



**CITY OF HUNTINGTON BEACH  
REQUEST FOR CITY COUNCIL ACTION**

**MEETING DATE:** June 11, 2020

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Oliver Chi, City Manager

**PREPARED BY:** Oliver Chi, City Manager

**Subject:**

**City Council Agenda Item #22 – Revised RCA**

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A revised RCA has been submitted for agenda Item #22 for the June 15, 2020 City Council meeting. This item is related to the approximately \$4.75 million in funding the City has received from Orange County Board of Supervisors Chairwoman Michelle Steel from the Coronavirus Aid, Relief, and Economic Security Act, also known as the CARES Act, to support small businesses affected by COVID-19.

The RCA is recommending the City utilize the Small Business Development Center (SBDC) to help administer the program. Initially it was thought that the SBDC would need to charge a fee to administer the program, thus an original RCA was submitted with an accompanying agreement that included a cost \$75,550. However, additional information has been received by the SBDC that they will not be charging the administrative fee and only then need and MOU to administer the COVID-19 Small Business Relief Program based on a submitted scope of work. The RCA has been revised to reflect this change in the recommended action from the approval of an agreement with the SBDC to the authorization of the City Manager to enter into a Memorandum of Understanding with the SBDC.



## CITY OF HUNTINGTON BEACH REQUEST FOR CITY COUNCIL ACTION

**MEETING DATE:** June 15, 2020

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Oliver Chi, City Manager

**PREPARED BY:** Oliver Chi, City Manager

**Subject:**

**Approve the COVID-19 Small Business Relief Program and Delegate to the City Manager, with Approval as to Form by the City Attorney, the Authority to Execute the Agreement with Orange County Small Business Development Center to Administer the Program**

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**Statement of Issue:**

The City of Huntington Beach has received approximately \$4.75 million in funding from Orange County Board of Supervisors Chairwoman Michelle Steel from the Coronavirus Aid, Relief, and Economic Security Act, also known as the CARES Act, to support small businesses affected by COVID-19. Staff is recommending the creation of a COVID-19 Small Business Relief Program to provide grant funding to small businesses in Huntington Beach.

**Financial Impact:**

There is no direct cost to the City to approve this program. The City entered into a subrecipient agreement with the County of Orange to receive \$4,747,521.59 in CARES Act funding to allocate to businesses with Huntington Beach. These funds will cover the entirety of the grant program, including the cost of administering the program through the Orange County Small Business Development Center (SBDC) at a cost of \$75,550, or less than 2% of the available funding.

**Recommended Action:**

- A) Approve the COVID-19 Small Business Relief Program; and,
- B) Delegate to the City Manager, with Approval as to Form by the City Attorney, the Authority to execute a Memorandum of Understanding between the City of Huntington Beach and the Orange County Small Business Development Center to Administer the COVID-19 Small Business Relief Program” and to allow the City Manager to take all administrative and budgetary actions to execute the program.

**Alternative Action(s):**

Do not approve the program as presented, and direct staff accordingly.

**Analysis:**

On May 26, 2020, the Orange County Board of Supervisors approved allocating \$75 million of CARES Act funds to provide economic support to businesses impacted by the COVID-19 pandemic. In Orange County’s Second District, Supervisor Steel chose to allocate funds directly to the cities in her district on a per capita basis. The City of Huntington Beach has received \$4,747,521.59 to provide direct support to small businesses in our community.

To distribute these funds, staff is recommending the creation of a COVID-19 Small Business Relief Program to provide up to \$10,000 in grant funding to small businesses in Huntington Beach.

The City of Huntington Beach’s Economic Recovery Task Force, comprised of nine local business leaders in various sectors, along with Council liaisons Mayor Semeta and Councilmember Peterson, held a meeting on June 9, 2020, to review the draft program parameters, and their feedback has been incorporated into the proposal presented below for City Council consideration.

***COVID-19 Small Business Relief Program***

***Proposed Funding Framework***

The proposed funding framework consists of a tiered grant program ranging from \$5,000 - \$10,000, based on the number of full-time or equivalent employees at the business, as shown in the table below. Rather than a loan program that would cause additional financial strain for businesses to repay at a future time, these grant monies would provide small business with immediate financial assistance.

<b>Number of Employees</b>	<b>Grant Amount</b>
21 - 30	Up to \$10,000
11 - 20	Up to \$7,500
1 - 10	Up to \$5,000

Grant funds can be used to reimburse businesses for any eligible expense related to the COVID-19 pandemic, including but not limited to, rent, lease, or mortgage payments,

utilities, accounts payable, payroll, utilities, personal protective equipment, inventory or equipment, and other COVID-19 related operational or safety expenses. As part of the application process, businesses must indicate how they will spend the grant funds if awarded, and self-certify that the funds will only be used for expenses permitted under the program.

