

Forward Redding Foundation
Final Grant Report
Aug 5, 2020 – Dec 31, 2020
Microenterprise COVID-19 Relief Program

The Forward Redding Foundation (FRF) signed into contract with the County of Shasta (County) to administer grant funding on the County's behalf to local businesses and non-profits that were physically located within Shasta County for the County's COVID-19 response. After the third amendment, a total of \$4 million was appropriated for this grant program.

FRF is the 501(c)(3) Foundation for the Greater Redding Chamber of Commerce (Chamber). The Chamber implemented the Microenterprise COVID-19 Relief Program. They were working with Solid Office Solutions (SOS) to manage other COVID-19 Relief grant efforts and extended that partnership to include the County's COVID-19 response grant. Similarly, FRF had recruited key members of the community to participate on the grant review committee for other COVID-19 Relief grants. The majority of this committee agreed to continue in the same capacity in reviewing the County's COVID-19 response grants. The County COVID-19 Relief Grant committee members included:

Brad Williams, Director of Financial Services, College Options
Jake Mangas, President/CEO, Greater Redding Chamber of Commerce
Jessaca Lugo, Assistant City Manager, City of Shasta Lake
Joe Rodola, Consultant, Shasta Cascade SBDC
Kerry Caranci, Chief Executive Officer, Community Foundation of the North State
Todd Jones, President, Shasta County Economic Development Corporation
Wendi Zanotelli, Executive Director, Smart Business Resource Center

The first focus to implement the County grant was to educate businesses throughout Shasta County about the grant opportunity. The City of Redding had just completed their CARES Act grant program and offered support by sharing their web application and a pre-designed Google sheet to house the electronic applications and grant review committee feedback. The Chamber created a page on their website with a link to the application. <https://reddingchamber.com/shastacountycaresgrant/>

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Advertising and outreach were critical elements of grant implementation. The Chamber marketing staff developed a multi-media approach. Information about the grant was shared on the Chamber's weekly newsletter column "Jakes Takes." This was emailed to Chamber members and made available to all community members on the Chamber Website, Facebook and Instagram platforms. In addition to two Facebook live videos, informational posts were made on Facebook once a week at the beginning of the program, and with less frequency as the program neared its end. On average, social media posts were made once every two weeks. Members also received two e-blasts, and the grant opportunity was discussed at virtual Greeters meetings. The Grant was promoted on TV during KRCR's spotlight of Giff's Steakburger receiving a Redding CDBG COVID-19 Relief grant. Jake Mangas promoted the grant on the weekly "Chamber Spotlight" on KQMS and the monthly "Chamber Hour" on KCNR. Utilizing the Chamber's relationship with Results Radio, the radio station group ran 60-second commercials at no charge during the term of the grant contract. The Chamber CEO wrote and voiced the commercials himself. The production work was also an in-kind contribution by the radio station group. The grant was a highlight for the State of the City on September 23, 2020, with a big announcement at the end of the program. The State of the City was covered and promoted by the City of Redding, KRCR, Action News Now, Record Searchlight and throughout various social media platforms, which was viewed seven thousand (7,000) times. In managing CDBG Grants for Redding, Anderson and Shasta Lake City, the Chamber received applications from businesses who were not eligible for those CDBG grants. All of these applicants received an email from the Chamber educating them about this County grant program with a link to apply.

The Chamber's marketing efforts were successful. By December 5, 2020, 618 applications were received. Once the applications were received, they were first screened for duplicate applications and then reviewed for eligibility which included: business location, date opened, and number of employees. In addition to qualifying applications, FRF was asked to quantify the number of non-profits organizations, and

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the number of businesses located in unincorporated areas of the County. It was important to the Board of Supervisors that businesses located in unincorporated areas of the County be given preference. In addition, special consideration was given to businesses who had applied earlier for the city COVID-19 grants but did not qualify. They were given preference based on their application date. Finally, preference was given to harder hit industries based upon need.

The grants were ready for the Grant Committee on October 16, 2020. Each of the seven committee members reviewed and graded 417 applications individually and then came together on virtual meetings to discuss the applications, their funding recommendations and their final grant amounts. This process was repeated on November 10, 2020 after the third amendment to the grant added an additional \$1 million to the program. During this second round, 169 more applications were reviewed by the committee.

