

**2022-23 CITY OF SACRAMENTO
MINORITY BUSINESS ASSISTANCE & RECOVERY KICKSTART REPORT**



APRIL 2022 - MARCH 2023

REPORT COMPLETED BY COMMUNITY STRONG STRATEGIES IN PARTNERSHIP WITH SACRAMENTO INCLUSIVE ECONOMIC DEVELOPMENT COLLABORATIVE (SAC IEDC)

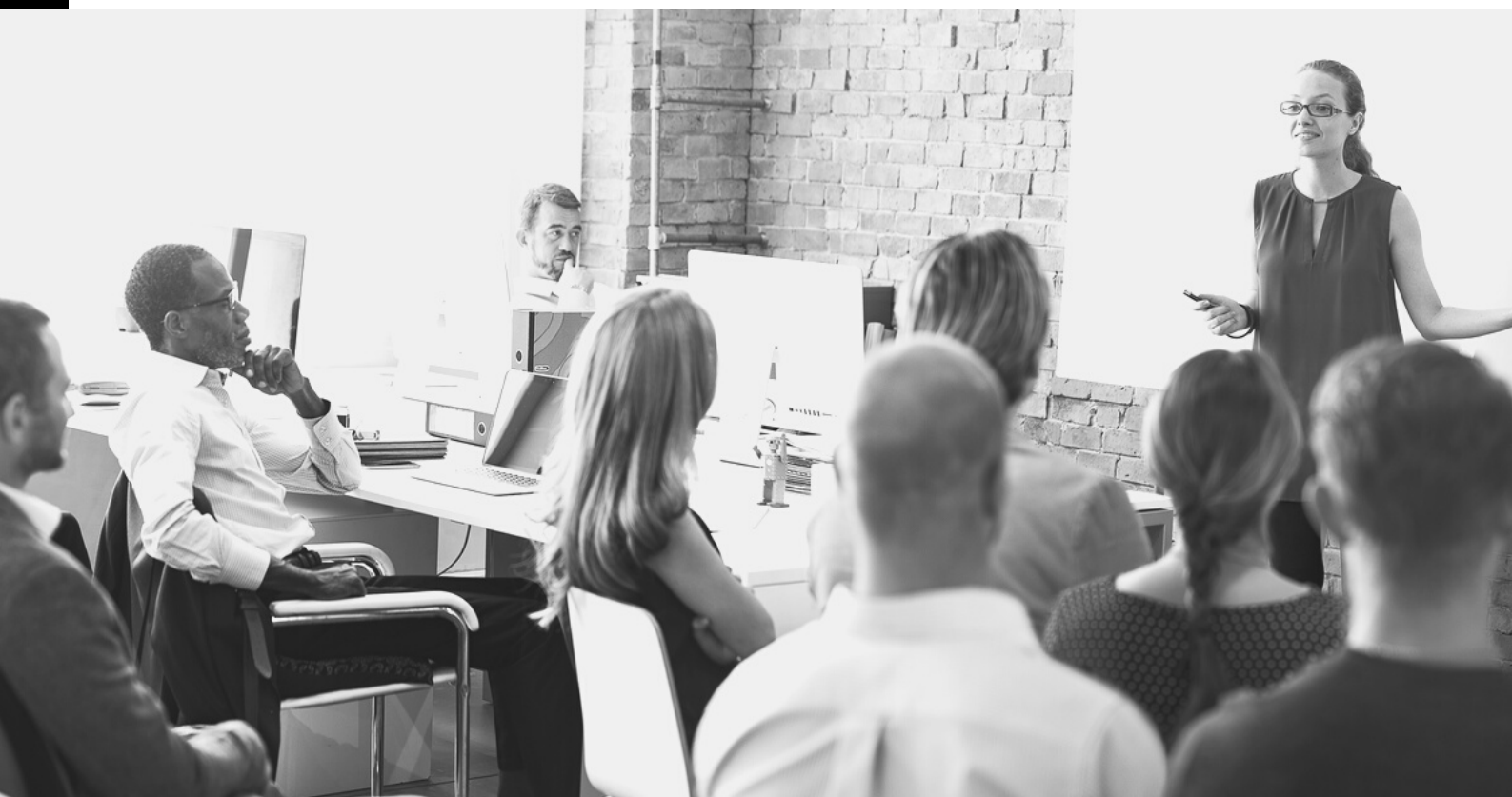
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The City of Sacramento's Minority Business Assistance and Recovery Kickstart (MBARK) program, funded through an ARPA investment, has directly assisted nearly 1,800 small businesses since April 2022 - March 2023.

The program was designed to continue the triage and recovery work Sac IEDC started during the pandemic. This report highlights the deeply involved, grassroots efforts done by the sixteen partner organizations.

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ABOUT MBARK

The Minority Business Assistance and Recovery Kickstart (MBARK) program is based on lessons learned and best practices established through the Sacramento Inclusive Economic Development Collaborative (Sac IEDC).

MBARK was designed to assist the City of Sacramento with uncovering minority business enterprises (MBEs) as well as disadvantaged business enterprises (DBEs) operating within their geographical boundaries but do not regularly engage with public sector staff due to a myriad of reasons including, but not limited to, language barriers, cultural differences, and lack of trust.

Often times, these small business owners do not have the same level of access to business professional services, such as accounting and finance, so they face significant hurdles when establishing their businesses, expanding their operations, and/or diversifying their revenue streams.

MBARK uses in-language and subject matter experts who understand how to meet these businesses where they are and use a culturally aware approach to interact with them and assist jurisdictions with forming deeper connections with their MBEs and DBEs. Meeting them right where they are is the key element.

PARTNER ORGANIZATIONS

03

COMMITMENT STATEMENT:

Sac IEDC has the infrastructure to reach small businesses where they currently are, no matter what stage their business is in or what language they speak. We provide the technical assistance they need and provide them with equal access to programs they might normally be able to participate in. We utilize the ecosystem we have developed and cultivated over the past two years to serve our small business owners in a culturally appropriate setting, making them feel comfortable and connected to the community where they are located. Small business is the fabric of any community and Sac IEDC is committed to support them in every way we can.

