

## Memorandum of Understanding (MOU)

Between

City of Huntington Beach (City), Huntington Beach Chamber of Commerce, CIELO and the CSUF Small Business Development Center (SBDC).

### I. Purpose

The purpose of this MOU is to formally establish a framework for cooperation between City of Huntington Beach, Huntington Beach Chamber of Commerce, CIELO and the CSUF SBDC. This MOU is not binding in any way and shall not be construed as a contract. Rather, it is designed with the intent of generally outlining and setting expectations regarding participation in the One HB Business Support Program (OneHB Program)

### II. Mission and Public Purpose of the OneHB Program

The businesses in Huntington Beach (HB) large and small play a critical role in the viability of our community and the City's ability to offer services. Sales tax revenue makes up a large portion of our general fund budget. It is vital that our business community is able to not only survive the Coronavirus (COVID-19), but to come back stronger. Many of the businesses in HB are in the small "mom and pop" category, sole proprietors, 10 employees or less and many are unable to successfully navigate the different resources offered at the Federal, State and local levels. Our small businesses need our help, now more than ever, if they are going to be able to continue to operate, or open for business in the future.

*Together We're OneHB Supporting Local Business* is a community campaign to do just that, offer financial support, a life line, a micro-grant that will help keep the doors open for small businesses struggling because of COVID-19 and in turn, keep the economy in HB viable and sustainable .

### III. Scope and Public Purpose of the OneHB Program

The Grant Program is intended to help support certain small businesses in the City who need assistance due to adverse economic effects of Coronavirus (COVID-19). Grants will be made from a fund solely based on community donations and the sale of program related merchandise. Grants will be distributed for allowable uses in the amounts of \$5,000 each. Grant applications will be accepted starting (TBD) .

Once the Community Donation fund reaches \$25,000, grants will be issued via a lottery to grant applicants in increments of five (5) \$5,000 grants at a time each time an additional \$25,000 is raised.

#### **IV. Roles of Participant in the OneHB Program**

Below is an overview of the OneHB Program and the roles and expectations from each of the MOU participants.

##### **A. City of Huntington Beach**

- Coordinate the overall OneHB Program with participants ;
- Develop a list of allowable uses for grant money;
- Create a City Grant Committee to include: a representative from the City Manager's office, a representative from the Office of Business Development, a representative from the HB Chamber of Commerce, a representative from CIELO, and a representative from SBDC;
- Champion the OneHB Program and promote throughout all of the City's marketing channels;
- In collaboration with all of the program participants, create the OneHB Program guidelines;
- Create the marketing materials and facilitate access from the main website page to all of the program participants;
- With SBDC host webinars to potential grantees
- Participate in grant approval process, verifying applicant eligibility
- Actively fundraise for the OneHB Program;
- Receive and approve financial tracking information provided by CIELO;
- Facilitate quarterly meetings with program participants to track success of the program and evaluate any program adjustments that are needed.

##### **B. Huntington Beach Chamber of Commerce**

- Market the OneHB Program to all Huntington Beach Chamber members and small businesses throughout the city of Huntington Beach and promote throughout all of its marketing channels;.
- Participate in quarterly program participant meetings;
- Actively fundraise for the OneHB Program.

##### **C. CIELO**

- Will be the fiscal agent for the OneHB Program;
- Establish and maintain a separate bank account for the OneHB program;
- Maintain all fund accounting records as required by the City of Huntington Beach;
- Receive donations and merchandise fees;
- Track donations and send donation acknowledgement letters;
- Market the OneHB through all CIELO marketing channels;
- Actively fundraise for the OneHB Program;
- Will send accounting reports on all grantees to the City, as required;
- Participate in quarterly program participant meetings;

##### **D. CSUF Small Business Development Center (SBDC)**

- Create application for the OneHB Program;
- Host application process on SCUF website;
- Validate eligibility of each applicant;
- Conduct random lottery of eligible applicants for final consideration in each round of funding;
- Present each application to the City grant committee;
- Create and host informational webinars related to grant applications in multiple languages including: English and Spanish;
- Continue to work one-on-one with each grant awardee;
- Utilizing Neoserra software system, track each grant awardee for a period of one year to include: every seminar/workshop they attend, each consulting session that the client completes with a business advisor along with the notes of what happened in the meeting. Vital demographics including type of industry, veteran status, address, type of formation, start of business, change in sales, jobs created and jobs retained.
- Provide the City with an annual report with the tracking data for all grant awardees;
- Participate in quarterly program participant meetings;
- Develop success stories for the City.

**V. Participant Signatures for the OneHB Program**

X \_\_\_\_\_  
City of Huntington Beach

\_\_\_\_\_  
Printed Name/Title  
Date \_\_\_\_\_

X \_\_\_\_\_  
Huntington Beach Chamber of Commerce

\_\_\_\_\_  
Printed Name/Title  
Date \_\_\_\_\_

X \_\_\_\_\_  
CIELO

\_\_\_\_\_  
Printed Name/Title  
Date \_\_\_\_\_

X \_\_\_\_\_  
SBDC

\_\_\_\_\_  
Printed Name/Title  
Date \_\_\_\_\_

**APPROVED AS TO FORM**

By:  \_\_\_\_\_  
MICHAEL E. GATES  
CITY ATTORNEY  
CITY OF HUNTINGTON BEACH