

# 2021 ANNUAL OUTCOMES REPORT



**\$1.4M**

The City of Burbank Small Business Coronavirus Pandemic Grant Program deployed over \$1.4 million to over 100 businesses and entrepreneurs.



CCEDA conducted 14 virtual webinars and trained 265 community development practitioners.



Currently providing assistance to eleven organizations to establish lending programs and apply for CDFI certification.

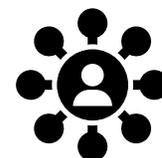


Success metrics: 263 people on average open the monthly newsletter and 30 people on average register for the Regional Climate Adaptation Webinars.

Conducted CDC Community Reinvestment Act Tax Credit Advocacy & for Federal Earmarks allocations for CDCs and community economic development projects.



Large CDC Development Studies & TA Programs – completed the CDC Study which outlined the landscape of Community Economic Development in California.



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# 2021 Summary Highlights

## *Technical Assistance & Trainings*

- **CCEDA conducted 14 virtual webinars and trained 265 community development practitioners.**
- Over 1,350 hours of Technical Assistance Trainings conducted (Jan – Nov 2021)
- 129 small businesses assisted through the Small Business Disaster Program (Jan – Nov 2021)
- Engaged in 24 total TA projects
- Provided 18 nonprofit members grant writing/funding development TA.
- Provided 407 hours of grant writing, sourcing, research and funding development TA to nonprofit members.

## *CDFI Development*

- Currently providing assistance to **eleven** organizations to establish lending programs and apply for CDFI certification

## *Housing Assessments*

- Currently working on one Housing Assessment - CommUnify Santa Barbara County
- Currently conducting two real estate/housing projects (CAP Sonoma and Del Norte Senior Center)

## *CDC Development*

- Ember Project Feasibility Study - Completed a feasibility study to help establish a community development entity in the City of Stockton.
- Continued to advise STEP CDC with organizing and facilitating their Board Orientation and proposing to conduct their Strategic Plan.

## ***Other Outcomes and Achievements***

### **Covid-19 Response:**

- City of Carson, Burbank & Montebello – outreach to 35,000 businesses with Technical Assistance being provided to 2,000 businesses.
- **The City of Burbank Small Business Coronavirus Pandemic Grant Program deployed over \$1.4 million to over 100 businesses and entrepreneurs.**
- Over \$6M in PPP & Economic Injury Loans
- Over \$2M in forgivable loans & grants directly to small businesses.
- CDC Study – completed the CDC Study which outlined the landscape of Community Economic Development in California.
- Budokan Case Study – completed a case study on the Terasaki Budokan Recreational Center.
- Launched the California Climate Resource Guide.
- Earmarks Advocacy – advocated for Federal Earmarks allocations for CDCs and community economic development projects.
- CDC CRA Tax Credit Advocacy.

# Small Business Lending and CDFI Technical Assistance



Image from: [Pexels](#)

***TA Training: Helping You Understand the Paycheck Protection Program: Round Two (Small Business)***

***Date:*** 1/19/2021

***Carson Small Business Coronavirus Business Assistance Program***

**129 small businesses assisted through the Small Business Disaster Program (Jan – Nov 2021)**

The City of Carson, in partnership with the California Community Economic Development Association (CCEDA), has launched the Carson Small Business Coronavirus

Business Assistance Program to provide support for small businesses impacted by the Covid-19 virus and associated restrictions.

The program provides technical assistance to businesses seeking Economic Injury Disaster Loan (EIDL), Paycheck Protection Program (PPP) funding, other loan programs, as well as general business assistance in managing this crisis. Individual consultants will be assigned to each business seeking assistance. Businesses in Carson were eligible to receive emergency grants of up to \$10,000 from the City of Carson.

### ***City of Burbank Small Business Assistance Program***

The City of Burbank, in partnership with the California Community Economic Development Association (CCEDA), has launched the City of Burbank Small Business Assistance Program to provide support for small businesses impacted by the COVID-19 virus and associated restrictions.

The City of Burbank Small Business Coronavirus Pandemic Grant Program deployed over \$1.4 million to over 100 businesses and entrepreneurs. Implementation of this program was challenging in that the entire process was done remotely and electronically. From application, to processing, to closing and funding, there was no in person interaction due to Covid 19 restrictions. CCEDA staff were given the responsibility of proper due diligence, taking steps to prevent fraud and collecting documentation to ensure the proper deployment of business saving capital, including documentation requirements in the closing and funding of grants.

