



SMALL BUSINESS ROUNDTABLE

NOVEMBER 19, 2020 CONVENING

Hosted by the Assembly
Committee on Jobs, Economic
Development, and the Economy
Assemblymember Sabrina
Cervantes, Chair



Supporting SMALL
strengthens us ALL:
#ShopSafeShopLocal

<https://business.ca.gov/shopsafeshoplocal/calosba-media-toolkit/>



WELCOME AND OVERVIEW

Agenda Item I

AGENDA

- I. Welcome and Overview
- II. Economic Data and the Blueprint for Recovery
- III. Updates on Economic Recovery Programs and Initiatives
- IV. 2021 Federal and State Public Policy Issues
- V. Collecting Discussion Topics for Next Meeting
- VI. Final Comments and Adjournment

NEW PEOPLE JOINING THE CONVERSATION

- Sheneui Weber, Vice Chancellor with the Community College Chancellor's Office (sweber@CCCCO.edu)
- Maral Hernández, San Bernardino County Executive Office (Maral.Hernandez@cao.sbcounty.gov)
- Jennifer De La Mora, Economic Development Agency of San Bernardino County (Jennifer.DeLaMora@eda.sbcounty.gov)

TRACY STANHOFF'S LEADERSHIP RECOGNIZED

The Southern California Minority Supplier Development Council will be honoring Tracy Stanoff at their 36th Annual Leadership Excellence Awards.

<https://www.scmsdc.org/events>

Tracy will receive the Progressive Leader Award on November 19.

Tracy is the President of the American Indian Chamber of Commerce of California.

Earlier this year, Tracy received the 2020 SBA District Director's Award.





ECONOMIC DATA AND THE BLUEPRINT FOR RECOVERY

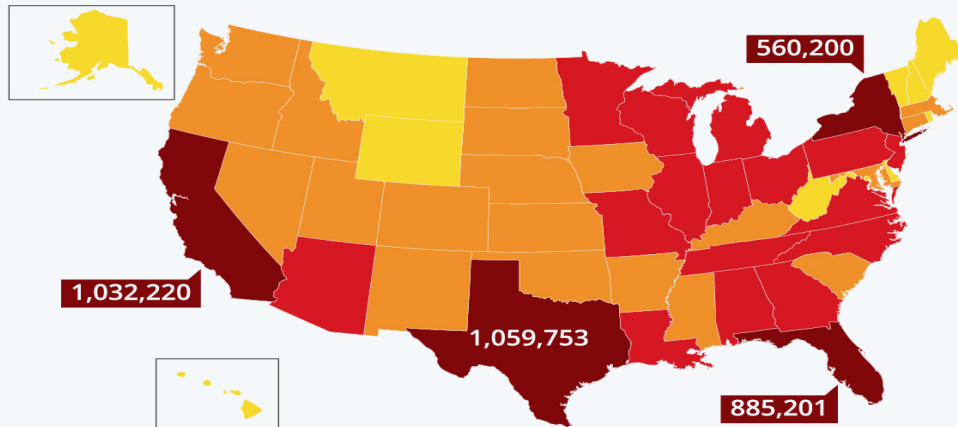
Agenda Item II

TIMELY CHARTS

Confirmed COVID-19 Cases in the U.S.

Number of confirmed COVID-19 cases, by U.S. state*

0-49,999 50,000-199,999 200,000-449,999 450,000+



* as of November 16 at 1:30 AM EDT

Source: Johns Hopkins University



statista

<https://www.statista.com/chart/20978/coronavirus-cases-us-map/>

U.S. Covid-19 Hospitalizations Soar To Record High

Number of people currently hospitalized with Covid-19 in the United States



Source: The COVID Tracking Project



statista

<https://www.statista.com/chart/23477/number-of-people-hospitalized-with-coronavirus-in-the-us/>



California COVID-19 By the Numbers

November 17, 2020

Numbers as of November 16, 2020

COVID-19 Cases

1,037,978 (+8,743)

Fatalities

18,299 (+36)