TECHNICAL ASSISTANCE PARTNERS:

SACRAMENTO ASIAN PACIFIC CHAMBER OF COMMERCE



SACRAMENTO BLACK CHAMBER OF COMMERCE



SACRAMENTO HISPANIC CHAMBER OF COMMERCE



SACRAMENTO METRO CHAMBER OF CHAMBER



SACRAMENTO SLAVIC AMERICAN CHAMBER OF COMMERCE



HACKER LAB



PBIDS & GEOGRAPHICAL PARTNERS:

DEL PASO BOULEVARD PARTNERSHIP



FLORIN ROAD PARTNERSHIP



FRANKLIN BOULEVARD BUSINESS DISTRICT



GREATER BROADWAY PARTNERSHIP



MACK ROAD PARTNERSHIP



NORTH SACRAMENTO CHAMBER OF COMMERCE



OAK PARK BUSINESS ASSOCIATION



POWER INN ALLIANCE



STOCKTON BOULEVARD PARTNERSHIP



THE RIVER DISTRICT



THE RIVER DISTRICT

BUSINESS COMMUNITY LIAISONS

04

Business Community Liaison (BCL) role was created to build trust and strengthen engagement with minority small business owners who typically do not actively engage with their jurisdictions and often do not seek additional support for a multitude of issues. BCLs conduct culturally and linguistically relevant support to small and minority-owned businesses. Work includes in-language assistance, cultural sensitivity, resource navigation, networking opportunities, and educational workshops.

This type of support fosters inclusivity and economic growth by breaking language barriers, promoting understanding of diverse cultures, connecting businesses with valuable resources, facilitating networking opportunities, and equipping entrepreneurs with essential skills and knowledge.

BCLs play a vital role in building stronger communities, empowering underrepresented businesses, and contributing to the overall success and prosperity of the business community.

2022-23 BUSINESS COMMUNITY LIAISON (BCL) TEAM:

- Amparo Avila-Walker - Power Inn Alliance
- Christopher Shannon - Stockton Boulevard Partnership
- Jessy Flores - Gardenland/Northgate/North Sacramento
- Jisifredo Cosaino - Del Paso Boulevard Partnership
- Laura Grossman - Mack Road Partnership
- Maria Madrigal - Florin Road Partnership
- Maurice Scott - The River District
- Ray Gonzalez - Franklin Boulevard Business District
- Quiche Gonzalez - Greater Broadway Partnership

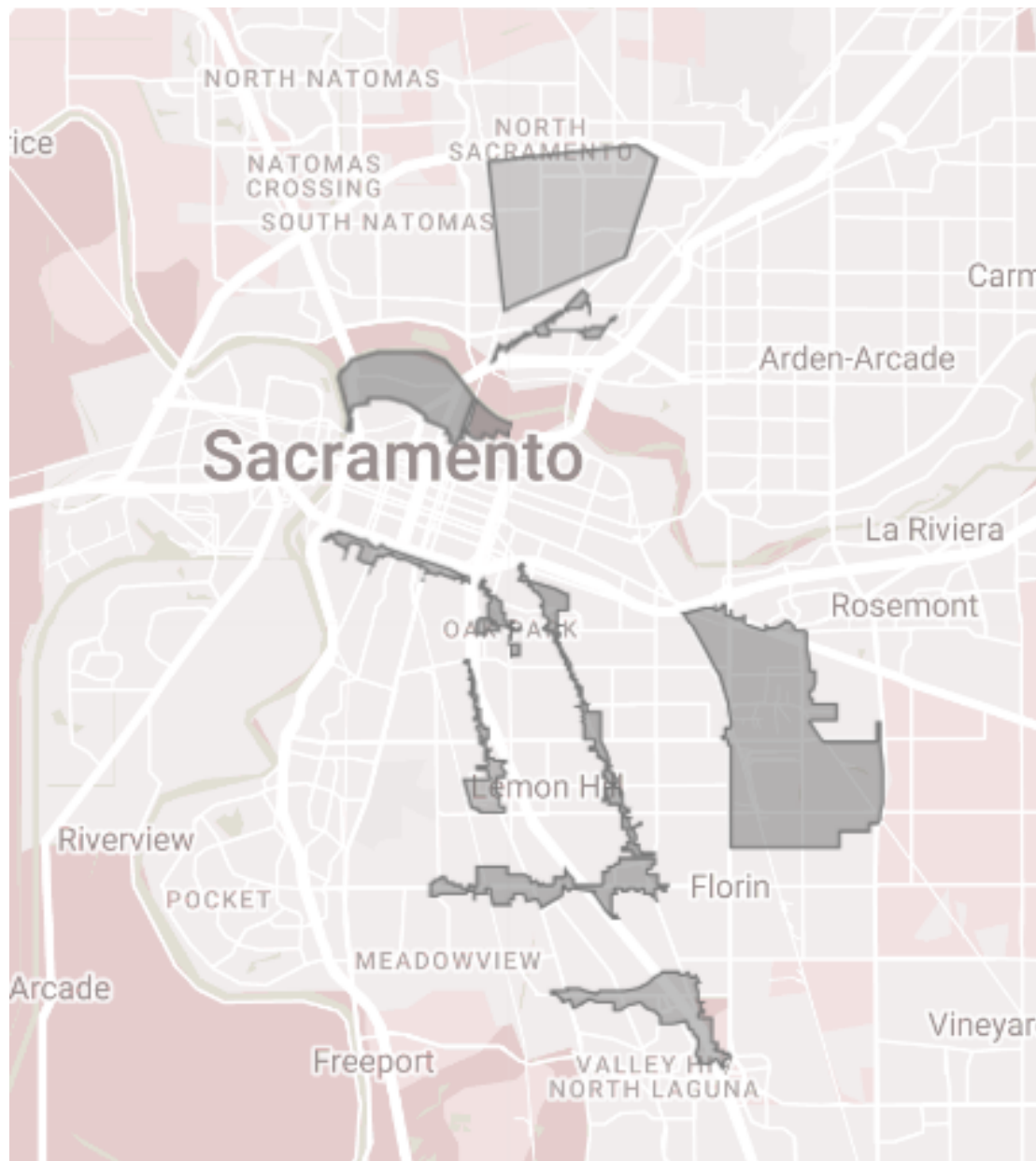
GEOGRAPHICAL CONCENTRATION

05

Business Community Liaison (BCL) Areas of Responsibility

The targeted geographical small business outreach and engagement program was designed to provide real-time, in-language assistance directly to small business owners where they operate. These business owners typically do not have time to attend off-site meetings so the BCL program took the assistance to them. The BCLs spoke Spanish, Tagalog, Vietnamese, Russian, and many times, lived in the enighbors where they were located. This allowed them to connect with small business owners in a way that built trust and rapport.

