



County of Fresno

COUNTY ADMINISTRATIVE OFFICE
JEAN M. ROUSSEAU
COUNTY ADMINISTRATIVE OFFICER

November 30, 2021

California Office of the Small Business Advocate
Governor's Office of Business and Economic Development
1325 J Street, Suite 1800
Sacramento, CA 95814

Attn: California Microbusiness COVID-19 Relief Grant Program

RE: County of Fresno Application

Attached please find the electronic copy of the County of Fresno's California Microbusiness COVID-19 Relief Grant Program application.

As a result of the adopted meeting schedule and related processing requirements for the County of Fresno Board of Supervisors (Board) agenda items, it is not possible to secure formal Board authorization prior to submittal of the referenced application; therefore, I have signed the grant application, contingent upon the Board's approval.

The application will be submitted to the Board as soon as possible, upon approval, the application signed by the Chairman will be forwarded to your office.

Please let me know if anything further is required.

Respectfully,

Jean M. Rousseau
County Administrative Officer



CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM PROPOSAL

COUNTY OF FRESNO

2281 Tulare, Suite 304

Fresno CA, 93721

Proposal

SECTION 1: Applicant Information

Legal Name of Applicant:	Fresno County
DBA (if applicable):	
Employer/Taxpayer Identification Number:	94-6000512
Organizational DUNS (if available):	004969341
Mailing Address (and physical address if it is different):	
Street 1:	2281 Tulare Street, Room 304
Street 2:	
City:	Fresno
County:	United States
State:	California Only
Zip Code:	93721
Name and Contact Information of person to be contacted regarding this application:	
First and Last Name:	Greg Reinke
Title:	Deputy County Administrative Office
Telephone Number:	559-600-1225
Email:	greinke@fresnocountyca.gov
Website:	www.co.fresno.ca.us

Signature of Contact (E-signature is acceptable)

Date

By signing, I certify that the information in this application is true and correct to the best of my knowledge

SECTION II: Narrative

APPLICANT EXPERIENCE/PAST PERFORMANCE:

Fresno County has extensive experience in designing, developing, and managing grants that provide services to the underserved and disadvantaged socio-economic communities. Regarding grants specifically for COVID-19 relief for small businesses, Fresno County developed the Helping Underserved Businesses (HUB) program to provide grants to small businesses, up to \$5,000 per business, that were impacted by COVID-19 and related shelter-in-place orders. The County entered into agreements with outside agencies, including the Fresno Area Hispanic Foundation, to administer this program to specifically focus on reaching underserved, minority and immigrant entrepreneurs that are traditionally hard to reach. This program was successful in providing more than 900 grants to small businesses in Fresno County. The County of Fresno will ensure that our fiscal agent, the Fresno Area Hispanic Foundation, designates program staff in each county district to perform strategic door-to-door outreach to eligible microbusinesses to scale equitably across Fresno County. Outreach will include remote rural areas where microbusinesses live and operate and that otherwise, would not be aware of the grant opportunity. In addition, program staff will be bilingual (English/Spanish) and will strategically designate partner organizations to assist applicants where other languages are necessary such as Punjabi or Hmong, according to each geographic location and its ethnic concentration.

PROPOSED PROGRAM

The County of Fresno proposes to operate the MBCRG Program and subcontract the Fresno Area Hispanic Foundation (FAHF) as the Fiscal Agent to provide \$2,500 grants to microbusinesses using a 4-Phase model that has proven effectiveness and efficiency with previously executed programs, throughout Fresno County. This program will prioritize underserved, minority

businesses by designing a strategic marketing plan to reach traditionally hard-to-reach entrepreneurs that also face barriers of language and technology. Applicants will be provided with personalized, one-on-one assistance in submitting the grant application to facilitate an easy and accessible process. In addition, a call center will be implemented to answer questions, assist with the application process and all other inquiries during the application period. A process consisting of 4 phases will be implemented: microbusinesses will be (Phase 1) assisted to submit a grant application online and vetted through a verification process (the application period will be open for four weeks), (Phase 2) selected through a random lottery system, and (Phase 3) funded as long as they present the required documentation that is validated. The process will conclude with (Phase 4) the compilation of data for all compliance and reporting requirements. An online platform will be used to securely upload all confidential documentation, that will serve as an efficient tool for effective tracking and reporting purposes. In addition, this design will contribute towards the prevention of fraud, waste, and abuse by reducing the amount of paper being used and being able to easily detect duplicate applications.

The program's four (4) phases will be implemented as follows:

PHASE I

1. APPLICATION SUBMISSION

While advertising and outreach efforts are in place, bilingual (English/Spanish) program staff will operate a call center to assist microbusinesses with the application process.

Assistance will be provided in person (at FAHF office), over the phone, virtually, or onsite (at the microbusiness's location). Program staff will be taking the following steps:

- Initiate contact with microbusiness and review eligibility questionnaire

- Use Fresno County voter look up link to verify applicant business address and location within Fresno County:

<https://voterlookup.co.fresno.ca.us/addresslookup.aspx>

- Assist microbusiness to fill out the online application. Applications will also be made available to download via the program's website. Any paper applications received will be transferred to an online application by program staff.

