



# Advocacy Day Prep!

# CAMEO's Webinars/Resources

- June 21: Q&A on California Reopening
- CAMEO resource page  
<https://cameonetwork.org/coronavirus-resources-for-business/>

# AGENDA

- ❑ Introductions
- ❑ California's 2021 Legislative Landscape
- ❑ Suggested Agenda for Meetings
  - ❖ Intro, The Why, The Ask, The Closing
- ❑ Talking Points

*We are recording and you are free to share it as well as the slides.*

# California's 2021 (v 2020) Legislative Session

## **2020**

- ❑ Uncertainty is the name of the game
- ❑ Budget, budget, budget ☹️
- ❑ July 27 is when legislators go back to hear bills

## **2021**

- ❑ Budget, budget, budget!!! \$75 Billion surplus and \$25 Billion from the CARES 2.0
- ❑ Figured out the remote 'thing' and the state government is working and on time

# Suggested Agenda

- ❑ Thank legislators/staff for their time
- ❑ Brief Introductions
- ❑ Thank legislator if has done something positive for small businesses, especially women-owned and entrepreneurs of colors
- ❑ Thank for supporting strong investments in small business in the FY 2021 budget

# Suggested Agenda

- ❑ The Why
  - ❖ COVID-19 highlights small business
  - ❖ Challenges and need to support the ecosystem – coaching, capital, and connection
  - ❖ Impact data
  - ❖ Client stories

# Suggested Agenda

- ❑ The Ask
  - ❖ Invest in communities of color
  - ❖ Allow funds to be used for outreach
  - ❖ Support the Governor's asks and the additions
  - ❖ Pick a bill or two to support for the handout
  
- ❑ Admit if not familiar with an issue

# Suggested Agenda

- The Closing
  - Anything you can do for them?
  - Confirm any follow ups
  - Invite for a business tour or town hall call with your clients
  - Thank again
  - Get a screen shot (a photo if in person)
  - Tag @CAMEOMicro, the legislator and #



# Talking Points

## *Support for Governor's proposed budget*

- \$1.5 billion for three additional rounds of small business relief grants
- \$100 million for IBank loan and guarantee programs
- \$35 million for small business micro-grants in underserved communities
- \$100 million for cannabis and \$55 million for farmers
- \$7 billion for broadband (crucial for small businesses, especially rural ones)

# Talking Points

## *Additions to the budget*

- \$50 million for the Micro-Business Relief Fund (Street Vendor Recovery Fund)
- \$70 million to fund a state CDFI Fund
- 1072 budget and 1573 budget items
- \$36.5 Million in a One-Time Investment for Worker Ownership Transitions to Protect Small Businesses

# Talking Points

## *Recovery Funds*

- ❑ Liquidity for CDFI's and mission-based lenders.
- ❑ Grants for small businesses
- ❑ Debt payment relief
- ❑ Commercial rent / extend moratorium for evictions

# Talking Points

## *Bills*

- SB 625 – State CDFI Fund
- AB 511 – Crowdfunding
- AB 628 – Self-employment and workforce
- AB 915 – Codifying procurement
- AB 1072 – TAEP extension
- AB 1106 – Training for small business employees
- AB 1573 – Funding for community-based entrepreneurial training programs

# Talking Points

## *California Microbusinesses Critical for Equitable Recovery*

- Very small businesses are critical to California's economic recovery
- CAMEO members are wealth creators and provide critical support
- Business assistance is the key to success and first step in capital access
- Capital access is important