Ages of Confirmed Cases

113,638	619,702	194,932	108,766	940
0-17	18-49	50-64	65+	Unknown/Missing

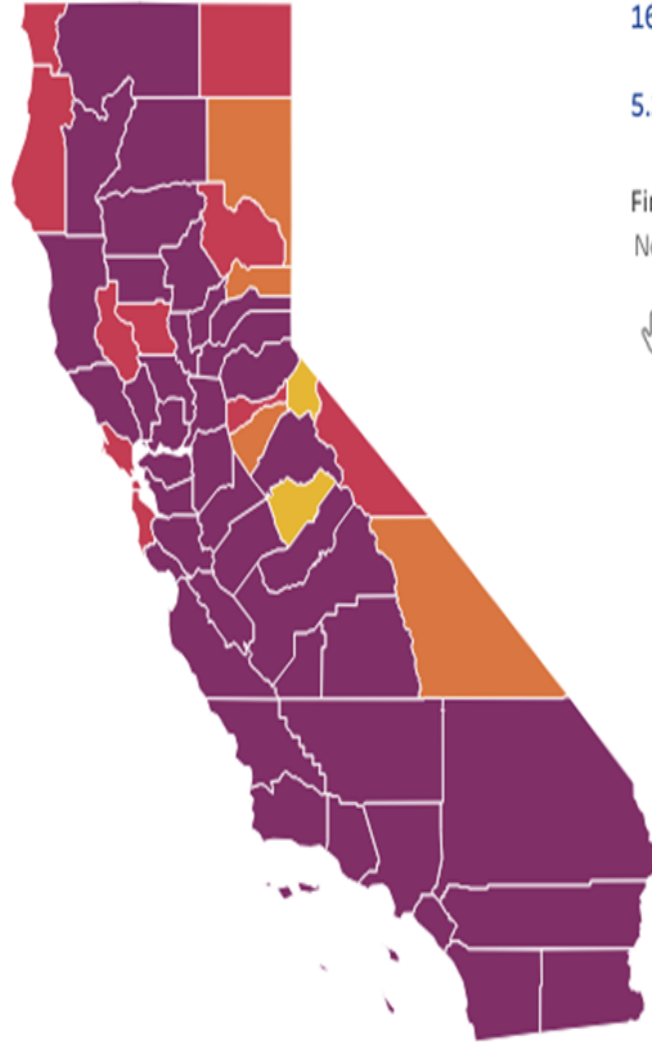
Gender of Confirmed Cases

525,328	504,618	8,032
Female	Male	Unknown/Missing

Hospitalizations

Confirmed COVID-19		Suspected COVID-19	
4,118	1,086	767	120
Hospitalized	in ICU	Hospitalized	in ICU

Your actions save lives.
covid19.ca.gov



Statewide metrics

16.5 New COVID-19 positive cases per day per 100K

5.2% Positivity rate

Find a county

No items highlighted



Click on the map for updated metrics

- Widespread
- Substantial
- Moderate
- Minimal

BLUEPRINT FOR REOPENING

❑ State's 4-Tier reopening index - Tier 1 (purple) has the most restrictions and Tier 4 (yellow) has the fewest: <https://covid19.ca.gov/safer-economy/>

❑ Restrictions Under Each Tier: https://www.cdph.ca.gov/Programs/CID/DCDC/CDPH%20Document%20Library/COVID-19/Dimmer-Framework-September_2020.pdf

❑ Equity Metric – New Part of Blueprint: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/CaliforniaHealthEquityMetric.aspx>

❑ Updated Industry Guidance: <https://covid19.ca.gov/industry-guidance/>

❑ Safely Making Web Platform: <https://www.safelymakingca.org/>

❑ Shop Safe Shop Local: <https://business.ca.gov/shopsafeshoplocal/>

	Higher Risk → Lower Risk of Community Disease Transmission***			
	Widespread Tier 1	Substantial Tier 2	Moderate Tier 3	Minimal Tier 4
Measure				
Adjusted Case Rate for Tier Assignment** (Rate per 100,000 population* excluding prison cases^, 7 day average with 7 day lag)	>7	4-7	1-3.9	<1
Testing Positivity^ (Excluding prison cases^, 7 day average with 7 day lag)	>8%	5-8%	2-4.9%	<2%

DATA POINTS

FEDERAL Unemployment – 6.9% (October 2020)

- ❖ US nonfarm payroll employment increased by 638,000 in October 2020, and the unemployment rate fell to 6.9% (down 1% from the prior month).
- ❖ The comparable April 2020 unemployment rate for the US was 14.7%.
- ❖ Nonfarm employment in October 2020 was below its February level by 10.1 million.
- ❖ Unemployment rates declined in October for adult men (6.7%), adult women (6.5%), Whites (6.0%), Asians (7.6%), Hispanics (8.8%), and Blacks (10.8%).