Microbusinesses will also have the option to email or fax paper applications for processing

- FAHF team lead will manage the community partnerships through constant communication and serve as a resource to address any questions or concerns with the application submission process
- Notes: (1) Microbusinesses will require an email to submit an application, if applicant does not have an email, program staff will assist them in creating an email address, (2) applicants requesting assistance in other languages will be directly connected with designated community partners to provide assistance in Hmong or Punjabi, (3) FAHF team will monitor the online platform to analyze the applications received and adjust marketing/outreach strategy as necessary.

2. APPLICATION VERIFICATION

FAHF's team lead will download a spreadsheet of all submitted applications and assign them to program staff to start the verification process as follows:

- Verify business location/address via county link:

<https://voterlookup.co.fresno.ca.us/addresslookup.aspx>

- Verify applicant certifies business has been in operation since at least December 2019
- Verify applicant certifies microbusiness is currently active and operating or plans to reopen when the state permits reopening of the business
- Verify applicant certifies they have been significantly impacted by COVID-19
- Verify applicant certifies having less than \$50,000 in gross revenues in 2019
- Verify applicant certifies having less than five full-time equivalent employees currently, in 2019 and 2020
- Verify applicant certifies being able to provide government-issued ID and documentation that includes their name
- Verify applicant certifies being the majority owner and manager of the microbusiness
- Verify applicant certifies the microbusiness being their primary source of income in 2019
- Verify applicant certifies not receiving a grant from the CA Relief Grant Program (staff member to verify using the state website)
- Staff to verify applicant is not a business excluded from participating in the program
- Notes: (1) staff to notify applicants that are found to not be eligible according the grant eligibility requirements and withdraw their application, (2) FAHF team will monitor online application platform to analyze the applications received and adjust marketing/outreach strategy as necessary. (3) FAHF to share with County the vetted list of applicants

PHASE II

3. AWARDS PROCESS/LOTTERY SELECTION

- FAHF and the County will schedule a date and time to conduct random lottery selection of microbusinesses, meeting to be recorded for recordkeeping/audit purposes and to prevent fraud, waste and abuse.
- Draw an equal number of selected applications for each County district based on availability of funds
- Draw 20 alternate applications to serve as back-up grantees in case selected microbusinesses cannot comply with grant requirements
- FAHF to notify businesses via email and phone they have been selected, attach document checklist, and include unique link to upload required documents with a specified deadline.
- Selected applicants will have one week to submit requested documentation

PHASE III

4. DOCUMENTATION COLLECTION

- Follow up with applicants via telephone to assist with gathering required documentation
- Assist selected applicants with scanning and uploading all requested documentation
- Assist selected applicants with obtaining government issued ID along with documentation including their name. Staff will assist with contacting government agencies to obtain additional items requested such as a business license or seller's permit as needed

- Obtain W9 form and 590 form from selected applicants to prevent fraud, waste, and abuse and use for tax purposes
- Obtain a signed grant agreement / self-attestation from each applicant verifying the funds will be used for the eligible purposes as outlined in the terms
- If selected applicant is not able to provide documentation required, program staff will notify them of being ineligible and defer to alternate list in order of selection

5. VALIDATION OF DOCUMENTS

- Verify each document uploaded by selected microbusiness for accuracy and completion such as; ID provided matches name on business documentation
- If applicant does not meet all document requirements, select from alternate list
- Submit a list of selected and vetted applications to County for disbursement of funds

6. GRANT DISTRIBUTION

- County to write all checks for selected applicants meeting all grant requirements
- FAHF to hand deliver all checks and obtain signature receipt from awardees

PHASE IV

7. FOLLOW UP

- Obtain testimonials and document success stories
- Follow up with any microbusinesses that request business technical assistance
- Compile all applicant data for grant reporting

In 2020, the County of Fresno administered two (2) rounds of Small Business Relief Grant Programs funded by the CARES Act for which it hired the Fresno Area Hispanic Foundation as a fiscal agent (for round 2). With a two-week application period, FAHF collected over 600

applications throughout Fresno County and disbursed 50 grants of \$5,000 each for a total of \$250,000 using the above-mentioned process. This process proved to be efficient and complied with all program requirements.

OUTREACH AND MARKETING PLAN

The primary target populations will be women-owned and minority-owned microbusiness and street vendors, including but not limited to businesses in the Hispanic, Punjabi, African American, and Hmong communities among other minority communities that have been impacted by the COVID-19 pandemic. A strategic marketing campaign will be designed to promote the program in English, Spanish, Hmong, and Punjabi throughout the County of Fresno. Flyers will be printed in the four primary languages of the County mentioned above. A website landing page will be built to direct online traffic to the online application, and a commercial in English and Spanish will be produced for program advertisement purposes. Digital ads (in English and Spanish) will also be designed for advertisement on social media platforms. In addition, targeted areas for marketing will include swap meets and farmers markets (and similar events) where a high concentration of street vendors gather for business.

Through a digital marketing campaign, television commercials, printed ads, radio ads, and direct door-to-door outreach, in partnership with local minority serving non-profit organizations, the program will be promoted within the County of Fresno in English, Spanish, Hmong, and Punjabi. Community partners will also help in promoting in Punjabi and Hmong languages through local Hmong and Punjabi television and radio media networks. Additionally, other local partnerships will be leveraged to help promote the program within their networks such as the local SBDC, Workforce Investment Board, Proteus, and other CDFI partners that also have specific reach in rural communities of Fresno County. Television marketing will be done through local television

networks' public service announcements and interviews like KSEE 24, ABC 30, FOX 26, CBS 47, Telemundo, and Univision 21, which is the leading television network for the Hispanic community in the Central Valley. A paid advertisement campaign of the commercials will be done with Univision and KFSN's local ABC Channel 30.

