

Unincorporated Alameda County Small Business Recovery Grant Program

PROGRAM OVERVIEW

The Unincorporated Alameda County Small Business Recovery Grant Program (“Program”) is authorized by the Alameda County Board of Supervisors when it appropriated American Rescue Plan Act (ARPA) funds for a small business grant program in response to and recovery from the public health emergency and negative economic impacts of the COVID-19 pandemic. The Board provided two rounds of ARPA funds to businesses operating in unincorporated areas of Alameda County. The first-round of funding awarded \$1 million to 133 small businesses in the unincorporated area through a lottery drawing completed in December 2022. The second round of funding provided grants to the remaining applicants with an additional \$2.8 million to 352 small businesses in July 2023. The Program goal was to support small businesses in their economic recovery by providing one-time grant funding of up to \$10,000.

The Program was open to all eligible small businesses with a priority given to those located and operating in disproportionately impacted communities. During the first-round of funding, approximately half of all available funds were set aside for businesses located in Alameda County Community Resiliency Priority Zip Codes and Qualified Census Tracts (QCT). [Click here to view the map.](#) The program was administered by the Alameda County Community Development Agency (CDA) for the unincorporated areas.

Eligible applicants received a one-time grant of \$5,000 for home-based businesses and \$10,000 for brick-and-mortar businesses. The funds do not require repayment.

Applications were accepted on Monday, October 3 through Monday, October 31. Applicants who receive grants were contacted via email and 641 applications were received. Funding was provided via check from Alameda County on December 12, 2022, to 133 recipients for the first-round and July 25, 2023, for the second-round.

PROGRAM ELIGIBILITY

- Businesses must be for-profit entities in Alameda County meeting the following criteria:
 1. Employ between 1 and 25 employees.
 2. Independently owned home-based businesses, businesses with brick-and-mortar locations, and franchises
 3. Individual/sole proprietor or single-member LLC, C Corporation, S Corporation, Partnership, or Limited Liability Company
- Business must still be in operation and is expected to remain open
- Business must possess a current business license for the location in accordance with all applicable operating requirements
- The negative economic impacts of the COVID-19 pandemic to the business have resulted in income loss that meet or exceed the awarded grant amount, due to decreased revenue and/or increased costs.
- A business may only apply for and receive one grant, regardless of whether the business owns and/or operates from multiple locations in Alameda County
- Business has not previously received COVID-19 related ARPA funding from Alameda County (e.g. Alameda County Board of Supervisors’ District Cash Aid grants, Alameda County Social Services Agency licensed childcare grants, etc.)

EXCLUSIONS

The following categories of businesses are excluded from consideration for this program:

- App-based contractors/workers (e.g., Uber, Instacart, etc.)
- Corporate-owned chain and franchise businesses
- Cannabis businesses
- Finance, insurance, and investment companies and brokers (including lending/mortgage companies)
- Food trucks, vendor carts, and other mobile pop-ups
- Landlords of residential or commercial properties
- Real estate companies & holdings, including residential or commercial real estate brokers and property managers
- Non-profit entities

SUBMITTAL INFORMATION

- Applicants must upload a **signed business IRS Form W-9** with a valid Tax Identification Number (TIN). Social Security Number (SSN) or Employer Identification Number (EIN) are accepted.
- Alameda County, and/or State of California business permit or license number (recommended but not required)
- Complete and signed online application

USE OF FUNDS

Funds from Alameda County ARPA Small Business Recovery grants may be used for the following items:

- Rent/lease/mortgage and utility payments for business facilities
- Payroll
- Operating Expenses such as supplies, materials, insurance, etc.
- Personal Protective Equipment (PPE), sanitation or health & safety equipment
- Digital technology equipment and/or platforms
- Interior & exterior physical adaptations (e.g., partitions, signage, outdoor seating, etc.)

Expenses should meet or exceed awarded grant amount. Businesses will need to retain receipts and other proof of expenditures in the event your grant payment is subject to audit.