CALIFORNIA Unemployment – 11% (September 2020)

- ❖ Total nonfarm employment in California for August 2020 was 16.6 million, reflecting an increase of 96,000 jobs from the prior month.
- ❖ California has gained back over 30% of the 2.6 million jobs lost in March and April 2020.
- ❖ California reported over 2 million unemployed individuals for the month of September 2020.
- ❖ 37,000 initial UI and Pandemic Unemployment Assistance (PUA) claims were filed for the week ending November 7.
- ❖ 10.1 million initial UI and PAU claims were filed between March 14 and week of October 31, 2020.
- ❖ \$107 billion paid to out of work Californians since start of pandemic.

EARLY STAGE IMPACTS OF COVID-19 ON SMALL BUSINESSES

The Stanford Institute for Economic Policy Research published a working paper by Robert Fairlie in May 2020, *The Impact of Covid-19 on Small Business Owners: Evidence of Early-Stage Losses from the April 2020 Current Population Survey*.

<https://siepr.stanford.edu/research/publications/impact-covid-19-small-business-owners-evidence-early-stage-losses-april-2020>

“The number of active business owners in the United States plummeted by 3.3 million or 22% over the crucial two-month window from February to April 2020. The drop in business owners was the largest on record, and losses were felt across nearly all industries and even for incorporated businesses.

African-American businesses were hit especially hard experiencing a 41% drop. Latinx business owners fell by 32%, and Asian business owners dropped by 26%. Simulations indicate that industry compositions partly placed these groups at a higher risk of losses.

Immigrant business owners experienced substantial losses of 36%. Female-owned businesses were also disproportionately hit by 25%.

These findings of early-stage losses to small businesses have important policy implications and may portend longer-term ramifications for job losses and economic inequality.”

IMPACTS OF COVID-19 ON SMALL BUSINESS OWNERS (FEB THROUGH JUNE 2020)

“The Impact of COVID-19 on Small Business Owners: Evidence from the First Three Months after Widespread Social Distancing Restrictions,” by Dr. Robert Fairlie, published in August 2020 in the *Journal of Economics and Management Strategies*

TABLE 2 Number of active business owners by demographic group

Group	Feb. 2020 Number	Apr. 2020 Number	May 2020 Number	June 2020 Number	Feb.–Apr. change		Feb.–May Percent	Feb.–June Percent
					Number	Percent		
Total	15,012,692	11,710,360	12,809,946	13,794,081	–3,302,331	–22	–15	–8
Female	5,389,399	4,048,205	4,517,965	4,876,392	–1,341,194	–25	–16	–10
Male	9,623,293	7,662,156	8,291,981	8,917,689	–1,961,137	–20	–14	–7
Black	1,079,116	637,769	798,668	872,717	–441,347	–41	–26	–19
Latinx	2,070,896	1,412,925	1,668,254	1,855,026	–657,971	–32	–19	–10
Asian	888,528	657,896	700,393	798,811	–230,632	–26	–21	–10
White	10,553,415	8,761,531	9,373,304	10,001,462	–1,791,884	–17	–11	–5
Immigrant	3,120,275	2,009,597	2,329,820	2,545,926	–1,110,677	–36	–25	–18
Native	11,892,417	9,700,763	10,480,126	11,248,155	–2,191,654	–18	–12	–5

Note: Estimates are from Current Population Survey (CPS) microdata.



UPDATES ON ECONOMIC RECOVERY PROGRAMS AND INITIATIVES

Agenda Item III



FOCUS AREAS

- ❑ Economic Recovery Initiatives
- ❑ Small Business Saturday and #GetDigitalCA
- ❑ Strategies to improve program delivery

SPEAKERS — AGENDA ITEM III

- ❑ Toni Symonds, JEDE Committee, will facilitate a discussion.
- ❑ Sheneui Weber, Vice Chancellor for Workforce and Economic Development Division at the California Community Colleges Chancellor's Office (needs to leave by 3:00)
- ❑ Lisa Countryman-Quiroz with Jewish Vocation Services
- ❑ Dennis Sonney with CMTC
- ❑ Tracy Stanhoff with the American Indian Chamber of Commerce of CA
- ❑ Bianca Blomquist with Small Business Majority
- ❑ Heidi Pickman with CAMEO
- ❑ Claudia Viek with Invest in Women Entrepreneurs and the California Women's Business Center Network

Other roundtable participants are encouraged to also share their priorities and experiences.