STRATEGIC PARTNERSHIP PLAN

Strategic partnerships will be established between the Fiscal Agent, Fresno Area Hispanic Foundation, the Hidden Wealth Foundation, the Economic Development Corporation serving Fresno County, and the California Hmong Chamber of Commerce. Partner organizations will promote the program through their networks including but not limited to social media platforms, websites, bulletin boards, and mass email systems. In addition, each organization will strategically target designated areas of the County according to their reach and capacity to offer assistance in other languages.

The EDC will primarily target businesses in the Fresno metropolitan area through marketing efforts and provide some application eligibility assistance in English and Spanish. The Hidden Wealth Foundation will primarily target Southeast Asian entrepreneurs throughout the County and will provide Punjabi language interpretation, marketing, and application assistance. The California Hmong Chamber of Commerce will primarily target the Asian community and provide application assistance, marketing, and interpretation in Hmong. The Fiscal Agent, FAHF, will be responsible for the coordination of marketing and outreach efforts with the additional partner organizations like the Mexican Consulate of Fresno to make sure immigrant entrepreneurs are also reached. FAHF will primarily target the Hispanic and African American minority populations with special emphasis in remote rural areas of the County. FAHF will operate a call center where they will

receive all phone calls and online inquiries about the grant application. In addition, FAHF will make available laptops for applicants to use on FAHF premises to fill out the grant application.

PROGRAM IMPLEMENTATION SCHEDULE

This process has been developed to effectively deploy funds within a 3-month period and efficiently get these much-needed funds in the hands of the microbusinesses that need it most. The tentative timeline of activities is as follows:

ACTIVITY	TIME FRAME
Marketing Plan/Outreach Development <ul style="list-style-type: none"> • Branding/Campaign Design • Staff training 	January 24
Program Marketing / Outreach to Businesses <ul style="list-style-type: none"> • Begin digital, television, media campaign • Begin direct outreach to microbusinesses 	January 31
Open Grant Application Cycle <ul style="list-style-type: none"> • Provide one-on-one application assistance • Continue program marketing and outreach 	February 7 – March 4
Application Review <ul style="list-style-type: none"> • Vetting of applications • Conduct random selection 	March 7
Grant Agreements/Disbursements <ul style="list-style-type: none"> • Notify selected awardees • Gather required documentation 	March 14

<ul style="list-style-type: none"> • Disburse grant funds • Grant Reporting 	
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PROGRAM MANAGEMENT/STAFFING PLAN

COUNTY OF FRESNO:

The Fresno County Administrative Office will oversee the implementation and management of this grant including the contracted services provided by the Fresno Area Hispanic Foundation (FAHF). The staff within the Administrative Office has significant experience in managing grants including the recently successful Helping Underserved Businesses program. Specifically, Greg Reinke, Deputy County Administrative Officer, will oversee the management of the grant and associated contracts. Mr. Reinke has more than 20 years of experience in writing, implementing, managing, and serving as the fiscal officer for grants totaling well over \$50 million.

FISCAL AGENT: Fresno Area Hispanic Foundation

The staff of the Fresno Area Hispanic Foundation (FAHF) has over seventy (70) years of combined experience in the microenterprise development arena. FAHF began its direct loan program in the beginning of 2019; however, it has provided technical assistance to low-income entrepreneurs since 2004. Much of its microenterprise development activities revolve around marketing/outreach and the provision of technical assistance (TA) to Hispanic/Latino and other limited resource entrepreneurs throughout the San Joaquin Valley. For this program, FAHF will assign a Program Manager, Yery Olivares (FAHF Chief Operating Officer), Program Coordinator, Sandra Vidrio (FAHF Business Development Officer), and 13 technical assistance providers that will assist with the microbusiness outreach and application process.

Yery Olivares: for over 10 years, Yery has served as the Chief Operating Officer and administered federally funded programs such as a \$1.7 million, 15-year grant from the U.S. Dep. of Commerce,

Economic Development Administration (EDA), a \$370,000 EDA Revolving Loan Fund, a \$2 million USDA Revolving Loan Fund, multiple CDFI Fund \$125,000 grants, and most recently, over \$2.5 million in CARES Act funds. Prior year and current federal grants have provided Yery with the expertise to manage and administer federal funds and execute according to grant terms and conditions. Yery also has over 10 years of experience in serving minority businesses with technical assistance, access to capital, and in providing microbusinesses with the tools and resources necessary to start, launch, and expand their businesses. Yery holds a Bachelor's Degree in Accounting from Fresno State and has over 10 years of experience in non-profit financial management, recordkeeping, financial statement preparation, audits, and QuickBooks.

Sandra Vidrio: for over 5 years, Sandra has served as the Business Development Officer for FAHF and has been dedicated to providing technical assistance and educational workshops for small businesses. Sandra has expertise in guiding individuals through the start-up phase and expansion of their businesses. During the COVID-19 shelter-in-place orders, Sandra coordinated over 100 webinars in various topics to provide small businesses with tools, education, and resources during forced shutdowns. Sandra also served as the team leader in the County of Fresno and City of Fresno' CARES Act round of small business grant programs and assisted with the outreach, coordination, and disbursement of \$2.5 million in direct, emergency, small business grants for those low-wealth, low-income minority owners negatively affected by COVID-19.