After the committee made their determinations, each applicant received an email notifying them of the committee's decision. If they were being awarded a grant, they were notified of the amount and provided a grant acceptance form and a blank W-9. The grant acceptance form included the following:

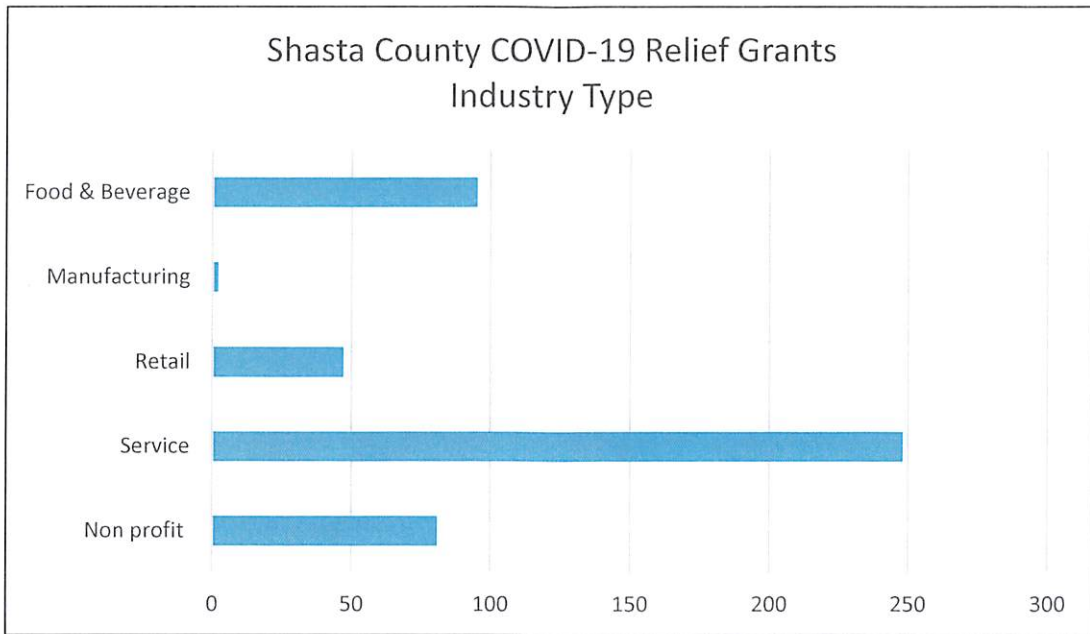
“Grantee-Business Owner” agrees that the funds from the grant will be applied to the needs of the organization in accordance with the assertions made in the application on file with Shasta County. Funding in the amount of \$ XX will be used to support the ongoing efforts of the business. By accepting the Cares Act Grant funds, I agree to comply with the COVID-19 health and safety guidelines put forth by the State of California and the County of Shasta. “

Once the signed W-9 and Acceptance Form were received by the Chamber, a purchase order was processed for FRF to write a check to the business.

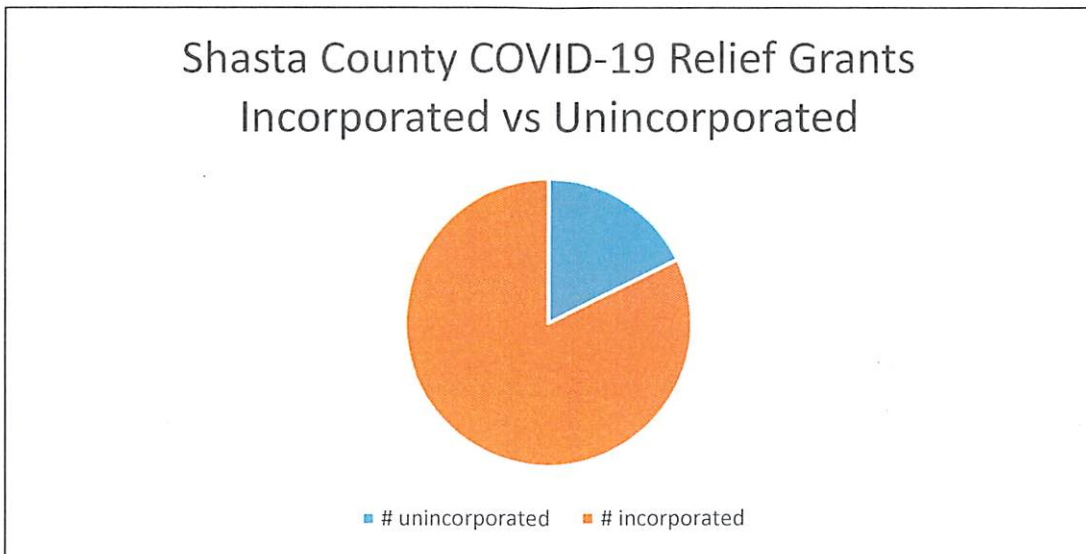
The following is a summary of the grant statistics:

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Four hundred seventy three grants were awarded for a combined total of \$3,840,000. Grants ranged from \$1000 to \$10,000 for each recipient.



