

# EBALDC's COVID Commercial Tenant Resiliency Program

*Helping tenants survive the pandemic*

## EBALDC's Mission

Emphasizing our historic and continuing commitment to Asian and Pacific Islander communities, EBALDC works with and for all the diverse populations of the East Bay to build healthy, vibrant and safe neighborhoods through community development.

## EBALDC'S COVID COMMERCIAL TENANT RESILIENCY PROGRAM

helps small businesses and non-profits reopen and move towards recovery. The program offers support for "back of house" activities so business owners, organizations, and entrepreneurs can concentrate on their respective craft and/or mission.

This program is designed to help tenants survive the pandemic and develop long term resilience and sustainability.

## COVID COMMERCIAL TENANT RESILIENCY PROGRAM (CCTRP):

Through data and dialogue with many businesses in Oakland, EBALDC has identified 5 pillars of businesses that are crucial for any business to survive through the COVID 19 pandemic.

- Business Vision and Goals
- Business Operations Planning
- Financial Recapitalization
- Financial Planning
- Fundraising

## WHY PARTICIPATE?

- Access to free professional business advice and planning
- Updates on resources available to organizations and businesses
- Access to interest free loans for TI
- Access to free online web presence for delivery or online storefront
- Access to grant writing to help fundraising for business

## HOW TO PARTICIPATE

To be a part of this program, there are two initial steps to commit to. We will be in touch within two business days to follow up with you about the program.

- Fill out EBALDC's CCTRP Survey: <https://forms.gle/MZQj9H4zq4sTotUt8>
- Contact Kuldeep Birdi at REDEBALDC@gmail.com for more information

Knowing this, this program can support in the following ways:

## PROGRAM OFFERINGS IN DEVELOPMENT:

- Create an interest free loan program for tenant improvement buildout and other activities
- Strategy and finance planning for a post COVID 19 world
- Provide online presence for companies I.e. curbside pick up, delivery, online membership campaigns etc.

## PARTNERS:

Under each of these pillars, we have identified partners that can help provide professional guidance and assistance at no expense to tenants so as long as it's within the predefined scope of this program. *Selected partners include\*:*

- Pacific Community Ventures
- Square
- Distinct.ly
- Good Good Eatz
- NorCal FDC
- Community Vision
- High Road Kitchen
- World Central Kitchen

\*Preliminary list



EAST BAY ASIAN LOCAL DEVELOPMENT CORPORATION

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