

RESOLUTION NO. 2021-78

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
AUTHORIZING STAFF TO PREPARE AND SUBMIT A LETTER OF SUPPORT
FOR THE SBA COMMUNITY NAVIGATOR PILOT PROGRAM GRANT

WHEREAS, The American Rescue Plan Act, 2021 (Pub. L. No. 117-2, § 5004) authorizes SBA to establish the Community Navigator Pilot Program to make grants to, or enter into contracts or cooperative agreements with, private nonprofit organizations, SBA Resource Partners, States, Tribes, and units of entities; and

WHEREAS, the Administration is committed to strengthening engagement of its technical assistance to economically, disadvantaged individuals as part of a broader outreach strategy; and

WHEREAS, the Institute for Innovation and Economic Development (iiED) at CSU, Monterey Bay's College of Business, proposes the creation of a network of small business technical assistance providers along the central coast. The purpose of this network will be to support small businesses severely impacted by the economic downturn caused by the COVID-19 pandemic; and

WHEREAS, the SBA Community Navigator program will create a pilot HUB and SPOKE program to provide recovery services including financial assistance, access to capital support, contracting and procurement assistance, marketing, operations, and business development, export and importing and industry specific training to aid businesses in stabilization and expansion; and

WHEREAS, the program will prioritize small businesses owned by socially and economically disadvantaged communities, as well as women and veterans. Programming that focuses on supporting communities where English is a second language and that offers technical assistance in languages other than English is encouraged.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Marina does hereby:

1. Authorizing the staff to prepare and submit a letter of support for the SBA Community Navigator Pilot Program Grant.

PASSED AND ADOPTED by the City Council of the City of Marina at a special meeting duly held on this 7TH day of July 2021 by the following vote:

AYES, COUNCIL MEMBERS: Medina Dirksen, Burnett, Berkley, Biala, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ATTEST:

Bruce C. Delgado, Mayor

Anita Sharp, Deputy City Clerk

June 29, 2021

Item No: **8f(4)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of July 7, 2021

**CITY COUNCIL TO CONSIDER ADOPTING RESOLUTION NO. 2021-,
AUTHORIZING STAFF TO PREPARE AND SUBMIT A LETTER OF
SUPPORT FOR THE SBA COMMUNITY NAVIGATOR PILOT PROGRAM
GRANT**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2021-, authorizing staff to prepare and submit of a letter of support for the SBA Community Navigator Pilot Program Grant.

BACKGROUND:

The American Rescue Plan Act, 2021 (Pub. L. No. 117-2, § 5004) authorizes SBA to establish the Community Navigator Pilot Program to make grants to, or enter into contracts or cooperative agreements with, private nonprofit organizations, SBA Resource Partners, States, Tribes, and units of entities. OED will support the Community Navigator Pilot Program. OED's mission is to help small businesses start, grow, and compete in global markets by providing quality training, counseling, and access to resources.

The Administration is committed to strengthening engagement of its technical assistance to economically disadvantaged individuals as part of a broader outreach strategy. Under the community navigator approach, organizations enlist trusted, culturally and technically knowledgeable partners to conduct targeted outreach to specific sectors of the entrepreneurial community.

ANALYSIS

The Institute for Innovation and Economic Development (iiED) at CSU, Monterey Bay's College of Business, proposes the creation of a network of small business technical assistance providers along the central coast. The purpose of this network will be to support small businesses severely impacted by the economic downturn caused by the COVID-19 pandemic. This technical assistance is critical, as small businesses have been particularly hit hard by the pandemic over the last year.

Through the Central Coast Community Navigator Program, the iiED will work with local partners, including the Cal Coastal SBDC, the Monterey County Business Council/Central Coast PTAC, the El Pajaro Commercial Kitchen/Women Business Center, GetVirtual, San Benito Economic Development Corporation, California Manufacturing Technical Assistance Program, and local counties and cities to deploy technical assistance specifically designed to support those small businesses who have been unable to access support services.

The SBA Community Navigator program will create a pilot HUB and SPOKE program to provide recovery services including financial assistance, access to capital support, contracting and procurement assistance, marketing, operations, and business development, export and importing and industry specific training to aid businesses in stabilization and expansion.

The program will prioritize small businesses owned by socially and economically-disadvantaged communities, as well as women and veterans. Programming that focuses on supporting communities where English is a second language and that offers technical assistance in languages other than English is encouraged.

CONCLUSION:

Staff is requesting that the City Council authorize staff to prepare and submit a letter of support for the SBA Community Navigator Pilot Program Grant.

Respectfully submitted,

Layne Long
City Manager
City of Marina