### **More on City of Burbank, Carson and Montebello**

- Outreach to 35,000 businesses

- Websites established:
  - <https://carson.cceda.com/>
  - <https://burbank.cceda.com/>
  - <https://montebello.cceda.com/>
- Technical assistance provided to 2,000 businesses
- Online loan/grant applications created
  - 500 loan/grant applications
- **Outcomes:**
  - \$6,000,000 in PPP (including forgiveness requests) and Economic Injury Loans
  - \$2,000,000 in forgivable loans and grants made directly to small businesses
  - The City of Burbank Small Business Coronavirus Pandemic Grant Program **deployed over \$1.4 million to over 100 businesses and entrepreneurs.** Implementation of this program was challenging in that the entire process was done remotely and electronically. From application, to processing, to closing and funding, there was no in person interaction due to Covid 19 restrictions. CCEDA staff were given the responsibility of proper due diligence, taking steps to prevent fraud and collecting documentation to ensure the proper deployment of business saving capital, including documentation requirements in the closing and funding of grants.

# CDC Development

## ***City Ministry Network***

**Term:** September 2021

CCEDA continues to assist CMN with launching STEP CDC. CCEDA developed and proposed a strategic plan for STEP CDC and assisted with organizing STEP CDC's Board Orientation. This project is ongoing.

## ***Ember Project Feasibility Study***

CCEDA completed a feasibility study to help establish a community development entity in the City of Stockton.



## ***Budokan Case Study***

CCEDA completed a case study on the Terasaki Budokan Recreational Center. The case study provides a timeline for the development of the Paul I. Terasaki Budokan, which highlights the level of community engagement and community and political support needed to maintain momentum toward the success of this monumental community effort.

The Paul I. Terasaki Budokan (Budokan), the culmination of a 30-year dream and development process, is one of the most ambitious projects undertaken by a community based nonprofit organization. It was developed by the Little Tokyo Service Center Community Development Corporation (LTSC CDC), a 501 C3 non-profit organization that has served residents of Little Tokyo for more than 40 years.



Located two blocks from the Los Angeles Civic Center, this project is in the Little Tokyo community, one of only four remaining historic Japanese American communities in the country (along with San Francisco, San Jose, and the Sawtelle community in West Los Angeles). The \$33.81 million, 51,000 square foot recreational facility (24,000 SF for gym and terrace, and 27,000 SF for parking structure) was fully funded with no long-term debt will enhance the economy and culture of the Little Tokyo community for generations to come. The project was sponsored and developed by the LTSC CDC, a non-profit community development organization with a rich history of community and social services for the residents and community of Little Tokyo.



Image from: [Los Angeles Development Fund](#)

The case study points out, the development process and development issues are the same as encountered in most community development projects. The case study shows how basic development elements must be addressed, and most importantly, are part of the foundation for successful projects. Key elements are addressed in the case study and represent issues common to all community development projects. These include:

1. Development of a Sound Project Concept
2. Community Support
3. Political Support
4. Identification of a Site
5. Local (Organizational) Development Expertise

6. Initial Fundraising
7. Strong Technical Partnerships and Support
8. Understanding of the Development Process
9. Financial Modeling
10. Project Fundraising/Financing
11. Management of Construction Process
12. Incorporation of Sound Facility/Program Management

## Core CCEDA Services

In addition to hosting over a dozen educational webinars with over 750 attendees, many related to CDC non-profits surviving Covid-19, CCEDA has continued both its advocacy and research work to elevate the discussion on community economic development. In 2021, we conducted:

1. Technical Assistance Training
  - a. Grant Writing
  - b. Grant Sourcing
  - c. Funding Development/ Real Estate
  - d. Readiness
  - e. Housing Assessment
  - f. Financial Analysis
  - g. CDFI Development
  - h. Business Assessment
2. CDC Training
  - a. Feasibility Study
  - b. CDC Study's and Strategic Planning

### **More About CCEDA Technical Assistance**

CCEDA is a California based non-profit organization and is able to provide direct CED technical assistance to non-profit CED organizations throughout the country through grants we have obtained from the public and private sector.

Our technical assistance activities include:

- Organizational and capacity analysis/recommendations
- Project conceptualization and planning
- Preliminary concept development (concept papers)
- Assistance in forming pre-development or development teams
- Business and program plans

- Identification of resources or additional technical assistance
- Preliminary project financial structuring and initial project proformas
- Review and recommendations of project proformas
- Preliminary negotiations for site acquisition
- Preliminary negotiations for financing
- Any assistance in moving projects along that might be “stuck” somewhere in the development process.

Depending on sources of our financing, CCEDA can provide additional more extensive technical assistance that can include:

- Funding/financing applications
- Site acquisition and negotiations
- Financial structuring, negotiations and closing

If sources are not available for more detailed assistance, in specific cases CCEDA will build expenses for the extensive services into the actual project budget, which will only be paid if the project financing closes.

