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## Advocacy Day Prep

### Suggested Agenda for Legislative Meetings

#### **Introduction** (approx. 5 min)

- Thank legislators/staff for their time (LEADER)
- Each attendee makes a brief introduction (< 1 minute each). Suggestion: on Zoom, leader calls on people; in person, go clockwise.
- If you have a legislator that has done something positive for small and microbusiness, mention that (check their website).
- Thank for supporting strong investments in small business in the FY 2021 Budget (see following pages.)

#### **The Why** (the meat of the meeting – approx. 10 minutes)

COVID-19 has highlighted the importance of small businesses in our communities, their challenges and the need to support the ecosystem - coaching, capital, connection and give some impact data and your great stories.

#### **The Ask** (approx. 5 min)

- Recovery funds should invest significant resources into communities of color for small business development.
- Funds should be allocated for outreach and admin to enable organizations to be able to reach the hardest to reach entrepreneurs.
- Support the Governor's asks and the additions for small businesses to the budget
- Pick another bill or two to support.

#### **The Closing** (approx. 3-5 min)

- Is there anything you can do for them?
- If feels good invite for a tour of businesses or zoom call if that's more comfortable (optional).
- Thank again, get a photo (screen shot?) and confirm any follow ups. Post to social media thank and tag the legislator and copy paste one of these two sample tweets:
  - Thank you @LegislatorName for a great conversation on how we can support California's small businesses – particularly those owned by women and people of color – with @CAMEOnetwork. #CAMEOAdvocacyDay #SmallBiz
  - Thank you @LegislatorName for a great conversation on how we can build a lasting, equitable economic recovery for California's small businesses with @CAMEOnetwork. #CAMEOAdvocacyDay #SmallBiz



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**\*Small business emergency budget provisions passed in Feb21 (thank for the support)**

- 1) Provided \$2.5 billion in grants to small businesses through the Governor's Office of Business and Economic Development (GO-Biz). \$50 million was available to assist non-profit cultural institutions.
- 2) Established that federal pandemic assistance loans that were forgiven did not count as state taxable income.
- 3) Two years of license fee relief for restaurants and bars as well as barbering and cosmetology entrepreneurs and businesses

### **Support for the Governor's proposed budget**

CALED developed an excellent summary of the Governor's proposed budget (both January and May-revised). California's surplus puts it in position to invest in the state and its small businesses. We generally are supportive of the items economic development items highlighted by CALED, but here are a few highlights:

- 1) \$1.5 billion for three additional rounds of small business relief grants through GO-Biz (totaling \$4 billion in 2021). \$16 million (from the initial \$50 million) is still available for nonprofit cultural institutions and will be made available in additional rounds.
- 2) \$100 million for IBank loan and guarantee programs.
- 3) \$35 million for small business micro-grants in underserved communities.
- 4) \$100 million in additional Main Street hiring tax credits.
- 5) \$100 million one-time General Fund to establish a local jurisdiction assistance grant program for cannabis.
- 6) \$54.7 million for technical assistance to underserved farmers, new farmer training and manager apprenticeships, and the Fresno-Merced Future of Food Innovation Initiative.
- 7) \$7 billion for broadband (crucial for small businesses, especially rural ones)

New report

<https://www.fedsmallbusiness.org/medialibrary/FedSmallBusiness/files/2021/sbcs-report-on-firms-owned-by-people-of-color>