

Placer Shares

2020 Grant Initiative Overview

January 26, 2021

Placer Shares Overview

- CARES Act \$150 billion COVID-19 relief fund passed on March 27, 2020
- Placer County received \$41.1 million via monthly installments from July to October
- BOS allocated approx. 40% of this funding for small business and non-profit assistance via 'Placer Shares' programs

Placer Shares Grants

\$16 Million approved for small businesses and non-profit organizations in 2020



Community/Chamber Collaboratives



Placer Shares

placer.ca.gov/shares



576

restaurant & bar grantees



1,222*

other small business grantees



1,798*

total small business grantees



153

non-profit grantees



\$2 Million Community/Chamber Collaboratives

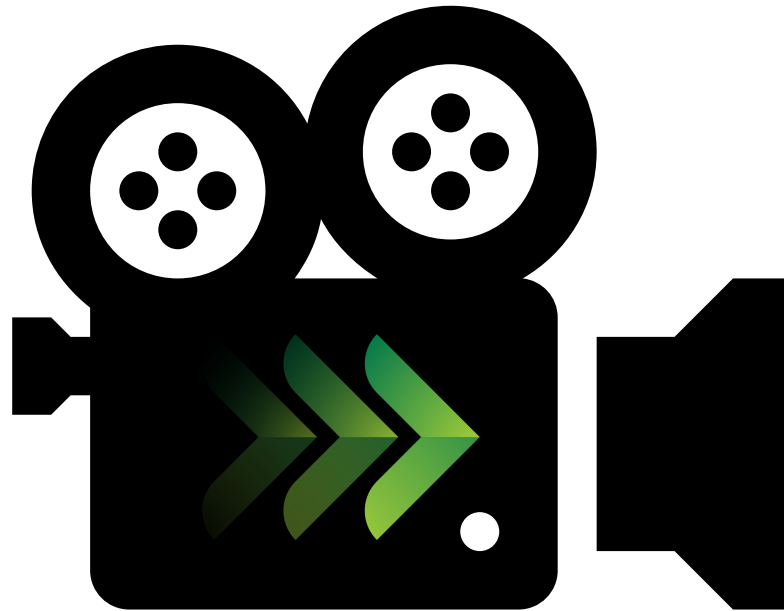
*Does not include the most recent round of Placer Shares 'Community/Chamber Collaborative' Grants which closed on January 16.



Placer Community/Chamber Shares Collaboratives

- **Awards by geographic region:** Roseville, Rocklin, Lincoln, Loomis, Auburn, Colfax & Tahoe
- **Lead applicants:** chambers of commerce, business associations, local industry associations, and cities
- **Collaboration:** impact multiple businesses
- **Eligible expenditures:** restaurant delivery operations, outdoor dining infrastructure, online purchasing platforms, commercial rent and utilities relief payments

Placer Shares 2020 Video Presentation



Placer Shares Potential 2021 Grants

- Clarity on new federal COVID aid under 117th Congress/Biden administration
- Lessons learned from 2020 Placer Shares experience to inform future initiatives
- 3rd party administration an effective grant deployment model with great thanks to SBC, TTCF, & PCF



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Community
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