## Trainings & Continual Education

**Round 2 - Paycheck Protection Program (PPP):** With the Covid-19 Stimulus Package passed by Congress in December 2020, billions of dollars were allocated for a second round of PPP funding. CCEDA teamed up with SBA experts to bring the latest information, new improvements, and provisions on the second round of PPP funding. The CSBG recipient in attendance was Fresno County Economic Development Corporation.

**Climate Adaptation Webinars:** CCEDA hosted three of the nine Region Climate Adaptation webinars for Inland Deserts, San Diego, and the Bay Area. We highlighted findings from the Climate Adaptation Assessments and spot lighted current efforts by community agencies in each region to address climate change locally. 47 total attendees were present at all three webinars.



Photo by fauxels from [Pexels](#)

**Community Revitalization Webinar:** As the world returns to some semblance of normalcy, disadvantaged communities continue to grapple with the economic and humanitarian impacts of Covid-19. Such an economic downturn of this scale requires comprehensive efforts to revitalize and rebuild these neighborhoods. CCEDA will highlight strategies and interventions Community Economic Development (CED) leaders utilize to overcome economic crises in their communities. 34 attendees were present.

**Faith-Based CDC Program:** CCEDA Launched the recruitment of the cohort for the Faith-Based CDC Program. The program targets Latinx and African American faith-based organizations in Los Angeles, Orange County, the Inland Empire and Riverside that are interested in establishing CDCs. The webinar series will inform Faith-Based leaders about the history of community development and CDC models and structures. By the end of the program, CCEDA will provide TA to Faith-Based organizations that want to employ CDC services in their communities.

**Shuttered Venue Operators Grant Program Webinar:** On April 20, 2021, CCEDA partnered with Pacific Coast Regional Small Business Development Corporation to share information on the SBA Shuttered Venue Operators Grant (SVOG) program. The program targets live venues, live performing arts organizations, movie houses & cultural institutions that experienced a reduction in revenue due to the COVID-19 pandemic. The discussion included grant eligibility, how to apply, grant amounts and more. Three attendees were present.

**OCS Grant Webinar - Community Economic Development Projects:** CCEDA hosted this webinar to discuss how to write a compelling grant. 45 attendees were present.

# Advocacy

## ***CDC CRA Tax Credit Advocacy***

CCEDA has a long history of supporting CRA and is committed to supporting advocacy efforts to strengthen the Community Reinvestment Act. During 2020, CCEDA continued its work with CRC and others to encourage its members to submit comment letters. The Community Reinvestment Act, a Civil Rights law passed in 1977 to address redlining and systemic lending discrimination.

## ***Earmarks Advocacy***

CCEDA advocated for Federal Earmarks allocations for CDCs and community economic development projects.

## Membership & Social Media Metrics

**Summary of tactics:** CCEDA distributes monthly e-newsletter, weekly funding newsletter, social media posts, and personal outreach emails consisting of economic development news and opportunity to be a Cooperating Organization in our Climate Adaptation Regional Webinars.

### **Success metrics:**

- 263 people on average open the monthly newsletter and 30 people on average register for the Regional Climate Adaptation Webinars.
- Approx. 37.8% highest e-newsletter opens
- Climate Webinar Registrants per Webinar: Average = 18 / Attendance Max Count = 44
- 4 New Member = 34 CCEDA Members Total

### **Overall Learnings**

Adding Cooperating Organizations to Regional Climate Adaptation Webinars have increased our registration numbers and provide opportunities for networking and future work with environmental justice organizations. This may be useful when we seek our organizations who need climate adaptation TA.

In the past we invited environmental justice and climate change organizations to attend our Regional Climate Adaptation Webinars. Making the change to request being a Cooperating Organization has increased our Regional Climate Adaptation Webinar registration numbers. We are still seeing a low number of attendees during live webinar.

We have also posted our Regional Climate Adaptation Webinars on Eventbrite to reach a wider audience.

CCEDA's feature in Business View Magazine provided great visibility for CCEDA at zero cost. Our newsletter engagement was very active for this article, being the most clicked article in our September newsletter. More content features will help increase CCEDA's visibility and could help increase participation in future initiatives.

CCEDA's social post with E.D. Roberto Barragan and U.S. Senator Alex Padilla has increased our social engagement. More social post and content such as this will help grow CCEDA's social media presence.

Audience is engaged with CCEDA's work with other organizations. More partnerships with other organizations could increase CCEDA's visibility, rate of participation in future initiatives and TA services.

Sierra Nevada Ally published article regarding How CCEDA and its Partners are Changing the Narrative Around Climate Change. Final Installment of Webinar Series to include Sierra Business Council, Mammoth Lakes Trail & Public Access Foundation.