

Proposal for the City of Fresno

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The Fresno Area Hispanic Foundation (FAHF) is a 501(c) (3) nonprofit organization with a mission to promote education and self-sufficiency through economic development that strengthens our community. Since 2004, FAHF has been committed to fostering entrepreneurship as a means towards economic self-sufficiency and empowering entrepreneurs to succeed in the Central and San Joaquin Valley. It currently administers two federally funded microloan programs offering financing and technical assistance to low-income and underserved micro- and small businesses. It also owns and operates the Downtown Business Hub, a business incubator program located in downtown Fresno that has generated over \$3 million of private investment into the local economy. FAHF has a proven track record of providing technical assistance to over 8,000 startup and existing businesses and has been able to help businesses access over to \$8 million in financing that resulted in the creation and/or retention of 12,000+ jobs.

The FAHF will implement the “Save our Small Business Grant Program” to serve as the bridge for small businesses to access grant funds and navigate operations through the rest of the year. Although some small businesses are re-opening, they are unable to operate at full capacity due to new regulations from the state and county due to the COVID-19 pandemic. However, it is equally important to also keep them informed with up-to-date State and County safety measures to operate their businesses safely.

The primary outcomes of the “Save our Small Business Grant Program” are business and job retention. Small businesses will receive \$5,000 and \$10,000 grants based on the number of employees they have. FAHF will effectively and efficiently disburse grants to small businesses, according to the grant guidelines (City of Fresno), targeted to but not limited to minority-owned businesses in industries such as food trucks, mobile food/street vendors, beauty salons, independent hair stylists, home daycare facilities, janitorial businesses, arts and culture organizations, and non-profit organizations. FAHF will focus on serving the diverse small business community in disadvantaged/underserved areas of Fresno. Grant funds will be disbursed by December 1st, 2020 to small businesses that have not received relief funds such as Paycheck Protection Program (PPP), or a COVID relief grant from the City of Fresno or County of Fresno.

Through a digital marketing campaign, television commercials, printed media ads, radio ads, and direct door-to-door outreach, in partnership with local minority serving non-profit organizations, we will promote the program within the City of Fresno, consistent with the City’s branding of the “Save our Small Business Grant Program”. The primary target audience will be diverse small businesses, including but not limited to businesses in the Hispanic, Punjabi, African American, Hmong, and other minority communities that have not been able to access any relief funds.

FAHF currently has a team of seven (7) team members, including a consultant with over 20 years’ experience in small business financing, and an AmeriCorps VIP team member. FAHF will assign 3 team members to be fully dedicated to support the program and will seek 2 additional supporting team members. All team members are bi-lingual (in Spanish, English, and Hmong) and have the capacity to provide assistance with the grant application. The FAHF team will be available to answer calls during business hours and guide entrepreneurs step-by-step, through the application process. These ongoing activities will contribute to the success of the City of Fresno’s “Save our Small Business Grant Program”.

Current FAHF team members:

Name	Title
AmeriCorps VIP	Small Business Assistant
Blong Lee	Loan Program Consultant
David Preciado	Legal Services Director
Dora Westerlund	Chief Executive Officer
Sandra Vidrio	Business Development Officer
Yurubi Ramirez	Office Manager
Yery Olivares	Chief Operating Officer

Tentative Timeline

ACTIVITY	WEEK
Marketing/Outreach	August 17
Open Grant Application	August 24 – September 20
Application Review, Random Selection	September 21
Grant Agreements/Disbursements	September 28

Proposed Budget

GRANTS	
SMALL BUSINESS GRANTS	\$ 900,000
TOTAL GRANTS	\$ 900,000
ADMINISTRATIVE COSTS – 10%	
PROGRAM PERSONNEL	
OUTREACH/MARKETING	
PROGRAM OPERATIONS	
TOTAL ADMINISTRATIVE	\$ 100,000
TOTAL BUDGET (Grants +Admin.)	\$ 1,000,000