On the map below, the gray highlighted areas show the qualifying census tract (QCT) areas where the BCLs concentrated their efforts.



BY CITY COUNCIL DISTRICT PROFILES

06



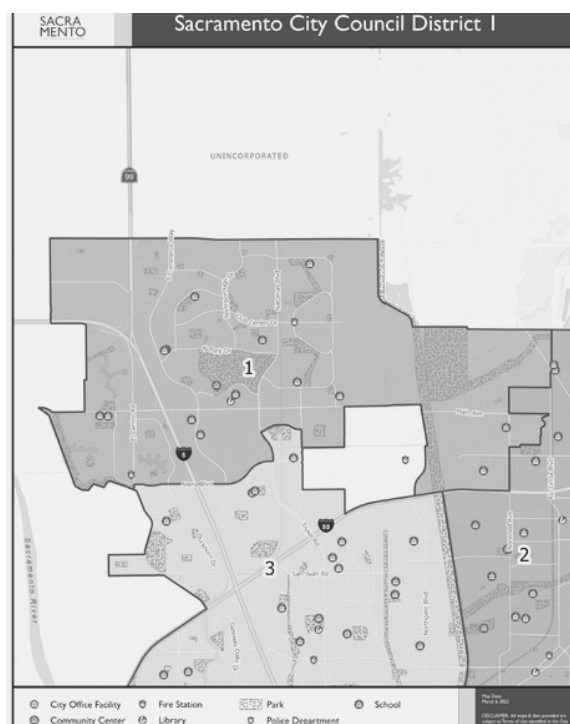
COUNCIL DISTRICT 1 BUSINESS IMPACTS & ASSISTANCE



Sacramento Asian Chamber of Commerce (SACC) serves as the main point of contact for the Sac IEDC MBARK program activities. While D1 has not have a geographically-assigned Business Community Liaison (BCL) who is responsible for working directly with small business owners and addressing the current challenges they face,

SACC serves as the main point of contact for D1 small businesses in need. The MBARK program provides in-language support in Spanish, Vietnamese, Russian, and Ukrainian, as well as other languages as requested.

The MBARK program also provides free 1:1 consulting services to provide additional support for the small business owners and that technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



30

NUMBER OF D1
DIRECT ONE:ONE
BUSINESS CASES



37

NUMBER OF D1
BUSINESS
ENGAGEMENT VISITS



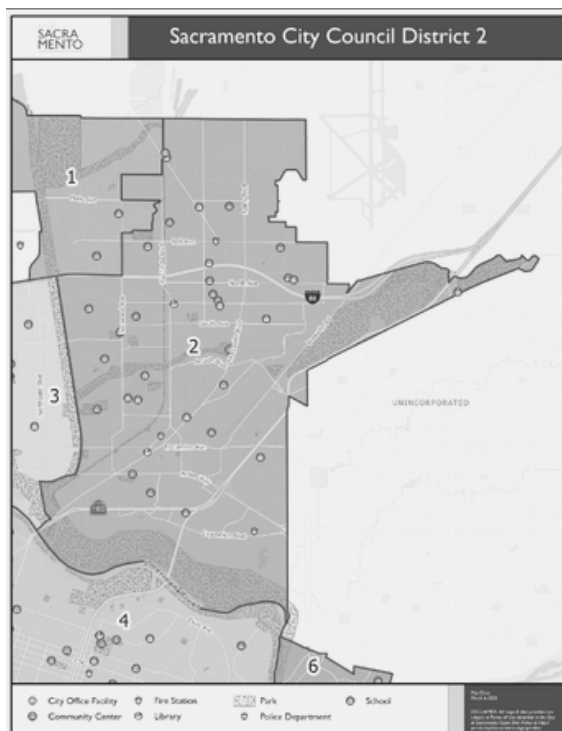
COUNCIL DISTRICT 2 BUSINESS IMPACTS & ASSISTANCE



Del Paso Boulevard Partnership (DPBP) serves as the main point of contact for the Sac IEDC MBARK program activities.

DPBP has been assigned a Business Community Liaison (BCL) who is responsible for working directly with small business owners and addressing the current challenges they face. The Sacramento Hispanic Chamber of Commerce also has a bilingual BCL who works closely with DPBP and also assists in portions of District Two.

The MBARK program also provides free 1:1 consulting services to provide additional support for the small business owners and that technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



41

NUMBER OF D2
DIRECT ONE:ONE
BUSINESS CASES



140

NUMBER OF D2
BUSINESS
ENGAGEMENT VISITS

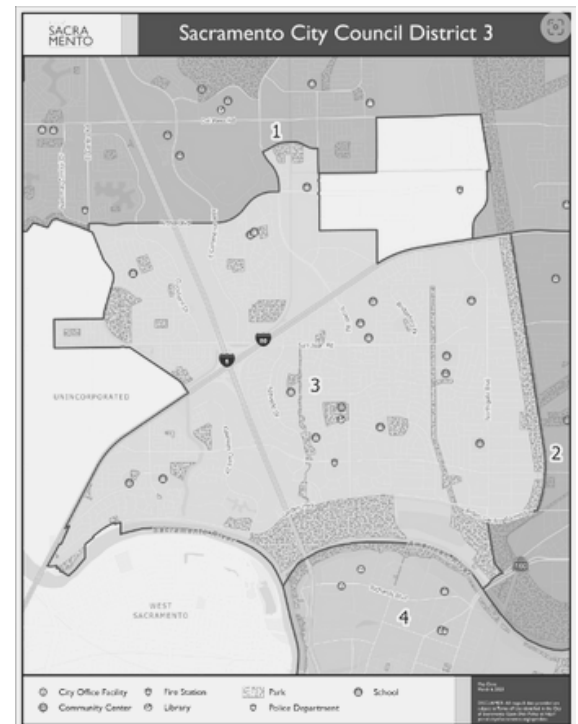


COUNCIL DISTRICT 3 BUSINESS IMPACTS & ASSISTANCE

District 3 has two Sac IEDC partner organizations which serve as the leads for the MBARK program. Sacramento Hispanic Chamber of Commerce (SHCC), led by Cathy Rodriguez Aguire, and the North Sacramento Chamber of Commerce (NSCC), supported by Franklin Burris and Shane Curry.