Technical assistant providers will consist of current FAHF team members and individuals that will be contracted for the program that have experience in assisting microbusinesses and that also participated in previous relief grant programs administered by FAHF.

BUDGET AND FINANCIAL MANAGEMENT

1. Staff Implementation: Personnel Salaries +Benefits \$30,000

- County Auditor-Controller/Treasurer – Tax Collector \$20,000
For the issuance of grant checks and all costs associated with the finance department
- County Administrative Officer - \$10,000
For the oversight of the grant program and ensure compliance with all program requirements

2. Other/Contractual Expenses \$40,000

All three partners will assist with the marketing of the program, outreach to microbusinesses, assist 25 microbusinesses, each, to submit a grant application, and provide assistance in other languages based on their capacity (Spanish, Hmong, Punjabi).

- Economic Development Corporation Serving Fresno County - \$10,000
- Hidden Wealth Foundation - \$10,000
- California Hmong Chamber of Commerce - \$10,000
- Fresno Metro Black Chamber of Commerce - \$10,000

3. Fiscal Agent – Fresno Area Hispanic Foundation \$156,684.19

- Personnel/Fringe Benefits: \$133,000
 - Program Manager \$5,800
 - Program Coordinator \$7,200
 - Technical Assistance Providers \$120,000 (10 @\$25/hr. for 12 weeks)
- Marketing: \$22,000
 - Branding design and strategy \$3,500

- Univision Advertising Campaign \$8,500
- Print materials \$1,000
- Digital advertising \$2,000
- KFSN Ch. 30 Advertising Campaign \$5,000
- Media for photo and video (Commercials) \$2,000
- Overhead: \$1,684.19

For expenses related to the call center (\$1,000), internet (\$300), and IT (\$384.19) services and security measures

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM
Grant Administrator - Proposed Budget Summary

Description	Estimated Costs	
Proposed Administrative Budget - County 1	\$	226,684.19
Proposed Administrative Budget - County 2	\$	-
Proposed Administrative Budget - County 3	\$	-
Proposed Administrative Budget - County 4	\$	-
Proposed Administrative Budget - County 5	\$	-
Proposed Administrative Budget - County 6	\$	-
Proposed Administrative Budget - County 7	\$	-
Proposed Eligible Microbusiness Grants Budget - County 1	\$	1,067,500.00
Proposed Eligible Microbusiness Grants Budget - County 2	\$	-
Proposed Eligible Microbusiness Grants Budget - County 3	\$	-
Proposed Eligible Microbusiness Grants Budget - County 4	\$	-
Proposed Eligible Microbusiness Grants Budget - County 5	\$	-
Proposed Eligible Microbusiness Grants Budget - County 6	\$	-
Proposed Eligible Microbusiness Grants Budget - County 7	\$	-
Total Proposed Budget	\$	1,294,184.19

CALIFORNIA MICROBUSINESS COVID-19 RELIEF GRANT PROGRAM

Grantmaking Entity - Proposed Budget Detail

COUNTY NAME FRESNO

Total allocation \$ 1,294,184.19

Staff Implementation: Personnel Salaries + Benefits	Estimated Cost
County of Fresno Program Oversight	\$ 30,000.00
Program Related Technology, Tools, Supplies & Materials	
example: online application platform & related IT, supplies & materials to implement the Program	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
	\$ -
Marketing & Outreach Expenses	
	\$ -
	\$ -
Other/Contractual Expenses	
Technical Assistance/Outreach - Fresno County EDC	\$ 10,000.00
Technical Assistance/Outreach - Hidden Wealth Foundation	\$ 10,000.00
Technical Assistance/Outreach - California Hmong Chamber of Commerce	\$ 10,000.00
Technical Assistance/Outreach - Fresno Metro Black Chamber of Commerce	\$ 10,000.00
	\$ -
County and/or nonprofit as fiscal agent	
Fiscal Agent - Fresno Area Hispanic Foundation	\$ 156,684.19
Total Administrative Cost Request	\$ 226,684.2
	Admin Cost does not exceed 20% or \$300,000
Eligible Small Business Subgrants	
Estimated # of Eligible Microbusinesses Served	427
Estimated Dollar Amount of Eligible Microbusiness Subgrants	\$ 1,067,500.00
Total Proposed Budget	\$ 1,294,184.19

GUIDANCE

All costs proposed in an applicant's budget must meet the tests of allow-ability, allot-ability, and reasonableness. Applicants must provide extensive line-item detail on all aspects of Program administrative costs required. Administrative costs must be essential to the effective implementation and performance outcomes of the program. Expenses may not include items like staff bonuses, office space, new equipment and fixtures, etc.

The State is seeking competitive proposals with platform efficiencies to reduce the cost and maximize grants awarded to eligible microbusinesses. All costs must be justified in detail

Awarded grantmaking entity may be subject to a full audit.

Additional lines may be inserted above as needed.

For applications that will serve multiple counties, please fill out one budget detail sheet for each county. Copy tabs as needed to reach the desired number of counties.

