



Community Development Corporations (CDCs) Building Small Business Resilience during COVID

August 18, 2021 – Joint Hearing

Iconic Bay Area CDC Commercial Spaces



Fruitvale Transit Village, Oakland
The Unity Council



Swan's Market, Oakland
East Bay Asian Local Dev Corp



Asian Resource Center, Oakland
East Bay Asian Local Dev Corp



Kelly Cullen Community Center, San Francisco
Tenderloin Neighborhood Dev Corp



I-Hotel San Francisco
Chinatown Community Dev Corp

CDC Business Support during COVID-19



Fruitvale Open For Take Out Campaign



SF Chinatown Feed + Fuel Campaign



Owners of Huangcheng Noodle relocated to Swan's Market after devastating fire during pandemic.



Good Good Eatz Instagram Training

COVID Commercial Tenants Resiliency Program (CCTRP)



**We have prevented most business closures -
5% vs. 26-41% nationally for BIPOC small
businesses.**

Tenant Feedback – CCTR

Anthony Martinez, Owner of *Showers of Flowers*:

“The program has helped me so much. It has given me a life line. I cannot tell you how much we’ve been able to benefit from this grant. **We were able to put our flowers outside. We were able to do Facebook advertisement, we were able to replace our inventory.** I can’t tell you how much we appreciate that. **We are able to bring in a family member now to help me with orders that I can’t fulfill myself.** It has been really, really beneficial for me and my community. We are back and we are fighters. We’ve been around for a long time and we will do what it takes to continue to be a member of our community.”

“I think **what EBALDC has done has also increased the strength of our communities** to make sure that we are able to run our businesses to accommodate each other. That’s what I’ve seen EBALDC do over the last 38 years. It’s a big, big part of who they are and makes a stronger community, and a self-sufficient retail, commercial, services in the neighborhood. They got my vote no matter what, they can do no wrong in my eyes.”

“The program has done some great things. **It has shaken us up, and made us look at different areas that we may have passed up from being in business for a while.** It brought us back to square one and all these new ideas are helping out a lot.”



Tenant Feedback - CCTR

Rana Halpern, Owner of *Super Juiced*:

“Super Juiced has been really fortunate to be a part of the program! Not only did we get some grant **money for the PPE items that we needed** which was a big help because that’s obviously new for all of us, and right now we are in a place where we have to reduce our hours by 50%, going from being open from 6 days a week to only 3 days. We are also trying to work a lot of community partners to get a rapid response. **Community boosting foods to the communities that needed it the most**, like front line workers and Fruitvale. We’ve been partnered with PCV and it’s been such a big help because they are **helping us not only how to adapt, but with new HR needs**. Good Eatz has been amazing too, they are doing a marketing project with us to try to help get our messaging out as to what we’re doing now that COVID is here. How to paint the picture behind Super Juiced – who the owners are, what are backgrounds are, and how we’ve built a lot of connections overtime being local and from the Bay Area. So **they’re helping us leverage and ramp up our marketing and we’ve never had time to do that or the resources to do that**, thank you so much!”



Tenant Feedback - CCTR

Yamrout Gebremedhin, Owner of Yammy's Café:

“Tommy and Trinh (from Good Good Eatz) are helping me a lot. He has created an Instagram for me, he is a really awesome guy. **I now have had clients who said they found me on Instagram!** I’m seeing new faces because of Instagram. With them, I am extremely happy because they are hands on. Tommy comes inside the kitchen, takes so many pictures- really I could talk about Tommy for an hour. He is there consistently and he was my customer before this program. He used to come every so often we had connections before Good Good Eatz so it didn’t take too much time reconnecting. Tommy and Trinh are very helpful.”

“The \$5000 grant has helped me. I’m going to use it for the **parklet- a 15 ft extension, which includes either 4 or 6 tables.**”



Tenant Feedback - CCTR

Leilani Baugh, owner of *Roux and Vine*:

"It was such a blessing to receive the grant from EBALDC. It not only **allowed us to bring one employee back**, it also helped us continue our efforts to **prepare for outdoor dining**. The grant paid for our new dividers and umbrellas for our diners. **It gave us the boost we needed to get people to eat with us!** Thank you EBALDC for believing in Magnolia Street Wine Lounge and Kitchen!"