WHAT ARE SOME KEY RECOVERY CHALLENGES?

- ❑ Small businesses, especially women- and BIPOC-owned businesses, must be a priority in the state's recovery efforts. Data continues to suggest these businesses are having the greatest challenges in accessing technical and financial assistance.
- ❑ Many small businesses are concerned about being able to meet re-opening health and safety protocols. It is difficult to keep-up on changes and the wording can be too vague.
- ❑ Small businesses are concerned about being sued by employees and customers for being exposed to COVID-19.
- ❑ Small businesses face many challenges in accessing sufficient amounts of PPE, as well as paying for higher and ongoing additional costs of operation during the pandemic.
- ❑ With traditional procurement outreach methods on hold, small businesses are finding it difficult to meet prime contractors who may be bidding on state contracts.

Signed on November 16, 2020, the Regional Comprehensive Economic Partnership (RCEP) is comprised of the 10 ASEAN states, plus China, Japan, South Korea, Australia, and New Zealand.

The RCEP is generally viewed as a vehicle to expand China's influence in the region.

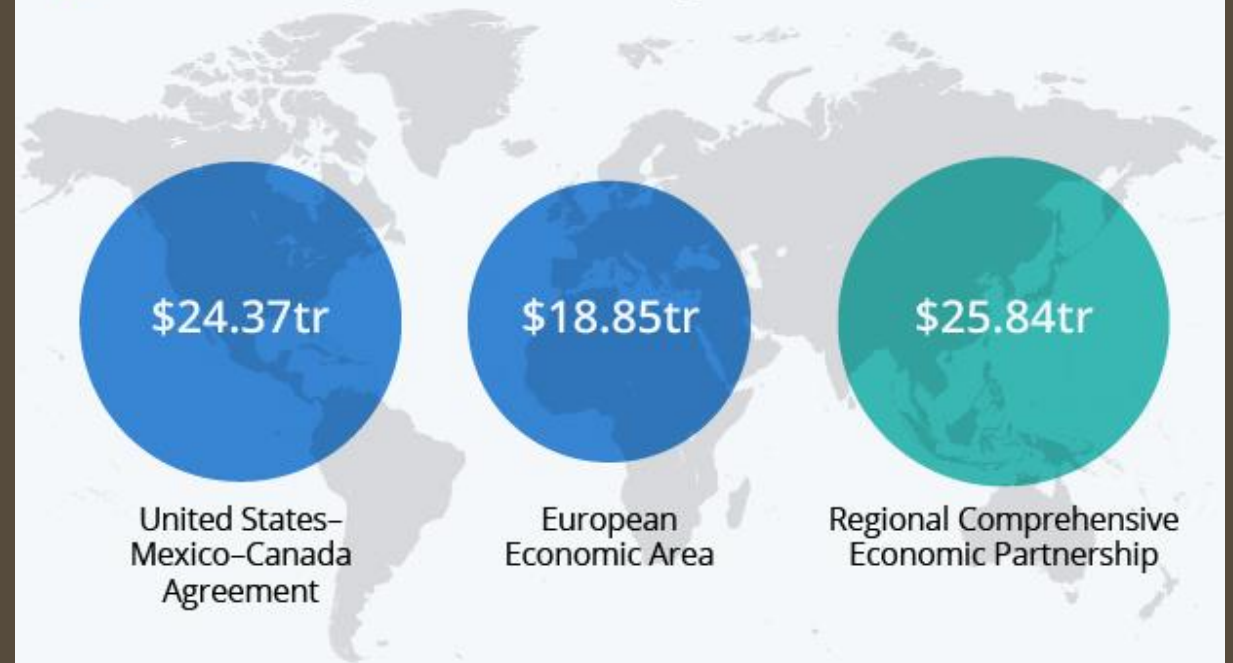
The 2019 GDP of countries included within the RCEP represent nearly 1/3 of global GDP, which is greater than the economic activity covered under the USMECA agreement.

The RCEP covers more people than any previous trade agreement. China represents 1.4 billion of the roughly 2.2 billion people united in the RCEP.

(ASEAN States: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.)

