



Above: Small business Golden Gate Bistro opened during COVID-19 and has developed a successful following, staff poses with a amazing lunch option.

Right: Famous chicken sandwich with fries from Golden Gate Bistro.



(Photo credit: KCRT)

Right: Downtown's Rich City Studios CEO Chuck T.

Below: YaNique Salon & Accessories in the heart of downtown.



RICHMOND COVID-19 BUSINESS RECOVERY

A vital and resilient city that is putting the pandemic in its rearview mirror, Richmond has a ready workforce, acres of space to locate and expand, and easy access to the Bay Area through its multiple transportation hubs. Post COVID-19, Richmond's economy is growing again with the support of the Economic Development Division and the community. There have been renewed efforts to connect businesses with resources, relocate existing operations into the city, advise on workforce development, and facilitate local business-to-business transactions.

Thanks to the development of Richmond's Short-Term Local Business Recovery Action Plan (STLBRAP), the City has a guide to address the acute needs of businesses suffering from the impacts of COVID-19 and create longer-term

economic development strategies.

Creating a pathway to retain the strength of our business community has been a priority – Lizeht Zepeda, City of Richmond, Senior Business Assistance Officer

In partnership with Richmond Main Street Initiative, two local businesses received COVID-19 relief grants: Rich City Studios and YaNique Salon & Accessories.

Rich City Studios, located in the historic Market Square Mall in Downtown Richmond is one of just 31 businesses nationwide to receive a HartBeat of Main Street Grant award. CEO, founder, and producer Charles "ChuckT" Turner Jr. is a longtime Bay Area resident committed to providing affordable industry standard audio recording and production services in a welcoming and inclusive

atmosphere. Learn more about Chuck's work at richcitystudios.com.

Located on Harbour Way, YaNique Salon & Accessories, owned by Verdell Simon Tatum, was one of the recipients of the American Express Inclusive Backing Grant Program designed to help underrepresented small business owners who were disproportionately impacted by the pandemic. The grant can be used towards critical needs such as physical and digital improvements, new equipment, technology, and training to support financial recovery and growth.

Helping local businesses survive and thrive is in the City's DNA and that was never more evident than in the early stage of the pandemic. City staff worked tirelessly to identify funding sources like the CA Small Business COVID-19 Relief Grant

Program to keep businesses afloat. The state approved over \$50 million for outreach to historically underserved communities and undercapitalized business owners, including women and minority-owned businesses, providing grants from \$5,000 to \$25,000 to eligible impacted small businesses and nonprofit organizations. Guided by a principle of equity, the program provided a crucial financial recovery resource to traditionally underserved small businesses and nonprofits. For Richmond, that meant 271 businesses received over \$2.7 million in grants, with an average award size of just over \$10,000.

The City's Economic Development Working Group (EDWG) was established to share and elevate the local assistance and regional economic development efforts of organizations like CoBiz, Community First Lending, Renaissance, and others in launching recovery actions for local businesses and efficiently delivering recovery programs and services. Some of the resources available through EDWG include coaching, strategic planning, and access to capital.