

El Pajaro Community Development Corp.

Reporting Period: 7/1-12/31 2020

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Income-Level Data		
	Total served this report period	Total served year to date
Very Low Income (< 30% of median income)	13	13
Low Income (31% - 50% of median income)	15	15
Moderate Income (51% - 80% of median income)	5	5
Non-LMI (> 80% of median income)	3	3
*TOTALS:	36	36

Racial/Ethnic Data		
Race:	Total served this report period	Total served year to date
White	10	10
Black/African American	0	0
Asian	0	0
American Indian (South Central & North) /Alaskan Native	14	14
Native Hawaiian/Other Pacific Islander	0	0
Other Multi-Racial	12	12
*TOTALS:	36	36
Ethnicity	Total served this report period	Total served year to date
Hispanic	34	34
Non-Hispanic	2	2
*TOTALS:	36	36

Number of female owned businesses	Total served this report period	Total served year to date
*TOTALS:	22	22

Primary Language Spoken		
	Total served this report period	Total served year to date
Spanish	31	31
English	5	5
Bi-lingual		
Other		
*TOTALS:	36	36

Business Status		
	Total served this report period	Total served year to date
In business (>1 year)	31	31
Start-up (<1 Year)	1	1
Pre-venture	4	4
*TOTALS:	36	36

Participation in training events		
	Total served this report period	Total served year to date
Clients	20	20
Contacts (have not received TA from EPCDC)	15	15
*TOTALS:	35	35

Training Event Title
Maneja y Mejora Tu Crédito: Taller para Empresari@s
Latinos in Tecnología
Business Model Canvas for Non-Profits
Préstamo PPP: Más sobre el perdón de préstamo, junta semanal
Comunicaciones y marketing durante crisis
Manejando las Finanzas - Talleres
Diseña Tu Negocio - Talleres
Aumenta tus ventas durante la pandemia
Planificación Empresarial En Tiempos De Incertidumbre
Reunión Comunitaria COVID-19 Para Negocios Pequeños

Technical Assistance 325 hrs/yr=~80 hrs/quarter				
Type of technical assistance provided	# served this period	Total # served year to date	Total hours this report period	Total hours year to date
COVID-19 Financial/Capital	28	28	150.75	150.75
COVID-19 General Assistance	22	22	23.5	23.5
Buy/Sell Business	1	1	9	9
Business Plan	2	2	10.75	10.75
Pre-venture Assistance	1	1	0.75	0.75
Start-up Assistance	4	4	7.5	7.5
Other	5	5	11.75	11.75
*TOTALS:			214	214

Creation or Retention of Jobs 25 per/yr full or part time= 6/quarter		
	Total served this report period	Total served year to date
How many jobs created?		
Full time	4	4
Part time	1	1
How many jobs retained?		
Full time	31	31
Part time	7	7
*TOTALS:		

Outreach Reporting min 36 hrs/year=9hrs/quarter		
Hours of Outreach*	Total hours this report period	Total hours year to date
Social Media, email and phone calls	57	57
*TOTALS:		

Access to Capital		
Funding Sources List	Total this report period	Total year to date
Fondo Adelante	11	11
PPP Forgiveness	1	1
*TOTALS:	12	12

Access to Capital			
		50 Loans per year	13 per Quarter
Application Status	Total	Total this report period	Total year to date
Approved	\$ 125,000.00	3	3
In Progress	\$ 68,830.00	4	4
Withdrawn		3	3
Denied		1	1
TOTALS:	\$ 193,830.00	11	11
Received pre-lending/lending assistance		Total this report period	Total year to date
Clients		27	27
Contacts		0	0
TOTALS:		27	27
Hours of pre-lending/lending assistance		Total this report period	Total year to date
Hours		151.75	151.75
TOTALS:		151.75	151.75

Attachment 4: Achieved Outcomes

Outcomes		
Type	Total served this report period	Total served year to date
# of businesses assisted*	36	36
Of those businesses assisted:		
# that were new	4	4
# that were expanding	0	0
# that were relocating	0	0

Revenue Changes		
# of Businesses reported an increase in Revenue	Total this report period	Total year to date
1	1	1
*TOTALS:	1	1

Industry		
	Total this report period	Total hours year to date
Accommodation and Food Services	9	9
Agriculture, Forestry, Fishing and Hunting	3	3
Construction	2	2
Finance and Insurance	1	1
Manufacturer or Producer	1	1
Professional, Scientific, and Technical Services	1	1
Service Establishment	17	17
Retail	2	2
*TOTALS:	36	36

Narrative	
This fiscal year to date has been focused on COVID recovery and recovery funding. Staff invested more than 900 hours the development and implementation of COVID-19 related programs and funding sources for small businesses. The Fondo Adelante Program (FAP) started as an early option for ITIN-owned businesses and others unable to apply for federal funding. The FAP continues as new programs have been rolled out. We help clients identify the most beneficial program for their needs and this includes the recent local and state grants that were rolled out late last year. The application process has been taking 6-8 hours of TA to achieve as the target clients for this program need more assistance with the process than average. With the online nature of these programs, we find our role as technology coach is crucial to creating access, especially with Spanish-dominant clients. Through the creativeness and flexibility of our staff we have found ways of helping business owners apply using ZOOM meetings, recruiting the client's kids, or step by step help over the phone, we try to meet the client where they are at and go from there. The experience emphasized the need to bridge the digital gap. Through a partnership with Hispanic Economic Development Corporation, we were able to offer free access to a technology training designed specifically for Latine first-time technology users. Twelve scholarships were made available to clients and we hope to provide access to this training for more business owners in the coming months. In late December we were notified that we were selected by the SBA as one of 20 new Women's Business Centers nationally. This program will support all entrepreneurs with a focus on women and minority owned business. Though the center will be based at our Watsonville office, we will be opening a satellite office in the Salinas Valley to better serve our clients in the region. Late 2020 we saw an increase in inquiries from pre-venture entrepreneurs include an increased interest in the Commercial Kitchen Program. We have restarted our orientations (online) and are planning to offer our Empresari@ business planning course this winter/spring. Our Executive Director continues to participate in	

