



Legislation Text

File #: 22-490, Version: 1

Memorandum

Date: May 17, 2022

To: The Honorable Lake County Board of Supervisors

From: E.J. Crandell, District 3 Supervisor
Bruno Sabatier, District 2 Supervisor

Subject: Consideration of grant funding in the amount of \$25,000 to support 1Team 1Dream by sponsoring Hands Up Lake County, Small Business Competition, 2022

Executive Summary:

Beginning its 3rd year, the “Hands Up Lake County” small business competition has trained 33 and awarded cash prizes to 11 small businesses in Lake County.

The competition launched by zoom in 2020, a very challenging year due to the COVID pandemic. Since inception, the interest in the competition has grown, from 37 applicants in 2020 to 50 in 2021. Small businesses have received business plan training and participated in mini competitions where local business and community leaders selected “the best of the best,” to advance to a final competition. In the final competition, a different set of business and community leaders judged the presentations and decided the award levels each competitor received. Every business entering the final competition received a cash award; a total of \$79,750 has been awarded in the first two years.

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

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.

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 a sustainable business.

Through ongoing promotional efforts on social media, the local print and online media and radio, all businesses who have been through the program are introduced and promoted in our communities.

Applications are now being accepted through June 30, 2022. Only residents aspiring to or doing

business in Lake County may apply.

Summary: This one-of-a-kind program offers countywide economic growth. We hope you see the advantages of supporting the 1Team 1Dream project to build resilient and sustainable small businesses, county-wide. We ask you to join the Cities of Clearlake and Lakeport as well as private and corporate entities, local businesses and individuals who support the program by sponsoring Hands Up Lake County, Small Business Competition, 2022.

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

If not budgeted, fill in the blanks below only:

Estimated Cost: _____ Amount Budgeted: _____ Additional Requested: _____ Future Annual Cost: _____

Consistency with Vision 2028 (check all that apply):

☐ Not applicable

- | | | |
|---|--|--|
| <input type="checkbox"/> Well-being of Residents | <input type="checkbox"/> Public Safety | <input type="checkbox"/> Disaster Prevention, Preparedness, Recovery |
| <input checked="" type="checkbox"/> Economic Development | <input type="checkbox"/> Infrastructure | <input type="checkbox"/> County Workforce |
| <input checked="" type="checkbox"/> Community Collaboration | <input type="checkbox"/> Business Process Efficiency | <input type="checkbox"/> Clear Lake |

Recommended Action: Approve grant funding in the amount of \$25,000 to support 1Team 1Dream by sponsoring Hands Up Lake County, Small Business Competition, 2022