



P.O. Box 1646 | Lakeport, CA 95453 | [www.1team1dream.net](http://www.1team1dream.net) | EIN #83-37376321

**Date:** June 3, 2024

**To:** Bruno Sabatier, Chair, Lake County Board of Supervisors

Attn: Susan Parker, CAO

**Request:** Request approval of grant funding to support and help build a more resilient and sustainable small business economy in rural Lake County.

**Background:**

Since inception in 2020, our nonprofit, 1Team 1Dream, has supported 91 small businesses - all through training, marketing, and a dynamic social media campaign - some with cash awards:

- \$287,000 awarded in cash prizes.
- 27 small businesses have benefited from cash awards.
- 90% success rate (businesses operational).

Please see the attached status report on 2023 winning businesses.

Since launching by zoom in 2020 (during the COVID pandemic), Interest in the competition continues to grow, attracting 79 competitors – the largest number to date - for the 2024 competition.

The competition requires commitment and follow-through on the part of participating businesses. Effective with the 2023 competition, winning applicants must submit an annual report of expenditures and activities; monies not used for the purposes intended must be returned; and we have instituted site visits as a way to monitor progress and provide visible support for marketing through social media and mentorship.

In year 5, we will make cash awards totaling \$150,000 to 8 small business competitors. All will participate in a mandatory 1-day business training and a mini-competition wherein 20 pre-selected (from 79 applicants) small businesses compete for a place in the final competition. Finalists will compete on the Soper Reese stage on Sunday, October 6, 2024. The finalists also receive “pitch” training and participate in a “fan favorite” competition for a chance to win \$1,000. The fan favorite competition is sponsored by the Founders, has become very popular, and serves as another way to amp up the enthusiasm for small businesses and local shopping.

**Purpose:** The goal of the small business competition is to help build a resilient and thriving economy, a few small businesses at a time. The premise is that small businesses are the backbone of small rural economies, such as ours.

**Progress:** Winning businesses continue to thrive. Some help grow the economy through by adding employment opportunities; others are featured in media outlets for their specialty products sold in and outside our local area, bringing positive attention to the County; while others are supporting themselves and their families and serving broader community needs, helping to keep shoppers local. The attached status report from last year’s winners is a small sampling of the successes we’ve seen.

**Summary:** Hands Up Lake County is much more than just teaching the mechanics of operating a business. The program prepares small businesses and entrepreneurs to become even more ready to fill commercial gaps throughout the County AND to build sustainable businesses.

In this, a pivotal year for the competition, winning businesses continue to thrive. Past sponsorships have helped new businesses jump start and established businesses expand by improving their business models through training, marketing, and competition. In addition to the cash boost, finalists in the competition receive valuable training in marketing, self-promotion, and business finances. The ability to pivot in times of challenge (COVID, fires, or tough business times) is also targeted.

This one-of-a-kind program offers countywide economic growth opportunities. We hope you see the advantages of supporting the 1Team 1Dream project and respectfully ask you to join the Cities of Clearlake and Lakeport, who have already pledged their contributions as well as the many private and corporate entities, local businesses and individuals who continue to sponsor the Hands Up Lake County, Small Business Competition.

1Team 1Dream is an all-volunteer organization. All funds raised go directly to the program. Please review the brochure enclosed and visit our website, [www.1team1dream.net](http://www.1team1dream.net) for more information.

**Recommendation:** In the interest of building a resilient and sustainable economy, we respectfully submit a request for a Major Sponsorship of \$50,000.

I am available at your convenience to answer questions or provide additional information as needed.

Sincerely



Olga Martin Steele, Chair & Cofounder

1Team 1Dream

Hands Up Lake County Small Business Competition, 2024

Attachments

cc: Eddie Crandell, Vice Chair

1Team 1Dream Board of Directors

Maryann Schmid, Founder/Vice Chair/Treasurer; Olga Martin Steele, Chair & Cofounder;  
Monica Rosenthal, Secretary; and Directors Helena Welsh, Ben Alexander, and Laura Falteisek