Jessy Flores serves as the lead Business Community Liaison (BCL) for this area. BCLs work directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues. Flores was one of SHCC's original "promoters" outreach team and has been a tremendous asset for the City's Spanish-speaking businesses.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber. Marketing, digital assistance, and finance support have been the most requested types of assistance through the program.



53

NUMBER OF D3
DIRECT ONE:ONE
BUSINESS CASES



126

NUMBER OF D3
BUSINESS
ENGAGEMENT VISITS



COUNCIL DISTRICT 4 BUSINESS IMPACTS & ASSISTANCE

District 4 has two (2) Property and Business Improvement Districts (PBIDs) which participate in the MBARK program. The River District (TRD) and the Greater Broadway Partnership (GBP).

Maurice Scott serves as the Business Community Liaison for TRD and Quiche Gonzalez serves as the BCL for GBP. As BCLs, they work directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues. The MBARK program also provides free 1:1 consulting services to provide additional support for the small business owners.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber. Marketing, digital assistance, and finance support have been the most requested types of assistance through the program



80

NUMBER OF D4
DIRECT ONE:ONE
BUSINESS CASES



235

NUMBER OF D4
BUSINESS
ENGAGEMENT VISITS



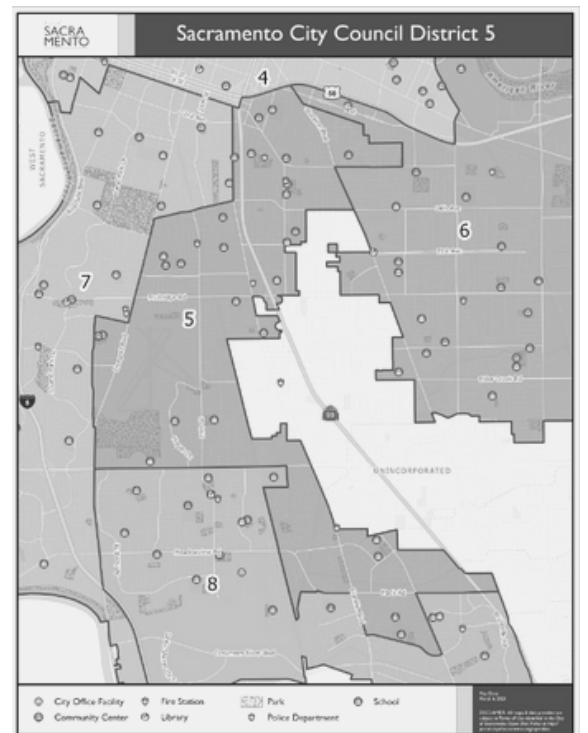
COUNCIL DISTRICT 5 BUSINESS IMPACTS & ASSISTANCE



District 5 has three (3) Sac IEDC partner organizations which participate in the MBARK program. Franklin Boulevard Business District (FBBD), Mack Road Partnership (MRP), and Stockton Boulevard Partnership (SBP) serve as the geographical anchors.

D5 also has five (5) outreach specialists -- Mai Nyguen, who is fluent in Vietnamese, serves as the lead Business Community Liaison (BCL) for Little Saigon; Vincene Jones serves as SBP's Program Lead; Ray Gonzalez, who is fluent in Spanish, serves as FBBD's BCL; Laura Grossman, serves as MRP's BCL; and Chris Shannon serves as SBP's BCL. This team works directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



171

NUMBER OF D5
DIRECT ONE:ONE
BUSINESS CASES



303

NUMBER OF D5
BUSINESS
ENGAGEMENT VISITS



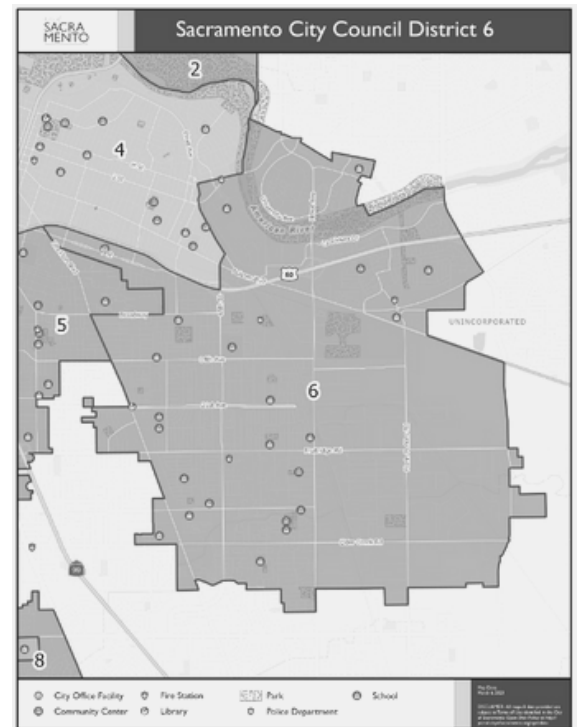
COUNCIL DISTRICT 6 BUSINESS IMPACTS & ASSISTANCE



District 6 has multiple Sac IEDC partner organizations which participate in the MBARK program. Franklin Boulevard Business District (FBBD), Power Inn Alliance (PIA), and Stockton Boulevard Partnership (SBP) serve as the geographical anchors.