November 24, 2021

Mr. Yia Her
CEO
California Hmong Chamber of Commerce
4274 N Blackstone Ave Ste. 103H
Fresno, CA 93726

Dear Mr. Her,

The Fresno Area Hispanic Foundation (FAHF) is partnering with the County of Fresno in a proposal to manage the **California Microbusiness COVID-19 Relief Grant Program (MBCRG)** to provide eligible microbusinesses of Fresno County with grants of \$2,500. FAHF would like to establish a partnership agreement with The California Hmong Chamber of Commerce (CHCC) to assist with the outreach and marketing efforts for microbusinesses to access the MBCRG Program. The partnership will tentatively begin January 2022 – March 2022.

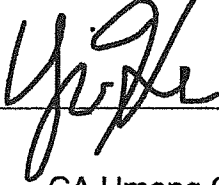
As a partner, the CHCC will focus on the following activities:

1. Perform outreach and engage with microbusinesses in the Asian business community in Fresno County including but not limited to:
 - Social media outreach and digital advertising (Facebook, Instagram, mass email, etc.)
 - Flyer distribution, direct phone calls to Asian microbusinesses
 - Conduct a television/radio interview with local Hmong media to promote the program
2. Assist 25 microbusinesses submit MBCRG grant applications via phone or in person
3. Provide a team member to serve as the point of contact when Hmong interpretation/translation is needed by the FAHF team and to attend program meetings
4. Submit an activity report to FAHF upon completion of the program with the following:
 - Types of marketing and outreach activities performed and approximate number of businesses reached
 - Number of microbusinesses assisted with submitting grant applications
 - Submit two success stories of microbusinesses assisted

This partnership will provide CHCC with a \$10,000 compensation. CHCC understands that if the County of Fresno is not selected for an award, this Partnership Agreement is null and void; and, if the County of Fresno is awarded a lesser amount than the proposed, the County of Fresno has the right to renegotiate with CHCC for a fair and lesser amount that will consider reduced roles

and/or responsibilities or lower participant enrollment numbers in one or both of the above stated components of the project.

The Fresno Area Hispanic Foundation is looking forward to partnering with CAHH in assisting our small business community. Please acknowledge your agreement with the foregoing and willingness to participate by signing below.

Signature:  Title: President

Organization: CA Hmong Chamber of Commerce Date: 11/24/2021

Thank you for your partnership and support.

Respectfully,



Dora Westerlund,
President & CEO

November 24, 2021

Ms. Kiran Brar
Founder and CEO
The Hidden Wealth Foundation
4460 W. Shaw Ave. # 576
Fresno, CA 93722

Dear Ms. Brar,

The Fresno Area Hispanic Foundation (FAHF) is partnering with the County of Fresno in a proposal to manage the **California Microbusiness COVID-19 Relief Grant Program (MBCRG)** to provide eligible microbusinesses of Fresno County with grants of \$2,500. FAHF would like to establish a partnership agreement with The Hidden Wealth Foundation to assist with the outreach and marketing efforts for microbusinesses to access the MBCRG Program. The partnership will tentatively begin January 2022 – March 2022.

As a partner, the Hidden Wealth Foundation will focus on the following activities:

1. Perform outreach and engage with microbusinesses in the Southeast Asian business community in Fresno County including but not limited to:
 - Social media outreach and digital advertising (Facebook, Instagram, mass email, etc.)
 - Flyer distribution, direct phone calls to the Southeast Asian microbusinesses
 - Conduct a podcast interview with FAHF team on Hidden Wealth Foundation's YouTube channel to promote the program
2. Assist 25 microbusinesses submit MBCRG grant applications via phone or in person
3. Provide a team member to serve as the point of contact when Punjabi interpretation/translation is needed by the FAHF team and to attend program meetings
4. Submit an activity report to FAHF upon completion of the program with the following:
 - Types of marketing and outreach activities performed and approximate number of businesses reached
 - Number of businesses assisted with submitting grant applications
 - Submit two success stories of businesses assisted

This partnership will provide Hidden Wealth Foundation with a \$10,000 compensation. Hidden Wealth Foundation understands that if the County of Fresno is not selected for an award, this Partnership Agreement is null and void; and, if the County of Fresno is awarded a lesser amount than the proposed, the County of Fresno has the right to renegotiate with Hidden Wealth Foundation for a fair and lesser amount that will consider reduced roles and/or responsibilities or

lower participant enrollment numbers in one or both of the above stated components of the project.

The Fresno Area Hispanic Foundation is looking forward to partnering with The Hidden Wealth Foundation in assisting our small business community. Please acknowledge your agreement with the foregoing and willingness to participate by signing below.

Signature:  Title: CEO

Organization: Hidden Wealth Foundation Date: 11-24-2021

Thank you for your partnership and support.

Respectfully,



Dora Westerlund,
President & CEO

November 24, 2021

Ms. Lee Ann Eager
President and CEO
Fresno County EDC
906 N Street #120
Fresno, CA 93721

Dear Ms. Eager,


The Fresno Area Hispanic Foundation (FAHF) is partnering with the County of Fresno in a proposal to manage the **California Microbusiness COVID-19 Relief Grant Program (MBCRG)** to provide eligible microbusinesses of Fresno County with grants of \$2,500. FAHF would like to establish a partnership agreement with the Fresno County Economic Development Corporation (EDC) to assist with the outreach and marketing efforts for microbusinesses to access the MBCRG Program. The partnership will tentatively begin January 2022 – March 2022.

