

# NFO Economic & Community Center Concept Discussion

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NORTH FAIR OAKS COMMUNITY COUNCIL STUDY SESSION

JULY 21, 2022

# Agenda

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- Review Recent Support for North Fair Oaks Small Businesses
- Community Economic Advancement Center
  - South San Francisco Economic Advancement Center
  - Coastside Center Planning Process and Concept
  - 2021 NFO Business and Family Center Feasibility Study
  - Questions
- Council Discussion

# Supporting Small Businesses in NFO

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- Multiple grant programs starting in summer 2020
  - All small businesses, restaurants, breweries and wineries, micro-food businesses, and home kitchens
- 93 NFO Businesses Assisted to Date
- \$717,500 Distributed
  - 4.7% of the total funds, NFO has 1.5% of the County population
- Estimated \$560,000 in Environmental Health permits waived in 2021/22.

# Ongoing NFO Small Business Grant Program

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- \$5,000 Grants for up to 100 small businesses
- OCA door-to-door outreach to 100+ businesses on Middlefield and 5<sup>th</sup> Avenue
- Applications and hotline in English, Spanish and Chinese
- 80 applications received, 53 eligible – ineligible mostly non-NFO businesses
- 47 grants distributed to small businesses as of July 8, 2022

*“I was considering closing my beauty salon after 10 years of operation on Middlefield Road, but the grant will allow me to stay open.”*



South San Francisco Economic Advancement Center

# South San Francisco Economic Advancement Center Concept

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SUPPORT SMALL  
BUSINESSES AND  
ENTREPRENEURS



ASSIST JOB SEEKERS



HAVE A PHYSICAL  
LOCATION IN THE  
NEIGHBORHOOD WHERE  
RESIDENTS COULD  
BENEFIT FROM THESE  
SERVICES



VIRTUAL PROGRAMS  
BEGAN: JULY 2021



FACILITY OPENED:  
FEBRUARY 2022



PROVIDERS:  
RENAISSANCE  
ENTREPRENEURSHIP  
CENTER & JOBTRAIN

Clients served include residents and aspiring small businesses in North San Mateo County:

- Colma
- Daly City
- Millbrae
- Pacifica
- San Bruno
- Brisbane
- South San Francisco

Services include:

- Walk-in assistance for rapid employment placement
- Bootcamps for start ups
- Resource referrals
- Grant program administration
- Bilingual staff (English and Spanish)
- Networking programs in the evenings
- Pop up events



Servicing 100 clients per organization annually

#### JobTrain:

- Career Advising, Resume Development, and Resources on Occupational Training
- 36 individuals gained new employment after services with an average wage of \$23/hour
- 70% into full time positions
- 15 individuals pursued training through the Teamster's Transportation, Distribution, and Logistics (TDL) Apprenticeship Training

#### Renaissance workshops:

- Comida y Comunidad
- SPARK – Women's Empowerment Program
- Administrator of CA Microbusiness COVID-19 Relief Grant
- Website Development
- Q2 '22 – 34 classes & workshops held (22 English & 12 Spanish)







# Peninsula Orientation

Learn how Renaissance Peninsula works to help you start and grow your business.

Wednesday, August 3, 1-2pm

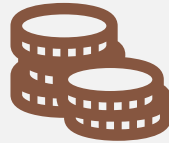
Register: [rencenter.org/calendar](http://rencenter.org/calendar)



Board of  
Supervisors  
Conceptual  
Commitment



\$2.5 million each for centers  
in NFO & on Coastside



County funds expected to cover two years of  
operation



Future funding dependent on a combination  
of fed/state grants, philanthropy and  
possibly County funds



Coastside Economic Advancement Center

## GOALS

Address immediate needs of local business and Coastside community to effectively **recover** from economic impacts of COVID-19

Advance strategies that lead to a more **equitable, vibrant and resilient** Coastside economy

# OVERVIEW

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OPEN HOUSE



TASK FORCE



DATA SOURCES



RECOMMENDATIONS

# RECOVERY TASK FORCE

## Executive Oversight Committee



Matthew Chidester  
City of Half Moon Bay



Karen Decker  
City of Half Moon Bay



Krystlyn Giedt  
Chamber of Commerce



Danielle Lee  
County of San Mateo



Erica Wood  
Consultant

## Recovery Task Force



Aisha Baro  
Life Science Cares  
Bay Area



Brian Holt  
East Bay Regional  
Park District



Sophia Layne  
Cabrillo Unified School  
District



Magan Pritam Ray  
Greenberg Traurig



Roy Salume  
Coastside News Group



Jayne Battey  
Miramar Farms



Dan Littlefield  
Hop Dogma Brewing  
Company



Richard Lotti  
Ocean Colony



Irma Rodriguez  
Fruition Sustainability  
Solutions



Sandra Winters  
Senior Coastsiders



Dana Dahl  
Beach House Hotel



Randy Kinghorn  
Kinghorn Real Estate



Gopi Mattel  
LifeBoat Ventures



Roman Rodriguez  
College of San  
Mateo



Jenny Walter  
Hedger & Walter, LLP



Dawn Dilman  
Andreotti Farms



Jered Lawson  
Pie Ranch



# STRUCTURE AND RESOURCES

- Determine structure and roles
- Identify and engage regional partners
- Identify and engage local community advisors
- Plan for sustainability to include earned income strategy



# SPACE AND INFRASTRUCTURE

- Research physical space to serve as one-stop site for co-located services
- Assess vacant commercial properties with approximately 4,000 square feet
- Consider tenant improvements needed, potential donor support
- Confirm leasing logistics (e.g., who holds lease, limit to 2 years?)





# PROGRAM DESIGN

- Entrepreneur, small business support and job-seeker support
- Co-located business incubator and other support services
- Integrate Chamber Business Development Center and Sueño Center
- Services must be accessible to undocumented population
- Partnership with Coastside Workforce Development Roundtable



# North Fair Oaks Business and Family Center Feasibility Study

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# NFO Business & Family Resource Center Feasibility Study



Conducted by Renaissance Entrepreneurship Center and Generations United



Completed in early 2022



Process: 31 interviews, survey of 25 businesses



Findings: Strong support for a Business & Family Center

## Study Findings: Business/Worker Services



Job training



Entrepreneurship training and resources



Access to working capital, loans and grants



Affordable office space



Education and training

# Study Findings: Family Oriented Services



Better information about available services



Navigation assistance with available services



Co-working space for community organizations



Community meeting space

# Questions

ERNESTO LUCERO, SOUTH  
SAN FRANCISCO

KAREN DECKER, HALF  
MOON BAY

ERICA WOOD, COASTSIDE  
ECONOMIC RECOVERY  
CONSULTANT

PEGGY JENSEN, COUNTY  
OF SAN MATEO


# Discussion

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Does the Council support creation of a Center in NFO?



If so, would the Council like to participate in the Center planning?



If yes, how?

- Form a Sub-committee, review workplan, monthly reports, other ideas?
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Next Steps