D6 also has five (5) outreach specialists -- Mai Nyguen, who is fluent in Vietnamese, serves as the lead Business Community Liaison (BCL) for Little Saigon; Vincene Jones serves as SBP's Program Lead; Ray Gonzalez, who is fluent in Spanish, serves as FBBD's BCL; Amparo Avila-Walker, who is fluent in Spanish, serves as PIA's BCL; and Chris Shannon serves as SBP's BCL. This team works directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



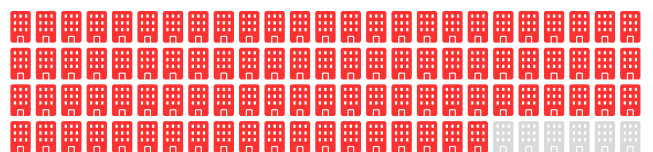
163

NUMBER OF D6
DIRECT ONE:ONE
BUSINESS CASES



437

NUMBER OF D6
BUSINESS
ENGAGEMENT VISITS



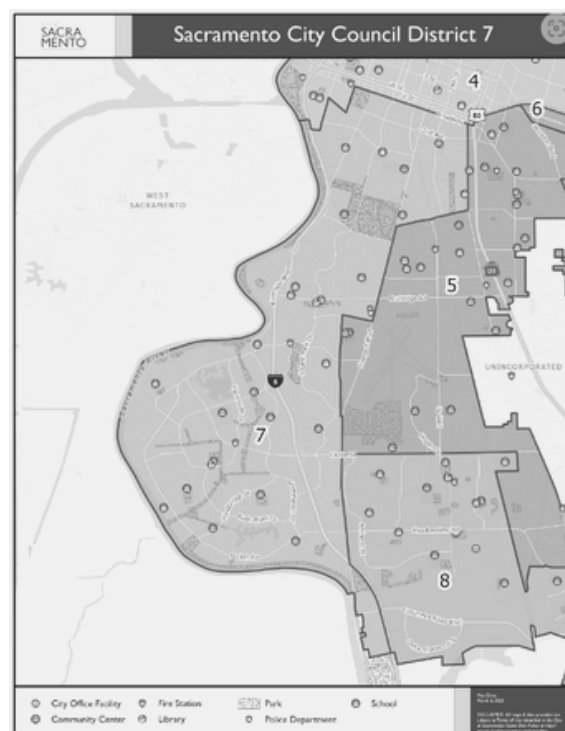
COUNCIL DISTRICT 7 BUSINESS IMPACTS & ASSISTANCE



District 7 has Greater Broadway Partnership (GBP) which participates as a Sac IEDC MBARK partner under the new City Council redistricting map.

D7 had Quiche Gonzalez and Ray Gonzalez, who is fluent in Spanish, serve as BCLs. This team works directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



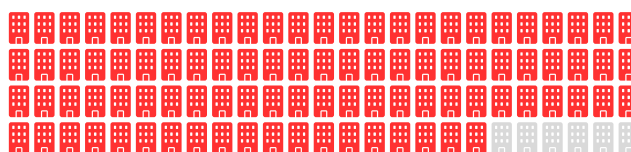
34

NUMBER OF D7
DIRECT ONE:ONE
BUSINESS CASES



26

NUMBER OF D7
BUSINESS
ENGAGEMENT VISITS



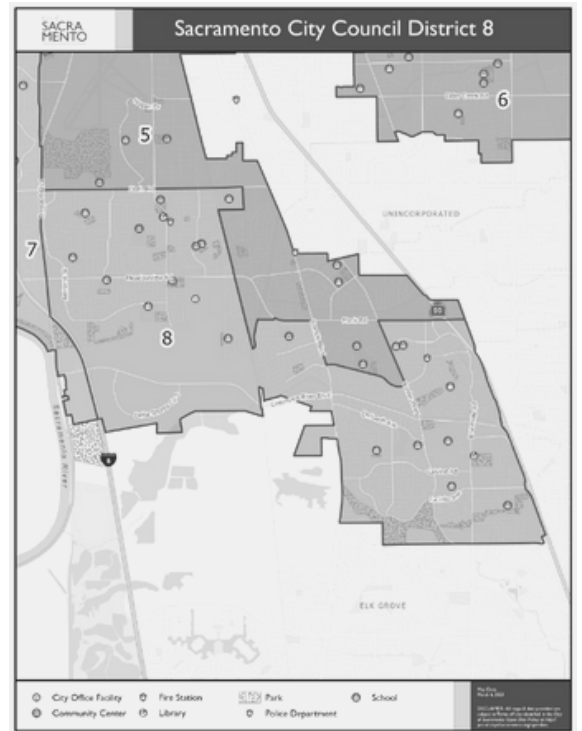
COUNCIL DISTRICT 8 BUSINESS IMPACTS & ASSISTANCE



District 8 has three (3) Sac IEDC partner organizations which participate in the MBARK program. Florin Road Partnership (FRP) and Mack Road Partnership (MRP) serve as the geographical anchors.

D8 also has three (3) outreach specialists -- Mai Nyguen, who is fluent in Vietnamese, serves as the lead Business Community Liaison (BCL) for the Vietnamese-speaking community; Maria Madrigal, who is fluent in Spanish, serves as FRP's BCL; and Laura Grossman, serves as MRP's BCL. This team works directly with the small business owners to identify their challenges and work hand-in-hand to help them resolve issues.

Technical assistance is provided by the following organizations: Sacramento Asian Chamber of Commerce, Sacramento Hispanic Chamber of Commerce, Sacramento Slavic American Chamber of Commerce, Hacker Lab, and Metro Chamber.