As a partner, the EDC will focus on the following activities:

1. Perform outreach and engage with microbusinesses in the Fresno metropolitan area of Fresno County including but not limited to:
 - Social media outreach and digital advertising (Facebook, Instagram, mass email, etc.)
 - Flyer distribution, direct phone calls to microbusinesses
2. Assist 25 microbusinesses submit MBCRG grant applications via phone or in person
3. Provide a team member to serve as the point of contact to attend program meetings
4. Submit an activity report to FAHF upon completion of the program with the following:
 - Types of marketing and outreach activities performed and approximate number of businesses reached
 - Number of microbusinesses assisted with submitting grant applications
 - Submit two success stories of microbusinesses assisted

This partnership will provide EDC with a \$10,000 compensation. EDC understands that if the County of Fresno is not selected for an award, this Partnership Agreement is null and void; and, if the County of Fresno is awarded a lesser amount than the proposed, the County of Fresno has the right to renegotiate with EDC for a fair and lesser amount that will consider reduced roles and/or responsibilities or lower participant enrollment numbers in one or both of the above stated components of the project.

The Fresno Area Hispanic Foundation is looking forward to partnering with EDC in assisting our small business community. Please acknowledge your agreement with the foregoing and willingness to participate by signing below.

Signature:  Title: President & CEO
Organization: Fresno County EDC Date: 11/30/2021

Thank you for your partnership and support.

Respectfully,




Dora Westerlund,
President & CEO

DRUG-FREE WORKPLACE CERTIFICATION

STD. 21 (Rev. 10/2019)

CERTIFICATION

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the certification described below. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.

CONTRACTOR/BIDDER FIRM NAME County of Fresno	FEDERAL ID NUMBER 94-6000512
BY (Authorized Signature) 	DATE EXECUTED 11/30/2021
PRINTED NAME AND TITLE OF PERSON SIGNING Jean Rousseau	TELEPHONE NUMBER (Include Area Code) (559) 600-1710
TITLE County Administrative Officer	
CONTRACTOR/BIDDER FIRM'S MAILING ADDRESS 2281 Tulare, Suite 304, Fresno CA 93721	

The contractor or grant recipient named above hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace. The above named contractor or grant recipient will:

1. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations, as required by Government Code Section 8355(a).
2. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:
 - (a) The dangers of drug abuse in the workplace,
 - (b) The person's or organization's policy of maintaining a drug-free workplace,
 - (c) Any available counseling, rehabilitation and employee assistance programs, and
 - (d) Penalties that may be imposed upon employees for drug abuse violations.
3. Provide as required by Government Code Section 8355(c), that every employee who works on the proposed contract or grant:
 - (a) Will receive a copy of the company's drug-free workplace policy statement, and
 - (b) Will agree to abide by the terms of the company's statement as a condition of employment on the contract or grant.
4. At the election of the contractor or grantee, from and after the "Date Executed" and until December 31, 2021 (NOT TO EXCEED 36 MONTHS), the state will regard this certificate as valid for all contracts or grants entered into between the contractor or grantee and this state agency without requiring the contractor or grantee to provide a new and individual certificate for each contract or grant. If the contractor or grantee elects to fill in the blank date, then the terms and conditions of this certificate shall have the same force, meaning, effect and enforceability as if a certificate were separately, specifically, and individually provided for each contract or grant between the contractor or grantee and this state agency.

PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7)

STD 204 (Rev. 03/2021)

Section 1 – Payee Information**NAME** (This is required. Do not leave this line blank. Must match the payee's federal tax return)

County of Fresno

BUSINESS NAME, DBA NAME or DISREGARDED SINGLE MEMBER LLC NAME (If different from above)**MAILING ADDRESS** (number, street, apt. or suite no.) (See instructions on Page 2)

2281 Tulare, Suite 304

CITY, STATE, ZIP CODE
Fresno, CA 93721**E-MAIL ADDRESS**

jrousseau@fresnocountyca.gov

Section 2 – Entity Type**Check one (1) box only that matches the entity type of the Payee listed in Section 1 above.** (See instructions on page 2) **SOLE PROPRIETOR / INDIVIDUAL** **SINGLE MEMBER LLC** *Disregarded Entity owned by an individual* **PARTNERSHIP** **ESTATE OR TRUST** **CORPORATION** (see instructions on page 2) **MEDICAL** (e.g., dentistry, chiropractic, etc.) **LEGAL** (e.g., attorney services) **EXEMPT** (e.g., nonprofit) **ALL OTHERS****Section 3 – Tax Identification Number**Enter your Tax Identification Number (TIN) in the appropriate box. The TIN must match the name given in Section 1 of this form. Do not provide more than one (1) TIN. The TIN is a 9-digit number. **Note:** Payment will not be processed without a TIN.

- For **Individuals**, enter SSN.
- If you are a **Resident Alien**, and you do not have and are not eligible to get an SSN, enter your ITIN.
- Grantor Trusts (such as a Revocable Living Trust while the grantors are alive) may not have a separate FEIN. Those trusts must enter the individual grantor's SSN.
- For **Sole Proprietor or Single Member LLC (disregarded entity)**, in which the sole member is an individual, enter SSN (ITIN if applicable) or FEIN (FTB prefers SSN).
- For **Single Member LLC (disregarded entity)**, in which the sole member is a business entity, enter the owner entity's FEIN. Do not use the disregarded entity's FEIN.
- For all other entities including LLC that is taxed as a corporation or partnership, estates/trusts (with FEINs), enter the entity's FEIN.