Separately, the City Council recently approved the OneHB micro-grant program that will provide businesses with 10 or fewer employees grant awards up to \$5,000. These funds will be distributed after the CARES Act funding is exhausted as an additional mechanism to assist local small businesses.

### ***Eligibility Criteria***

The eligibility criteria listed below includes those required by Federal guidelines, as well as the proposed criteria for the City of Huntington Beach.

- a) Per Federal guidelines, eligible businesses are those that meet at least one of the following criteria:
  - Business must have been deemed non-essential and forced to close
  - Sales must be down more than 25% over previous 3 months
  - Business must have laid off at least 1 part-time or full-time employee
  - 1 or more employee has contracted COVID-19 while at work
  
- b) Additional proposed eligibility guidelines include:
  - Independently owned / operated business
  - Located in Huntington Beach with operations located in commercial or industrial space
  - Legal business in good standing with an active Huntington Beach business license for at least 1 year
  - Business with 30 full-time or equivalent employees or less
  - Business with \$15 million annual revenue or less over the past 3 years
  - Priority will be given to those businesses that have been in operation for at least 3 years
  - Priority will be given to those businesses who have not received other pandemic relief, such as the Paycheck Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)
  - Priority will be given to those businesses in industries that have been severely impacted by COVID-19, including retail, restaurant, manufacturing, and personal service establishments, and those who have not been allowed to reopen for business

- Businesses who receive grant funding are encouraged to give back to the community as a gesture of good will if and when they are able to do so

### ***Program Administration***

In order to expedite the implementation of this program and getting much-needed grant funding to small businesses in Huntington Beach, staff are proposing an agreement procured under the expedited emergency procurement procedures with the Orange County Small Business Development Center (SBDC). The SBDC program is a non-profit, nationwide network that provides small business assistance, hosted by universities, colleges, state economic development agencies and private partners, and funded in part by the U.S. Congress through a partnership with the U.S. Small Business Administration. Here in Orange County, SBDC is located within the California State University, Fullerton.

The Orange County SBDC is helping to administer several small business loan and grant programs being offered by other cities, such as Anaheim, Buena Park, and Newport Beach, including CARES Act related funding. Due to their extensive expertise and experience meeting the unique needs of these types of programs, staff is recommending the City enter into a Memorandum of Understanding with the Orange County SBDC to administer the program, including assisting with marketing, soliciting and reviewing applications, performing the lottery selection process to ensure awards are distributed fairly, and working with applicants one to one to answer questions and provide business support (see Attachment #1). Initially it was thought that the SBDC would need to charge a fee to administer the program, thus an original RCA was submitted with an accompanying agreement that included a cost \$75,550. However, additional information has been received by the SBDC that they will not be charging the administrative fee and only then need an MOU to administer the COVID-19 Small Business Relief Program based on the attached scope of work.

### ***Proposed Program Timeline***

In order to distribute these funds to small businesses in our community as quickly as possible, while ensuring the program is thoroughly marketed to all segments of the business community to maximize awareness, fairness, and participation, staff has coordinated with the SBDC to propose the program timeline below:

<b>Date</b>	<b>Action Item</b>
06/15/2020	City Council meeting to consider program.
06/16/2020	If approved, SBDC and the City will begin marketing the program with a press release, electronic flyer, social media posts, and targeted outreach.
06/16/2020	Online and paper application finalized.
06/17/2020	Zoom Webinar to introduce the program and answer questions from the business community, led by Mayor Semeta and SBDC
06/22/2020	Application portal opens at 8:00 a.m.
06/26/2020	Application portal closes at 5:00 p.m.
06/29/2020	SBDC verifies all eligible applicants and enters them into a lottery.
07/01/2020	Lottery is held for all eligible applicants.
07/02/2020	SBDC works with each awardee to collect the necessary supporting documents to provide the City.
07/03/2020 - Ongoing	Grants are submitted to the City, as awardees complete their documentation for review.
07/06/2020 - Ongoing	City begins distributing grant awards. These funds will be disbursed to businesses as quickly as possible, but no later than 12/31/2020, per Federal guidelines.

Following the July 1, 2020, lottery for the COVID-19 Small Business Relief Program, when businesses are notified if they will be receiving CARES Act grant funding, staff is proposing to begin accepting applications for the OneHB micro-grant program.

**Environmental Status:**

Not applicable.