RCEP: Asia-Pacific Forms World's Largest Trade Bloc

Total 2019 GDP of member countries of selected regional free trade agreements



Source: World Bank



statista

STAKEHOLDER UPDATES

- ❑ Small Business Majority and CAMEO are helping to launch **California Rebuild Fund**.
bblomquist@smallbusinessmajority.org hpickman@cameonetwork.org
- ❑ Vice Chancellor Sheneui Weber will be presenting, **Supporting Recovery through Entrepreneurship Training** sweber@CCCCO.edu
- ❑ Heidi Pickman, CAMEO, will be discussing their **Sacramento Regional Member meeting** on December 8, 2020, at 3:00 pm.
 - ❑ Invite: <https://us02web.zoom.us/meeting/register/tZlkfuihqjkqHNSIfNc-TMd1XcO2la8jMuQe>
 - ❑ Contact: hpickman@cameonetwork.org
- ❑ The Future of Work Commission <https://www.labor.ca.gov/labor-and-workforce-development-agency/meetings/>

LEVERAGING COMMEMORATIVE MONTHS

- November is Native American Heritage Month (<https://www.nativeamericanheritagemonth.gov/>)
- National Apprenticeship Week was November 8 to 14 (<https://www.apprenticeship.gov/national-apprenticeship-week>)
- Global Entrepreneurship Week is November 16 to 22 (<https://www.genglobal.org/gew>)
- Small Business Saturday is November 28, 2020.
 - GO-Biz is hosting Digital Pop-Up Festivals, E-Commerce Boot Camps, and Online Resources <https://business.ca.gov/advantages/small-business-innovation-and-entrepreneurship/get-digital-ca/>
 - Many organizations are hosting or helping to promote Holiday Gift Guides, including [Small Business Majority](#), [REDF](#), and the [Inland Empire Chamber of Commerce](#).

California Community Colleges Chancellor's Office

Economic and Workforce Development

November 19, 2020

Supporting Recovery through Training

- Entrepreneurship Training/Social Enterprises
- Foundational Digital Skills
- Serving Adult Learners
- Short-term Workforce Training

JVS

Bookkeeping Services for Small Businesses and Entrepreneurs

Need bookkeeping support for your business?

Looking for help prepping your books tax season?



Are you a small businesses owner who needs project-based or part-time bookkeeping support? Do you need some help getting your books in order but don't want to pay huge fees? We can help!

We've developed an innovative program to support small businesses and entrepreneurs with their bookkeeping and accounting needs, while also providing hands-on learning opportunities for newly trained bookkeepers from underserved communities. In our model, an experienced Accounting Manager who specializes in assisting small businesses will work with you to understand and meet your business needs, while our bookkeeping students shadow and support the Accounting Manager and build necessary hands-on skills for their future.

Fees are calibrated on a sliding scale. For as little as \$100 per project, you'll get:

- An initial meeting with a seasoned Accounting Manager to assess the needs of your business
- A reviewed and reconciled set of books
- A 6-month cash-flow forecast
- Support in preparing backup documentation for PPP forgiveness application (as applicable)
- The chance to support a newly-trained bookkeeper in building the skills they need to get their dream job

This program offers the opportunity to meet your business needs while supporting someone looking to build their future. *Let's build back better, together. Fill out [this form](#) to let us know you're interested.*

Eligibility

- In business less than 5 years
- Annual revenue of less than \$500,000/year
- Priority given to minority-owned and women-owned businesses

More Information

jvs.org/bookkeeping

CA SMALL BUSINESS LOAN GUARANTEE PROGRAM

Small Business Finance Center at the IBank - \$100 million loan guarantee to support California Small Business Loan Guarantee Program, including a Disaster Relief Loan Guarantee <https://www.ibank.ca.gov/small-business/disaster-relief/>

- Program expanded to include businesses from 1 to 750 employees with a maximum loan guarantee of \$1 million.
- 13 lenders participating <https://www.ibank.ca.gov/small-business/participating-lenders/>
- Small businesses can access the program by contacting the lenders directly, as well as by contacting the Small Business Financial Development Corporations.
- **Monthly update on guarantee loan activity, filed under the “Small Business Finance Center Report”** <https://ibank.ca.gov/news-publications/publications/>

CALIFORNIA REBUILD FUND

Small Business Majority (SBM) and CAMEO, as members of the CASE Taskforce, are hoping that small business stakeholders can collaborate with them to ensure that small businesses in every community become aware of the California Rebuild Fund backed by \$25 million from the IBank Small Business Finance Center and private sector capital.