Social Security Number (SSN) or Individual Tax Identification Number (ITIN)

_____ - _____ - _____

OR

Federal Employer Identification Number (FEIN)9 4 - 6 0 0 0 5 1 2**Section 4 – Payee Residency Status** (See instructions) **CALIFORNIA RESIDENT** – Qualified to do business in California or maintains a permanent place of business in California. **CALIFORNIA NONRESIDENT** – Payments to nonresidents for services may be subject to state income tax withholding. No services performed in California Copy of Franchise Tax Board waiver of state withholding is attached.**Section 5 – Certification***I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the state agency below.***NAME OF AUTHORIZED PAYEE REPRESENTATIVE**

Jean Rousseau

TITLE

County Administrative Officer

E-MAIL ADDRESS

jrousseau@fresnocountyca.gov

SIGNATURE**DATE**

11/30/2021

TELEPHONE (include area code)

559-600-1710

Section 6 – Paying State Agency

Please return completed form to:

STATE AGENCY/DEPARTMENT OFFICE**UNIT/SECTION****MAILING ADDRESS****FAX****TELEPHONE** (include area code)**CITY****STATE****ZIP CODE****E-MAIL ADDRESS**

PAYEE DATA RECORD

(Required when receiving payment from the State of California in lieu of IRS W-9 or W-7)

STD 204 (Rev. 03/2021)

GENERAL INSTRUCTIONS

Type or print the information on the Payee Data Record, STD 204 form. Sign, date, and return to the state agency/department office address shown in Section 6. Prompt return of this fully completed form will prevent delays when processing payments.

Information provided in this form will be used by California state agencies/departments to prepare Information Returns (Form 1099).

NOTE: Completion of this form is optional for Government entities, i.e. federal, state, local, and special districts.

A completed Payee Data Record, STD 204 form, is required for all payees (non-governmental entities or individuals) entering into a transaction that may lead to a payment from the state. Each state agency requires a completed, signed, and dated STD 204 on file; therefore, it is possible for you to receive this form from multiple state agencies with which you do business.

Payees who do not wish to complete the STD 204 may elect not to do business with the state. If the payee does not complete the STD 204 and the required payee data is not otherwise provided, payment may be reduced for federal and state backup withholding. Amounts reported on Information Returns (Form 1099) are in accordance with the Internal Revenue Code (IRC) and the California Revenue and Taxation Code (R&TC).

Section 1 – Payee Information

Name – Enter the name that appears on the payee's federal tax return. The name provided shall be the tax liable party and is subject to IRS TIN matching (when applicable).

- Sole Proprietor/Individual/Revocable Trusts – enter the name shown on your federal tax return.
- Single Member Limited Liability Companies (LLCs) that is disregarded as an entity separate from its owner for federal tax purposes - enter the name of the individual or business entity that is tax liable for the business in section 1. Enter the DBA, LLC name, trade, or fictitious name under Business Name.
- Note: for the State of California tax purposes, a Single Member LLC is not disregarded from its owner, even if they may be disregarded at the Federal level.
- Partnerships, Estates/Trusts, or Corporations – enter the entity name as shown on the entity's federal tax return. The name provided in Section 1 must match to the TIN provided in section 3. Enter any DBA, trade, or fictitious business names under Business Name.

Business Name – Enter the business name, DBA name, trade or fictitious name, or disregarded LLC name.

Mailing Address – The mailing address is the address where the payee will receive information returns. Use form STD 205, Payee Data Record Supplement to provide a remittance address if different from the mailing address for information returns, or make subsequent changes to the remittance address.

Section 2 – Entity Type

If the Payee in Section 1 is a(n)...	THEN Select the Box for...
Individual • Sole Proprietorship • Grantor (Revocable Living) Trust disregarded for federal tax purposes	Sole Proprietor/Individual
Limited Liability Company (LLC) owned by an individual and is disregarded for federal tax purposes	Single Member LLC-owned by an individual
Partnerships • Limited Liability Partnerships (LLP) • and, LLC treated as a Partnership	Partnerships
Estate • Trust (other than disregarded Grantor Trust)	Estate or Trust
Corporation that is medical in nature (e.g., medical and healthcare services, physician care, nursery care, dentistry, etc.) • LLC that is to be taxed like a Corporation and is medical in nature	Corporation-Medical
Corporation that is legal in nature (e.g., services of attorneys, arbitrators, notary publics involving legal or law related matters, etc.) • LLC that is to be taxed like a Corporation and is legal in nature	Corporation-Legal
Corporation that qualifies for an Exempt status, including 501(c) 3 and domestic non-profit corporations.	Corporation-Exempt
Corporation that does not meet the qualifications of any of the other corporation types listed above • LLC that is to be taxed as a Corporation and does not meet any of the other corporation types listed above	Corporation-All Other

Section 3 – Tax Identification Number

The State of California requires that all parties entering into business transactions that may lead to payment(s) from the state provide their Taxpayer Identification Number (TIN). The TIN is required by R&TC sections 18646 and 18661 to facilitate tax compliance enforcement activities and preparation of Form 1099 and other information returns as required by the IRC section 6109(a) and R&TC section 18662 and its regulations.