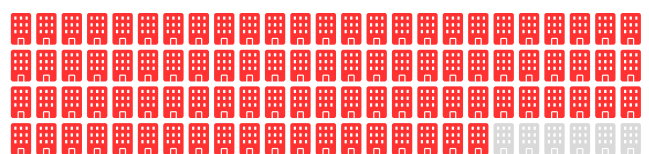
75

NUMBER OF D8
DIRECT ONE:ONE
BUSINESS CASES



96

NUMBER OF D8
BUSINESS
ENGAGEMENT VISITS



AGGREGATE PROGRAM DATA

07

MBARK IMPACT HIGHLIGHTS - TYPE OF ASSISTANCE

1,774

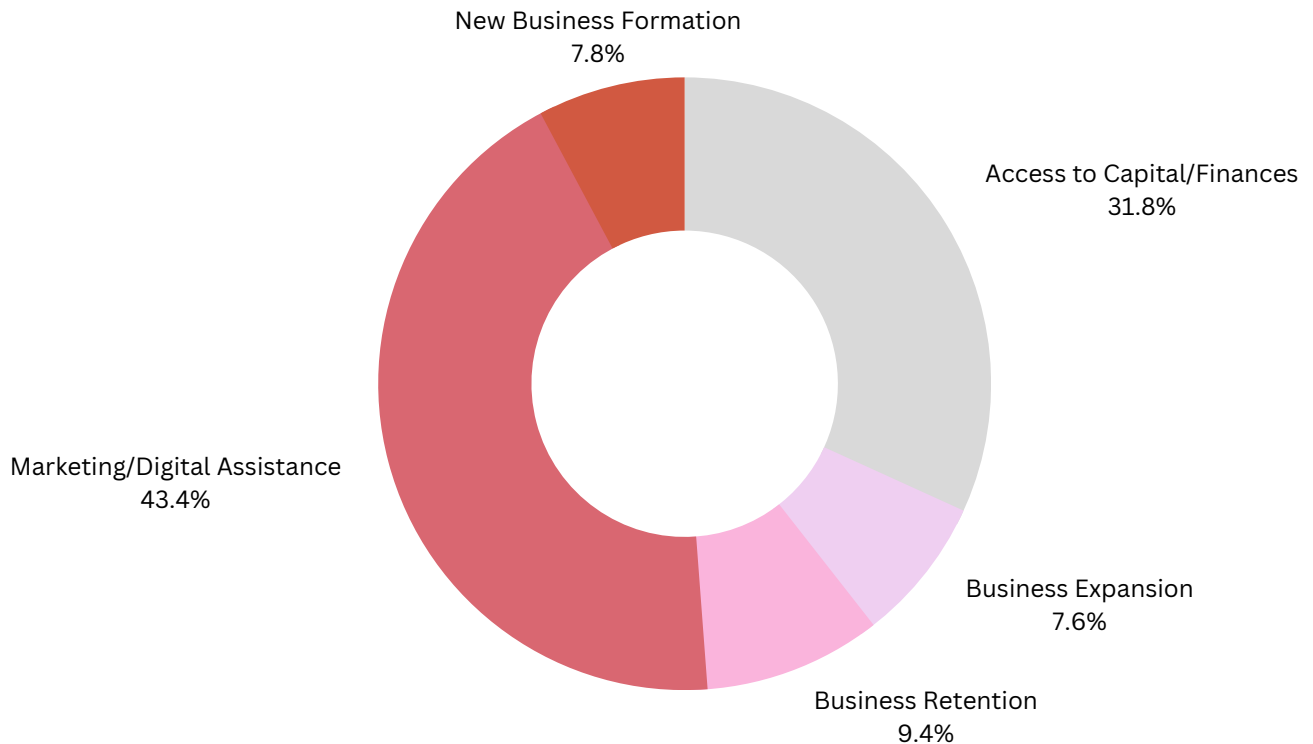
NUMBER OF BUSINESSES ASSISTED

3,298

ONGOING BUSINESS INTERACTIONS

629

BUSINESSES RECEIVING 1;1 ASSISTANCE



New Business Formation: Helped identify new business formation opportunities.
Business Expansion: Assisted existing business to diversify and/or expand their services.
Business Retention: Worked with business to stabilize them so they continue to operate.
Marketing/Digital Assistance: Helped with social media, websites, Google location, etc.
Access to Capital/Finances: Helped with grants, loans, accounting, and other financial needs.

*Data represented above is as of March 31, 2023. Updated figures can be requested at any time. The information includes activities in the following property and business improvement districts (PBIDs): Del Paso Boulevard Partnership, Florin Road Partnership, Franklin Boulevard Business District, Greater Broadway Partnership, Mack Road Partnership, North Sacramento Chamber of Commerce, Oak Park Business Association, Power Inn Alliance, Stockton Boulevard Partnership, and The River District.

Source: Salesforce data as of 04/01/2023

AGGREGATE PROGRAM DATA (CONT.)

