

EconoVue Accelerated Targeted Business Outreach for Competitive COVID-19 Micro-Grant Program

CASE STUDY

Background

The Workforce Alliance of the North Bay (WANB) spans California's Lake, Marin, Mendocino, and Napa counties. The WANB Region is larger than some states and represents 2% of the California economy, with \$46 billion in business revenue and \$56 billion in personal income.

The region is geographically diverse, ranging from urban to rural areas. And demographically diverse, with median household income ranging from \$47K in Lake County to \$121K in Marin County. The region is home to four community college districts, four county offices of education, and three adult

education consortia. There is a labor force of approximately 270,000 people.

All four counties offered micro-business COVID-19 Relief Grants through the local small business development centers (SBDCs) and economic development organizations. The grant provided \$2,500 to eligible businesses.

WANB worked closely with all County SBDCs to identify candidates for outreach and cross-promote the program through social media and E-blast with flyers from various County organizations.

Challenge

The challenge was to quickly narrow down a target audience for a competitive COVID-19 micro-grant program outreach based on the rigorous eligibility requirements for micro-businesses.

Solution

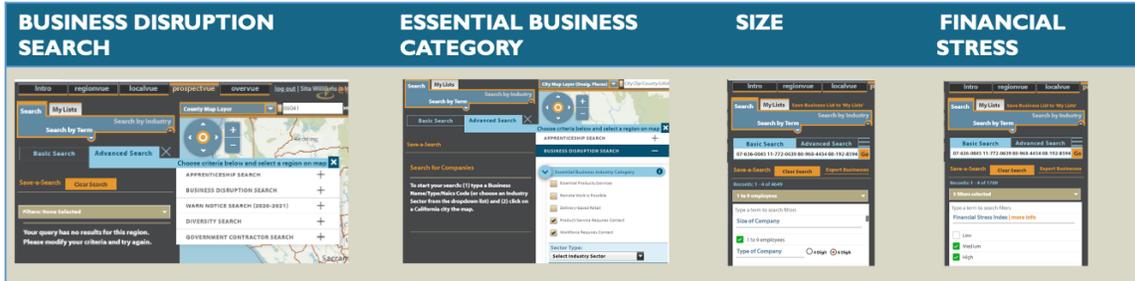
The Workforce Alliance of North Bay utilized EconoVue, a data visualization platform for accelerating business engagement built on top of the Dun & Bradstreet Data Cloud to identify eligible businesses for the micro-grant program. Data visualization, mapping, and advanced search tools enable the filtering of companies by location, sector, size, risk, growth, and diversity in seconds. The COVID-19 Relief grant program rolled out very detailed criteria for WANB to determine eligibility.

SPECIFIC COVID-19 RELIEF GRANT CRITERIA
1. Significantly impacted by COVID-19 pandemic
2. Business earned less than \$50,000 in gross revenue in 2019 from their business, and the business is the primary source of income
3. Fewer than 5 full-time equivalent employees
4. DID NOT receive the CA Relief Grant funding
5. Disadvantaged
6. In operation since December 2019 & or before

Using the Advanced Search filter in EconoVue, WANB quickly filtered by:

- Targeted counties (Lake, Marin, Mendocino, Napa) within the workforce area

- Evidence of Business Disruption from COVID-19
- Essential Business Category requiring contact
- Company size: <10 employees (further filtered down to <5 employees once exported)
- Medium to High Financial Stress Index to understand financial stability
- Historically disadvantaged (woman-owned, minority-owned, veteran-owned, etc.)



Once EconoVue generated the report, the list of eligible businesses along with the most relevant data insights were distributed to the partners across the county for their targeted outreach.

EconoVue simplified and accelerated our targeted outreach for the COVID-19 Relief Grant Program – a program critical for the economic stability of our entire workforce region.
 Community & Business Partnerships Officer & Rapid Response Coordinator, WANB

Outcomes

Of the four counties within the workforce region, Marin County finished its Micro Business Grant disbursement first, in the fall of 2022, and thus could report out on the participant demographics. The Marin County Grant program was so successful it had 148 qualified applicants. 111 grants were awarded to eligible businesses (more than the available funding), and the program achieved diversity across grant award recipients.

<p>Marin Microbusiness Grant Results</p> <ul style="list-style-type: none"> • 207 Applications • 148 Qualified after Review Process • 111 Grants Awarded 	<p>Overview of Funded Business Owners</p> <ul style="list-style-type: none"> • 61% were Women, 51% were Minorities, 5% preferred not to respond, and 44% were Caucasian • 5 Veteran Businesses Funded • Top 3 Industries: Art/Entertainment, Professional/ Technical Services and House Cleaning/Janitorial • Top 3 Locations: San Rafael, Novato, West Marin
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The Lake, Napa, and Mendocino County grant program final results are yet to be reported. That said, in Mendocino County, two individual companies have already reported promising gains made possible through the grant program.