



Two Embarcadero Center
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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).
- If you have a legislator that has done something positive for small and micro businesses, mention that (check their website and CAMEO's priority list).

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

- Highlight the importance of small businesses in our communities, their challenges, and the need to support the ecosystem - coaching, capital, and connections.
- More businesses are starting, and many have not recovered from COVID-19, high inflation, and the importance of small business recovery in our communities.
- Give some impact data and your great stories.
- Access to capital is not enough; we need access to affordable, appropriate capital. If underserved businesses (or any business) want relatively quick and easy capital, it's available— at a steep price. Lots of unregulated companies are lending, and the industry needs guardrails.

The Ask (approx. 5 min)

- Fully fund the Technical Assistance Program at \$23 million.
- Excited about the \$23.5 million from the federal government for business assistance around SSBCI – the money should be flexible so that local entities can best deploy the training tailored to their communities
- Support SB 33 and SB 666 – two responsible small business lending bills important to ensure access to affordable and appropriate capital.
- 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 reach the hardest-to-reach entrepreneurs.



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The Closing (approx. 3-5 min)

- Is there anything you can do for them?
- If it feels good, invite the legislator for a tour of a local small business, or invite the legislator to another meeting if that's more comfortable (optional).
- Thanks again; get a photo and confirm any follow-ups.
- Post to social media, thank and tag the legislator and copy-paste a sample tweet:
 - 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 building a lasting, equitable economic recovery for California's small businesses with @CAMEOnetwork. #CAMEOAdvocacyDay #SmallBiz

Resources

- "[California Small Business Policy Review](#)" examines how California's small businesses fared and how California contributed to a strong local entrepreneurial ecosystem during the pandemic.
- "[An Equitable Small Business Recovery](#)" is an advocacy toolkit that details our policy recommendations to foster the right support ecosystem for underserved small businesses and guide an equitable recovery that increases wealth.
- CAMEO's [Local Entrepreneurial Ecosystem Toolkit](#) discusses the five Cs of a strong local entrepreneurial ecosystem: coaching, capital, connections (to markets and networks), culture, and climate (policy).