MBARK IMPACT HIGHLIGHTS - CASE STATUS

1,774

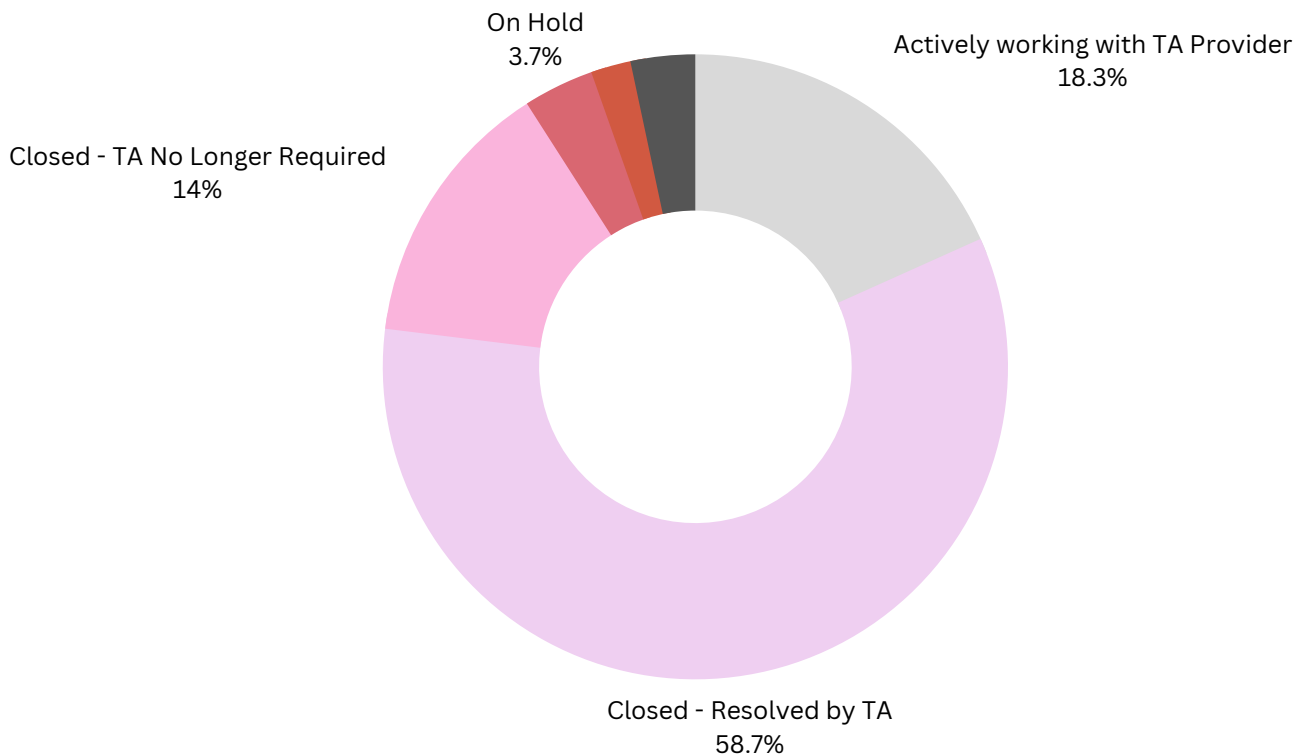
NUMBER OF BUSINESSES ASSISTED

3,298

ONGOING BUSINESS INTERACTIONS

629

BUSINESSES RECEIVING 1:1 ASSISTANCE



Referred to TA Provider: Case was referred to a TA provider

Opened by TA Provider: Case has been opened by TA Provider

Actively Working with TA Provider: Currently being assisted by TA provider

On Hold: Pause of service due to external factors

Closed - Resolved by TA: Case was closed and resolved by TA provider

Closed - TA No Longer Required: Case was closed and not resolved by TA provider

*Data represented above is as of March 31, 2023. Updated figures can be requested at any time. The information includes activities in the following property and business improvement districts (PBIDs): Del Paso Boulevard Partnership, Florin Road Partnership, Franklin Boulevard Business District, Greater Broadway Partnership, Mack Road Partnership, North Sacramento Chamber of Commerce, Oak Park Business Association, Power Inn Alliance, Stockton Boulevard Partnership, and The River District.

Source: Salesforce data as of 04/01/2023

KEY BUSINESS ASSISTANCE OUTCOMES

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WEBSITES CREATED

Sac IEDC TA providers created 20 websites for small business owners and helped to train them on how to maintain them and better market their businesses. TA providers currently still have another 11 websites underway.



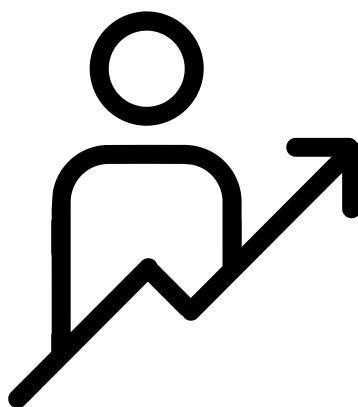
GRANTS SECURED

Business Community Liaisons (BCLs) and TA providers helped 95 small business owners take advantage of the Sac Micro Grants and secured \$237,500 for small businesses with gross revenue of under \$50,000.



SBA ASSISTANCE

BCLs and TA providers assisted with an array of SBA-related funding and application assistance including 40 Economic Injury Disaster Loans (EIDL) and 19 referrals for conventional SBA lending options.



EMPLOYEE ASSISTANCE

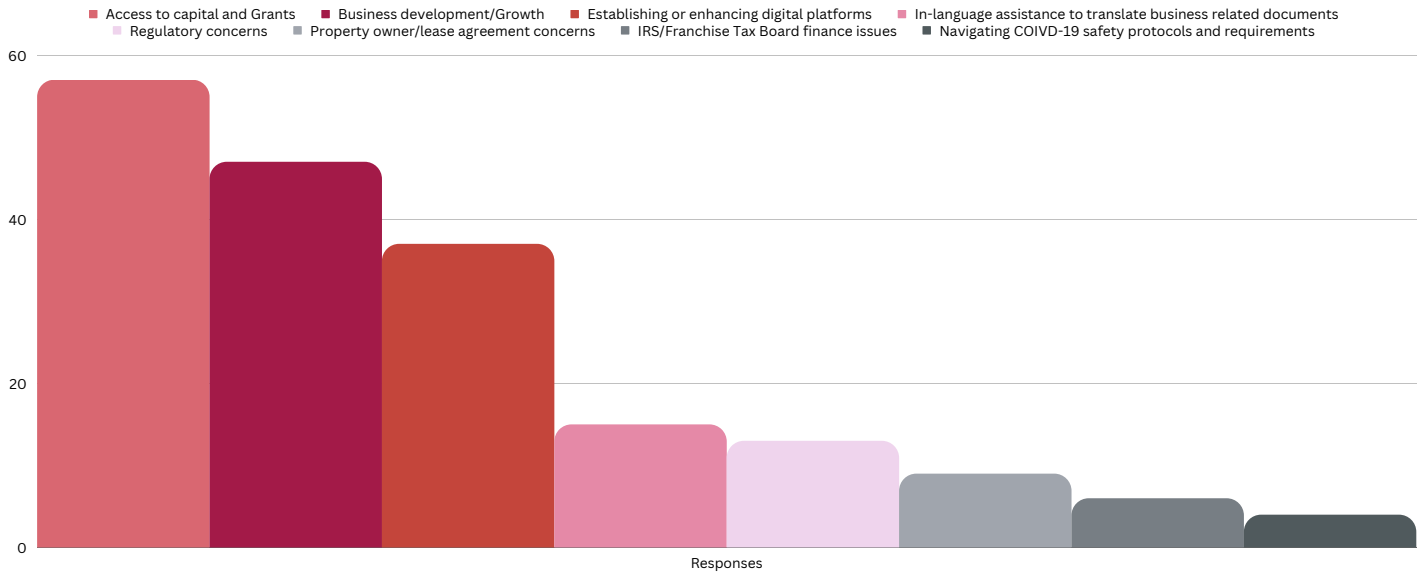
BCLs and TA providers supported small business owners through a multitude of offerings including but not limited to Employee Retention Credit (ERC) which Sac IEDC partners advised 27 businesses with applications.