Since the last update:

1. They have held a Train the Trainer event on October 1, 2020.
2. They have held a webinar with small business owners.

At today's roundtable meeting, they are interested in getting feedback from the events, answering questions, and inviting stakeholders to future events.

CAMEO is working with CDFIs across the state to get them plugged into the California Rebuild Fund, and SBM is managing the business organization and business owner facing outreach.

The Fund is expected to launch in October and CASE is hosting a number of events to make sure information about this product spreads quickly. Please visit: <https://ibank.ca.gov/small-business/california-rebuilding-fund/#/>.

NEW PROGRAMS APPROVED AND STILL BEING DEVELOPED

- \$10 million Social Entrepreneurs for Economic Development initiative to assist economically disadvantaged groups who face significant barriers to employment, including, but not limited to, individuals with limited English proficiency.
 - While being administered by the California Workforce Development Board, the California Labor Agency is taking the lead in developing the program.
- Climate Catalyst Revolving Loan Program at the IBank.
 - Funding will be provided through non-state governmental entities and private sources.
 - The Strategic Growth Council will advise the Legislature on categories to fund, and a report on the projects funded will be annually presented to the Legislature.
- Are there other programs we should be tracking?



2021 FEDERAL AND STATE PUBLIC POLICY ISSUES

Agenda Item IV

FOCUS AREAS

- Public Policy Priorities for 2021
- Presidential Transition Memos
- Recommendations from Reports

Photo by Ivan Bertolazzi from Pexels



THINK
ABOUT
THINGS
DIFFERENTLY

SPEAKERS — AGENDA ITEM IV

- ❑ Toni Symonds, JEDE Committee, will facilitate this discussion.
- ❑ Phil Vermeulen with Coalition of Small and Disabled Veteran Businesses
- ❑ Heidi Pickman with CAMEO

Advocates are encouraged to share their 2021 Federal and State Priorities

WHO IS WORKING ON WHAT?

- ❑ Coalition of Small and Disabled Veteran Businesses is working on a micro-enterprise designation for public works projects AND update to workforce credit of the Target Area Procurement Preference. Phil@pvgov.com
- ❑ CAMEO has a preliminary proposal to reallocate unused small business funds. pickman@cameonetwork.org
- ❑ JEDE is initiating a work group on longer term certifications and their role in the state's economic recovery and building back better. Toni.Symonds@asm.ca.gov
- ❑ CAMEO is organizing around the US Presidential Executive Order 13950. hpickman@cameonetwork.org
- ❑ **At the December Meeting** - Manie Grewal, REDF, will discuss the policy recommendation memo they sent to the President Elect's transition team advocating for the inclusion of employment social enterprises as part of a national economic recovery strategy.
 - ❑ Document: https://redf.org/wp-content/uploads/REDF-Policy-Memo_FINAL.pdf
 - ❑ Contact: mgrewal@redf.org

NEW FEDERAL EXECUTIVE ORDER 13950 - COMBATING RACE AND SEX STEREOTYPING

[HTTPS://WWW.DOL.GOV/AGENCIES/OFCPP/FAQS/EXECUTIVE-ORDER-13950#Q6](https://www.dol.gov/agencies/ofccp/faqs/executive-order-13950#Q6)

- The executive order became effective immediately when it was signed on September 22, 2020. The provisions will apply to contracts entered into 60 days after the date of the executive order (November 21, 2020). The prohibition applies to federal contractors and subcontractors.
- According to the FAQ, (https://www.dol.gov/agencies/ofccp/faqs/executive-order-13950?utm_campaign=&utm_medium=email&utm_source=govdelivery) unconscious or implicit bias training is prohibited to the extent it teaches or implies that an individual, by virtue of his or her race, sex, and/or national origin, is racist, sexist, oppressive, or biased, whether consciously or unconsciously.

Training is not prohibited if it is designed to inform workers, or foster discussion, about pre-conceptions, opinions, or stereotypes that people—regardless of their race or sex—may have regarding people who are different, which could influence a worker’s conduct or speech and be perceived by others as offensive.