INITIAL APPLICATION SCREENING

CDA performed an initial screen of 641 applications and removed the following applications:

1. Non-Alameda County businesses
2. Closed businesses
3. Duplicate applications
4. Multiple applications with same Tax ID
5. Business Category Exclusions

This resulted in 89 removals and 552 applications were entered into the lottery.

Applicants	641
Excluded - First round of review	-80
Excluded - second round of review	-9
Total - Applicants Eligible	552
Grant Recipients	133

LOTTERY OVERVIEW & METHODOLOGY – FIRST ROUND PROCESS

Because funding requests for all grant applications exceeded available funding levels, grants were awarded by lottery. The lottery took place on November 9 with two external observers outside of CDA staff. [Click here to review the lottery recording.](#)

Available Funding		
County Pool	\$450,000	
Priority Area Set-Aside	\$550,000	
Total Funding	\$1,000,000	
Grant Amounts		
Home Based Businesses	\$5,000	
Commercial Brick and Mortar	\$10,000	
Applications Entered for Lottery		
	#	%
Priority Area Businesses	311	53%
Non-Priority Area Businesses	250	47%
Total Applications	561	100%
Home Based Businesses	261	36%
Commercial Brick and Mortar	300	64%
Total Applications	561	100%
Lottery Results	# of Businesses	%
Priority Area Businesses	74	56%
Non-Priority Area Businesses	59	44%
Total Applications	133	100%

LOTTERY METHODOLOGY

Run a single lottery for all business applications and assign each business a lottery rank

1. Load list of applications into Excel
2. Run Excel random number generator to assign each business a lottery rank
3. Sort all businesses by lottery ranking, the order in which businesses will be awarded
4. Determine Priority Area Awardees
5. Filter by priority business and place priority businesses in "Priority Pool" tab
6. Expend \$550,000 (55% priority area set-aside funding) according to their ranked order

Determine Remaining Pool Awardees

1. Filter by *non-priority* businesses and place into "Countywide Pool" tab
2. Priority businesses *not selected* in "Priority Pool" will also be placed into the "Countywide Pool"
3. Sort all businesses by rank
4. Expend \$450,000 according to their ranked order

SECOND ROUND PROCESS

May 2023, Alameda County ECD was granted additional funding to support the Small Businesses, ECD requested that the funding be used towards grants for the remaining applicants in the Program.

Utilizing the same review/vetting process as the first round, here are the results.

Remaining Applicants before review	419
Excluded - First round of Review	-51
Excluded - Second round of Review	-16
Total – Applicants Eligible	352
Grant Recipients	352

Brick & Mortar	204	\$	2,040,000
Homebased	148	\$	740,000
Total Funds Granted	352	\$	2,780,000
Community Breakdown	# Of businesses		%
Ashland	36		10%
Castro Valley	209		59%
Cherryland	29		8%
San Lorenzo	40		11%
Fairview	11		3%
Sunol	2		1%
Fairmont Terrace	5		1%
Hayward Acres	6		2%
Hillcrest Knolls	1		0%
East County	13		4%
Total	352		100%
By District	# Of businesses		%
District 3	46		13%
District 4	291		83%
District 1	15		4%
Total	352		100%

SMALL BUSINESS RECOVERY GRANT SUMMARY

Below are the results from the first round and second round of grant awards

Total # of Grants given	485	\$	3,780,000.00	
Home Based Businesses	214	\$	1,070,000.00	
Commercial Brick and Mortar	271	\$	2,710,000.00	
By District	#	Amount	Brick n Mortar	Homebased
District 1	16	\$ 135,000.00	\$ 110,000.00	\$ 25,000.00
District 3	65	\$ 470,000.00	\$ 290,000.00	\$ 180,000.00
District 4	404	\$ 3,175,000.00	\$ 2,310,000.00	\$ 865,000.00
Total	485	\$ 3,780,000.00	\$ 2,710,000.00	\$ 1,070,000.00