BUSINESS CONFIDENCE SURVEY RESULTS

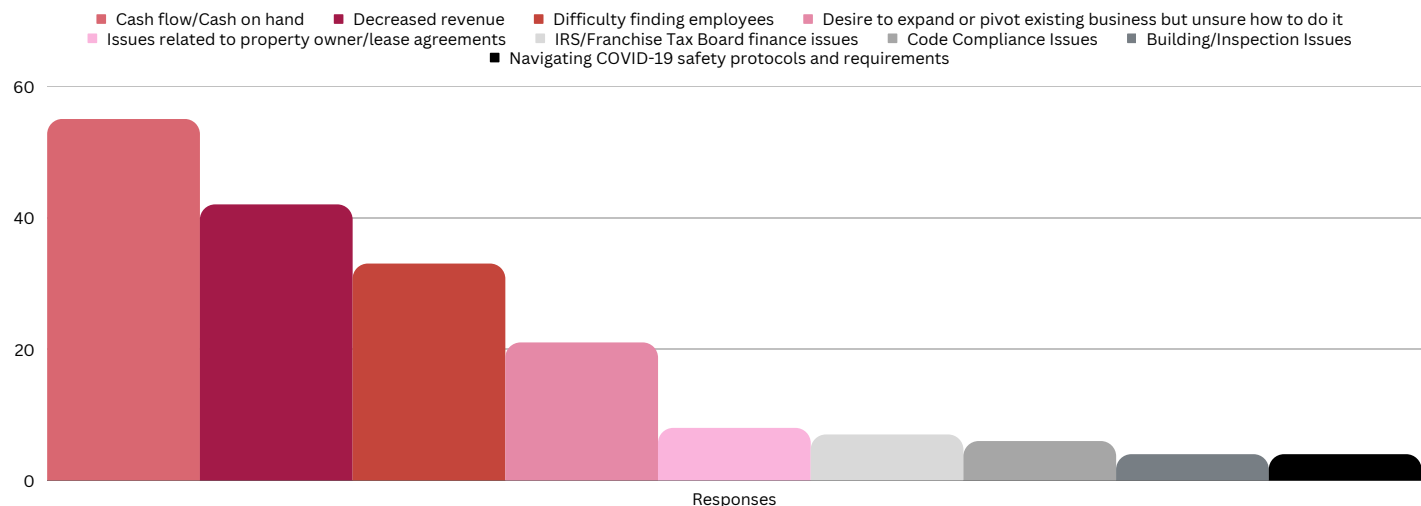
09

Key indicators

When business owners were asked, which of the following programs would best support your business:



When business owners were asked, what are the current challenges your business is currently facing:



Summary

Cash flow and decreased revenue remained the top concern for small business owners in the aging commercial corridors with difficulty finding employees coming in a close second. Businesses in these areas appeared to weather the pandemic storm due to the length of time in business, coupled with the additional resources provided from the Federal, State, and Local agencies.

CITY-RELATED PROGRAMMING OUTREACH

Sac IEDC partners and BCLs worked hand-in-hand to promote City-related programs in their respective geographical areas as well as with technical assistance clients. Together, these partners successfully engaged numerous small business owners, informing them about diverse opportunities to engage in these programs.

Below is a breakdown of impact in the aging commercial corridors, including Sac IEDC partner 1:1 support:

SHOP916:

Shop 916 provides an opportunity to spend and support our local businesses while also conveniently encouraging your network to spend and show a little love for participating shops and restaurants.

Sac IEDC partner 1:1 assistance = 65*

Al Fresco Dining Program:

The Al Fresco Grant Program provides financial assistance to City of Sacramento restaurant owners for construction of Al Fresco dining patios. The reimbursable grant program covers approved expenses to build or expand a permanent dining parklet, parkway, sidewalk cafe, or dining on a private parking/surface lot.

Sac IEDC partner 1:1 assistance = 35*

City of Festivals:

The primary purpose of this Program is to provide support in the form of grants for special events from start-up to self-sufficiency in the Sacramento downtown. Distinction is made between ticketed and free admission special events.

Sac IEDC partner 1:1 assistance = 12*

Façade Improvement Pilot (Del Paso Boulevard):

The purpose of the Façade Pilot is to help the North Sacramento small business and real estate community recover from the negative economic impacts caused by the COVID-19 pandemic. By improving the physical appearance of corridor storefronts.

Sac IEDC partner 1:1 assistance = 45*

Food Justice Program:

The purpose of the grant program is to respond to the negative economic impacts of the COVID-19 public health emergency by providing households and individuals with assistance for food. Specifically, the grant program aims to assist vulnerable communities combat food insecurity by improving access points to healthy and culturally diverse foods; and investing in the local food system.

Sac IEDC partner 1:1 assistance = 16*

**Qualifying Census Tract (QCT) outcomes/results will be available once City programs have been reconciled.*

SMALL BUSINESS HIGHLIGHTS

11

"I've learned so much and more importantly gained confidence in myself. It's so hard to unlearn the messages we receive but MAKEHERS is changing that!!"

*Samantha Mero, Hacker Lab
MakeHERS participant*

"Thank you for helping minority businesses!"

Peter N., Owner of Top Nails

"I met with Vincene and Chris to ask for information regarding special events and any other assistance. They are willing to help guide us through their processes. The BCLs are a great asset for the Boulevard and the Stockton Boulevard Partnership."

*Angelica Aleman, Owner of Simple Tax
Sacramento*

"I walked over and I was able to hand Mr. Elloie some information on Sac IEDC, I explained how he could be helped, and he said he needed assistance with the marketing of his business. I created a case for him and had Max, from Slavic Chamber assist him. Two weeks later I stopped by to ask him how the assistance was coming along, He said," everything is great, the assistance that Max is providing is awesome, he really knows his stuff. I have been waiting to see you to thank you for what you are doing connecting us with resources like this or grant programs, this is really helping me I really appreciate you! I told him I'm happy to help and if there was anything else he needed he could let me know."

*Maria Madgrial, Florin Road
Partnership Business
Community Liaison on behalf of
Mr. Joseph W. Elloie, Owner of
Elloie's Jewelry*



2023 Awards Received by MBARK Program:

June 2023

Award for Merit in Economic Resiliency & Recovery Category

**California Association for Local Economic Development
(CALED)**

June 2023

Champion for Diversity, Equity, and Inclusion Award

Sacramento Business Journal



1610 R Street, Suite 322, Sacramento, CA 95811



www.sac-iedc.org