

Economic Development Board
Business Diversity Program Manager Update
October 2022

Outreach

Working with our partners throughout the county to increase visibility of EDB resources, including the CA Micro-business Grant Program. Tabled at the Hispanic Chamber of Commerce Golf Tournament, connected business owner with the event and potential contracts. Had a booth at the 13th Annual Day and Night Festival in South Park, Santa Rosa. Attended the Russian River Chamber of Commerce Networking event for October at River Bend Resort in Forestville. Connected business owner with OJT (On The Job Training program) as was in need of employees. Connected business owner from Guerneville with Crecer Capital for funding.

Will be doing more targeted outreach for the CA Micro-business Grant Program with an interview on Telemundo, Spanish network television. Also setting up and interview with KBBF radio, Exitos 98.7 radio and Radio Lazer.

Micro-Loans

Entrepreneurs continue to search for access to capital. Have been referring business owners to partners Sonoma SBDC and CRECER Capital to get funding to start and grow businesses. Have been able to get business owners funded recently.