Food & Beverage = 95 Manufacturing = 2 Retail = 47 Service = 248 Non-profit = 81



Unincorporated Shasta County = 84 Incorporated = 389

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As of January 14, 2021, there were 102 new applications on the wait list for this grant.

The Forward Redding Foundation did a CPA search for the Single Audit. After interviewing four firms in Shasta County, they hired DH Scott & Co, Certified Public Accountants. The single audit will be completed by the September. 30, 2021 deadline.

Attachments: Grant Acceptance Form, Media Releases

Submitted by: Jake Mangas, President/CEO January 15, 2021

Forward Redding Foundation



From: **Jake Mangas** <jake@reddingchamber.com>

Date: Mon, Sep 21, 2020 at 3:57 PM

Subject: \$3 Million Shasta County Business Grants Program Goes LIVE Tomorrow @ Noon

To: Jake Mangas <jake@reddingchamber.com>

Shasta County and Redding Chamber of Commerce Business Relief Grant Program

The Shasta County and Redding Chamber of Commerce Business Relief Grant Program is funded by the CARES Act and designed to help eligible businesses and nonprofits located in Shasta County with grants up to \$10,000.

\$3 million dollars of funding will be redirected to Shasta County businesses and nonprofits to help meet the immediate needs of those struggling due to the disruption from the Covid-19 pandemic and resulting social distancing requirements.

To qualify, your business or non-profit must:

- Be legally operating in Shasta County
- Have a valid business license and/or Federal Tax ID# for non-profits
- Demonstrate how you have been negatively impacted due to Covid-19
- Have no more than 25 employees including the business owner
- Have been in operation on or before March 4, 2020
- Be in compliance with applicable COVID-19 related mandates set forth by the California Governor as it relates to business operations

Grant applications will be accepted starting September 22, 2020 and will be based on eligibility and need until all funds are dispersed. Awards will be made giving some preference to early submissions and those operating in unincorporated parts of Shasta County.

A committee of community members will review the applications and make selections based on needs and amount requested with the intention to help fund businesses that otherwise would not survive the pandemic.

If you have questions regarding this grant application, please contact Redding Chamber of Commerce president & CEO, Jake Mangas at jake@reddingchamber.com or (530)515-5264.

----- Forwarded message -----

From: **Jake Mangas** <jake@reddingchamber.com>

Date: Mon, Nov 9, 2020 at 10:37 AM

Subject: Chamber Announces Big Potential Increase in Business Grant Program

To: Jake Mangas <jake@reddingchamber.com>

Shasta County Board of Supervisors to Vote on Business Grant Program Allocation Increase of up to \$1 Million Dollars on November 17th

Recognizing the potential adverse effect of being in the most-restrictive purple tier, the Redding Chamber of Commerce has continued to advocate for businesses most vulnerable at this crucial time. As a result, County of Shasta staff is planning to present to the Board of Supervisors a recommendation for additional funding to the Shasta County CARES Business Grants program in the amount of up to \$1 million dollars.

This funding comes on the heels of a \$3 million-dollar allocation made in September to the program, which has been fully utilized and is currently being distributed to 297 for-profit, and 73 nonprofit businesses throughout Shasta County.

The additional funding will help to address the current waiting list as well as any eligible local restaurants, fitness centers, and other business types most affected by the purple tier. The link to the application and eligibility requirements is www.reddingchamber.com/shastacountycaresgrant/.

Finally, at last week's Roadmap to Recovery Advisory Committee meeting, it was decided to send a letter to the State of California requesting that the state change the restrictions on restaurants in the purple tier to allow indoor dining at limited capacity, as is allowed in the red tier. You may recall that restrictions on personal services in the purple tier were recently changed to be identical to restrictions in the red tier. We will continue to be a leading voice for the business community during this pandemic.

Cares Act Business Relief Grant Programs Agreement County of Shasta

_____ asserts the funding received
(Grantee – Business Owner)

from this grant will be applied to the needs of the organization in accordance with the assertions made in the application on file with Shasta County.

Funding in the amount of \$_____ will be used to support the ongoing efforts of the business.

By accepting the Cares Act Grant funds, I agree to comply with the COVID-19 health and safety guidelines put forth by the State of California and the County of Shasta.

SIGNATURE

PRINT NAME

DATE

PRINT NAME OF BUSINESS

CHECK PAYABLE TO (If different than business name)

CHECK MAILING ADDRESS, STREET

CITY, STATE, ZIP

PHONE

EMAIL