- Executive Order 13950 Landing Page: https://www.dol.gov/agencies/ofccp/executive-order-13950?utm_campaign=&utm_medium=email&utm_source=govdelivery

NEW FEDERAL EXECUTIVE ORDER 13950 (CONTINUED)

- ***Newly issued Request For Information regarding federal contractor and subcontractor training, workshops, or similar programming provided to employees:***

<https://www.federalregister.gov/documents/2020/10/22/2020-23339/request-for-information-race-and-sex-stereotyping-and-scapegoating>

- ***OFCCP Complaint Hotline to Combat Race and Sex Stereotyping:***

https://www.dol.gov/agencies/ofccp/contact?utm_campaign=&utm_medium=email&utm_source=govdelivery

- ***Federal Contract Compliance Manual:***

https://www.dol.gov/agencies/ofccp/manual/fccm?utm_campaign=&utm_medium=email&utm_source=govdelivery

2021 LEGISLATIVE CALENDARS ARE AVAILABLE

December 7 – Members sworn-in

January 4 – Legislature reconvenes

January 10 – Budget must be submitted by Governor

January 22 – Last day to submit bill requests to the Office of Legislative Counsel

February 19 – Last day for bills to be introduced

March 25 to April 5 – Spring Recess

April 30 – Last day for policy committees to report bills to the fiscal committee

May 7 – Last day for policy committees to report non-fiscal bills to the floor

May 25 – Last day for fiscal committees to report fiscal bills to the floor

CARRYOVER LEGISLATION

- ❑ Bills in pink did not make it through the legislative process
- ❑ Bills in red were vetoed by the Governor

Bear Logo is from GO-Biz podcast, “Made in California” <https://soundcloud.com/user-926344289>



ASSEMBLY BILLS THAT DID NOT PASS IN 2019-20

- AB 1457 (Cervantes, Reyes) Training Pilot Project to Address Regional Skill Gaps
- AB 1968 (Ramos) Tribal Land Acknowledgment Act of 2020
- AB 2621 (Mullin) Regional Climate Networks
- AB 3056 (Gonzales) Warehouse and Distribution Centers
- AB 3124 (Aguiar-Curry) Refugee Social Services
- AB 3205 (Salas) Regions Rise Together Grant
- AB 3216 (Kalra and Gonzalez) Return Rights for Furloughed Workers
- AB 3307 (E. Garcia and Cervantes) Manufacturing Disaster Loan and Guarantee Program

SENATE BILLS THAT DID NOT PASS IN 2019-20

- SB 25 (Caballero) CEQA Modifications for Opportunity Zone Funded Projects
- SB 795 (Beall) Climate Change Infrastructure
- SB 1457 (Borgeas) State regulatory action: reduction or waiver of civil penalties
- SB 1103 (Hurtado) Workforce Training Support Services
- SB 1110 (Hurtado) California Medicine Scholars
- SB 1457 (Borgeas) Reduction of Civil Penalties for Small Businesses

—



COLLECTING DISCUSSION TOPICS FOR NEXT MEETING

Please email suggestions if not
already raised during today's
discussion



CLOSING THOUGHTS

Links to Useful Information

STAY CONNECTED WITH GO-BIZ AND OPR

GO-Biz, the Office of the Small Business Advocate, and OPR are partnering on a range of activities, including weekly webinars and videos. You can stay connected through the following channels:

- To view the Entrepreneurship Task Force COVID-19 Rapid Response Online Sessions: <https://business.ca.gov/advantages/small-business-innovation-and-entrepreneurship/help-us-advance-entrepreneurship/>
- Subscribe to GO-Biz's Newsletter for COVID-19: <https://business.ca.gov/gobiz-newsletter-signup/>
- Subscribe to OPR's Federal Grants E-List: <https://tinyurl.com/y9du7fg3>
- Follow @CAGOBIZ on Twitter: <https://twitter.com/CAGoBiz>
- Follow @Cal_OPR on Twitter: https://twitter.com/cal_opr?lang=en
- Subscribe to the GO-Biz YouTube Channel: <https://www.youtube.com/channel/UCregW8KZRE4k1sXVZs2bPxw>
- Submit questions to the California Business Investment Service: calbis@gobiz.ca.gov

JEDE COVID-19 ACTIVITIES

Conference Calls: JEDE is sponsoring monthly conference calls where stakeholders can share program and service delivery challenges in real time and seek resolution and mitigation actions within the broader business, economic, and workforce development community.

COVID-19 Updates: JEDE regularly publishes economic and business development updates to professionals engaged in meeting the needs of small businesses and local communities caused by the coronavirus emergency.

Resource Webpages:

- JEDE COVID-19 Resource Page: <https://ajed.assembly.ca.gov/content/covid-19-resources>
- Small Business Roundtable: <https://ajed.assembly.ca.gov/content/small-business-roundtables>