Section 4 – Payee Residency Status

Are you a California resident or nonresident?

- A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California.
- A partnership is considered a resident partnership if it has a permanent place of business in California.
- An estate is a resident if the decedent was a California resident at time of death.
- A trust is a resident if at least one trustee is a California resident.
 - o For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident.

For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below:

Withholding Services and Compliance Section: 1-888-792-4900

E-mail address: wscs.gen@ftb.ca.gov

For hearing impaired with TDD, call: 1-800-822-6268

Website: www.ftb.ca.gov

Section 5 – Certification

Provide the name, title, email address, signature, and telephone number of individual completing this form and date completed. In the event that a SSN or ITIN is provided, the individual identified as the tax liable party must certify the form. Note: the signee may differ from the tax liable party in this situation if the signee can provide a power of attorney documented for the individual.

Section 6 – Paying State Agency

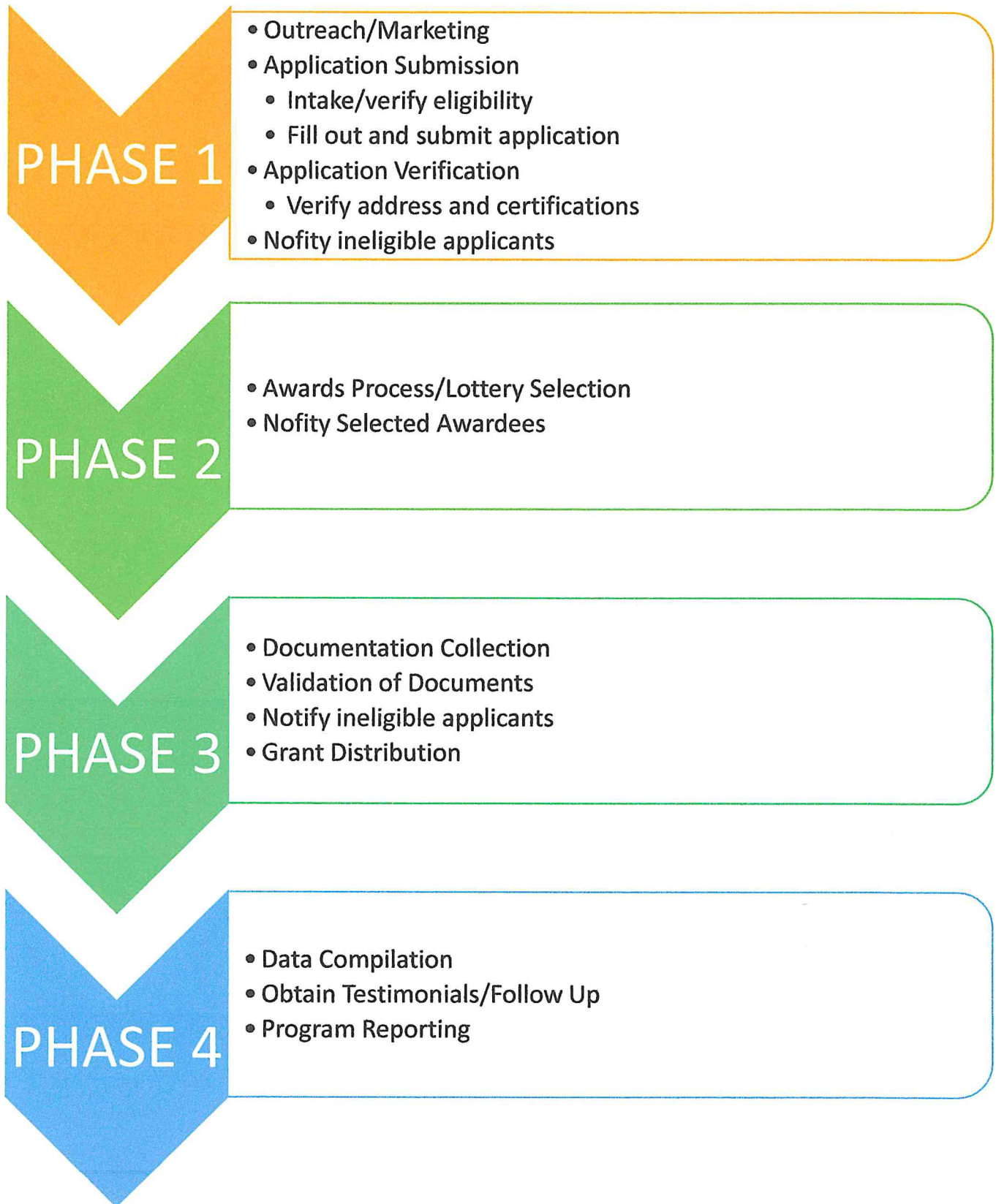
This section must be completed by the state agency/department requesting the STD 204.

Privacy Statement

Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, state, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it. It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and state law imposes noncompliance penalties of up to \$20,000. You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the state agency(ies) with which you transact that business.

All questions should be referred to the requesting state agency listed on the bottom front of this form.

California Microbusiness COVID-19 Relief Grant Program Process



COUNTY OF FRESNO

Fresno Area Hispanic Foundation

Program Coordinator

Program Manager

Technical Assistance
Providers (13)

Hidden
Wealth
Foundation

CA Hmong
Chamber of
Commerce

Fresno
County EDC

