and Accounting, and IT-specific certificates including Networking, CompTIA , Adobe, and Information Security.

Federal Funding Resources

Economic Injury Disaster Loan Program (EIDL)

Administered by the U.S. Small Business Administration, this loan program provides economic relief to small businesses and nonprofit organizations experiencing loss of revenue due to COVID-19. Collateral is required for loans over \$25k and payments can be deferred up to one year. The March 2021 Biden Administration pandemic relief package allocates an additional \$15B to the COVID-19 Targeted EIDL Advance, which provides up to \$10k to businesses located in low-income communities that have previously applied for EIDL Advance funds and did not receive a grant due to lack of funds or received less than \$10k in funding.

Paycheck Protection Program

Administered by the U.S. Small Business Administration, This forgivable loan program has been extended through March 31, 2021. Intended to prevent layoffs, the revised program expands covered expenses, and fund expenses are now tax deductible. This simplified loan forgiveness application is only one page long and limits required documentation for businesses borrowing less than \$150k.

Small Business Association Loan Subsidies

The CARES Act originally required the Small Business Administration to subsidize up to 6 months of loan payments for specific loan types including 7(a), 504, and microloans. Under the December 2020 relief package, the SBA is now required to subsidize 14 months of loan payments for these qualifying businesses.

Shuttered Venue Operators Grant

Administered by the Small Business Administration, this program provides grants for closed arts venues including theatres, live venues, and cultural institutions. The March 2021 Biden relief bill includes an additional \$1.25 billion dollars in funding. Loans can equal up to 45% of gross earned revenue with a maximum grant award of \$10 million.



RICHMOND BUSINESS RECOVERY ACTION PLAN

HR&A
Analyze. Advise. Act.

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MAY 2021