**Strategic Plan Goal:**

Strengthen long-term financial and economic sustainability

**Attachment(s):**

1. Draft Scope of Work submitted by the Orange County Small Business Development Center to Administer the COVID-19 Small Business Relief Program
2. Subrecipient Agreement Between the County of Orange and the City of Huntington Beach for Coronavirus Relief Funds for Economic Support Provided by the City



## **SBDC Scope of Work**

City of Huntington Beach, CA  
Small Business Grant Program

### **Scope of Work**

The proposed scope of work for the City of Huntington Beach Small Business Grant Program is for the SBDC to work with City staff to develop and implement a small business grant program. The SBDC will contract directly with the City to assist in the design of the Small Business Grant Program and to implement the following components of the program:

### **Content Development**

The SBDC will work directly with City staff to develop the content of the Small Business Grant Program. SBDC will assist in creating eligibility criteria, required qualifications, timelines, grant dollar amounts and program guidelines.

### **Marketing**

#### *Flyers-*

The SBDC will create a promotional E-flyer in both English and Vietnamese introducing the Small Business Grant Program. The SBDC will work with City staff to make sure the program and eligibility requirements are captured correctly.

#### *Advertising-*

The SBDC will conduct active, targeted advertising campaigns under its normal program allowances to support the county program via paid Google, Facebook, YouTube, and Instagram advertisements as appropriate.

#### *City Virtual Press Conference-*

To support the City's leadership in the development of this program, the SBDC will conduct a City Virtual Press Conference and Kick Off, formally announcing the program. The SBDC in partnership with the city will invite local partners, media and constituents to attend as well as announce the application opening date.



**SBDC Scope of Work**  
City of Huntington Beach, CA  
Small Business Grant Program

*Informational Webinars –*

Targeted to potential applicants of the city's program, the SBDC will lead a series of informational webinars to provide information on the program's eligibility, requirements, important dates and required documentation. The SBDC will conduct webinars, in English and Spanish. Webinars will be recorded and sent to the city to put on the city website.

**Grant Application**

The SBDC will create two types of applications for business owners to complete. The SBDC will create an online portal that will reside as a link from the City to the SBDC website. Applicants will fill in the questions directly on the portal or will have the ability to fill out a paper application and drop it off at City Hall, prior to the end of the application window.

*Paper Applications*

Paper applications for the city's program will be available in a downloadable, fillable PDF format. The paper application submissions will be accepted electronically via a secure SBDC email address or in-person per the city's direction (e.g. city hall).

*Online Application*

The SBDC will develop and manage the online portal for application submission. The online portal will support submission electronically in English, unless otherwise requested. The online portal is hosted on a secure server whereas any application data can only be accessed with login credentials residing with the SBDC. Any additional documentation required by business owners can also be submitted via the online portal or via a secure, SBDC file transfer service.

**Lottery**

In the event that the Small Business Grant Program will be oversubscribed, the SBDC will assist the City in creating a lottery system. The lottery in partnership with the SBDC will be conducted based on a randomized, computer drawing on a selected day to create further engagement, via a



**SBDC Scope of Work**  
City of Huntington Beach, CA  
Small Business Grant Program

live virtual event (E.g. Facebook Live). The awarded winners will be announced as appropriate publicly and notified individually by the SBDC.

**Grant Review Process**

Selected applicants that have been awarded through the lottery system will begin the grant review process. The SBDC will work with all awardees to complete the following items for their grant award.

A complete application includes (some or all) the following:

1. Complete and Signed (electronically or scanned signature)
2. Tax Returns for 2018 and 2019 – Corporate and Personal
3. Current Business License
4. Documentation supporting Employee wages/counts such as 940 and 941's
5. Business bank account
6. Profit and Loss Statements for 2019
7. Statement of Use of Funds
8. Business lease agreement
9. W-9
10. Grant Agreement

A complete application that does meet the required criteria will move toward the Grant Approval Process. The Grant Approval process from this initial stage will move toward review by City management that will certify all eligibility requirements to ensure these requirements have been met.

An incomplete application package will be referred to an SBDC Consultant for one-on-one consulting for the Consultant to assist the applicant to complete the package. The applicant will have 14 days to send all documents to the SBDC, before their award is denied and the next alternate is brought into the system. Should the applicant be unable to complete the package or does not meet the criteria for applying for this funding the SBDC Consultant will assist the applicant in finding alternative funding.



**SBDC Scope of Work**  
City of Huntington Beach, CA  
Small Business Grant Program

**Grant Agreement**

The SBDC will work with each awardee to complete a W-9 and grant agreement. The grant agreement will certify that all funds will be spent on eligible expenses the applicant highlighted in the grant application.

**Disbursements**

Once the grant review has been approved by the SBDC team, it will be sent to the City staff for management approval and payment. The SBDC will send over all documents from each awardee to the city team, for final authorization and record keeping.

**Continued Support from the SBDC**

The SBDC will continue to consult and train all awarded grantees and those that were denied funding during the life of their business. The network has more than 100 business consultants that will work with each applicant one-on-one, all at no cost to the business owner. The SBDC receives funding from the Federal government and the state of California, to be able to deliver services to the business owners throughout the region.