



HOW TO ACCESS STATE SAVING AND FINANCING PROGRAMS FOR YOUR SMALL BUSINESS

TODAY'S PARTNERS



















EDC SERVICES

EDC Small Business Development Center

Supporting Ventura, Santa Barbara and Los Angeles County businesses with professional technical consulting from a team of over 50 experts.

FINANCE | MARKETING | OPERATIONS | LEGAL COMPLIANCE | HUMAN RESOURCES

BUSINESS MODEL PIVOT | START-UP ASSISTANCE | INTERNATIONAL TRADE

EDC Loan Program

5 loan funds across Ventura & Santa Barbara County including our Disaster Bridge Loan Fund, providing businesses with cash flow boost of up to \$50,000 with 4.25% interest rate.







www.edcollaborative.com

EDC SERVICES

Get started today with EDC SBDC no-cost consulting by calling our Business Assistance Line

805.409.9159

Resources and advising are available in English and Spanish.







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DOWNTOWN SANTA BARBARA

DowntownSB.org





The Economic Development Collaborative and Downtown Santa Barbara Organization

CalSavers Retirement Savings Program

July 13, 2021

Jonathan Herrera, Director of Outreach and Education CalSavers Retirement Savings Board

jherrera@treasurer.ca.gov





Who is CalSavers for?





Employees



Employed in the state of California (CA W2)



18 or older



Social Security Number or an Individual Taxpayer Identification Number

Employers – California Retirement Mandate



Do not offer an employer-sponsored retirement plan



5+ California employees



at least one of whom is eligible (18 or older)

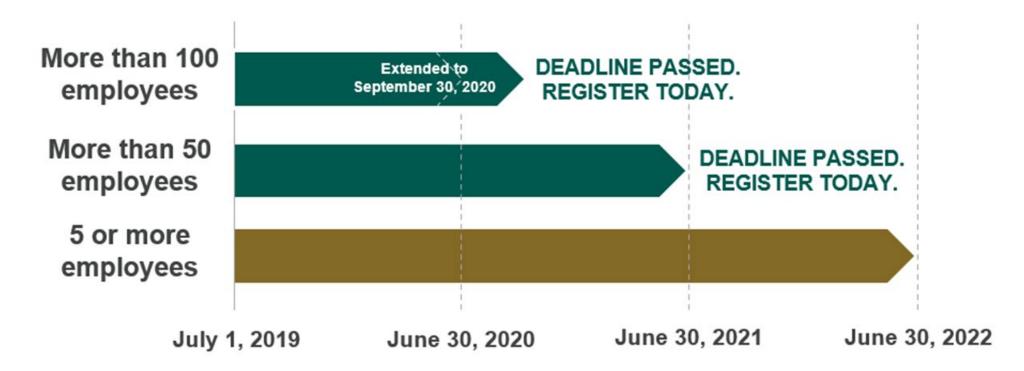
CalSavers is <u>not</u> intended to replace or compete with employer-sponsored plans

Employer required registration deadlines





Employers can register **AT ANY TIME** but need to register by their enrollment deadline if they do not offer an employer-sponsored retirement plan.



Employers with <5 employees

Employers with less than five employees are not subject to the mandate, may not participate in automatic enrollment of their employees, and are not required to register for CalSavers. Non-mandated employers may choose, but are not required, to facilitate payroll deductions for employees who opt-in on their own as individual participants and subsequently request that their employer facilitate deductions.

Eligibility in LA, SB and Ventura Counties





In the Counties of Santa Barbara, Ventura and LA there are more than 68,000 eligible employers with more than 1.9 million employees

	Wave 1 >100 employees	Wave 2 >50 employees	Wave 3 ≥5 employees	Total
■ Employers	2,013	2,313	64,161	68,487
■ Employees	985,106	161,352	772,477	1,918,935

Source: California Employment Development Department data extraction as of January 2020; CalSavers staff eliminated firms reporting qualified plans per the U.S. Department of Labor Employee Benefits Security Administration, Form 5500 database.

Eligibility in Santa Barbara





In the City of Santa Barbara there are more than 1,400 eligible employers with more than 40,000 employees

	Wave 1 >100 employees	Wave 2 >50 employees	Wave 3 ≥5 employees	Total
■ Employers	32	62	1,377	1,471
■ Employees	18,426	4,205	17,869	40,500

Source: California Employment Development Department data extraction as of January 2020; CalSavers staff eliminated firms reporting qualified plans per the U.S. Department of Labor Employee Benefits Security Administration, Form 5500 database.

Employer features



CalSavers addresses three key hurdles reported by employers that do not offer a plan:

Very easy to facilitate

No fees for Employers **Employers are** not fiduciaries

Four Easy Steps



Register by state-required deadline



Submit and maintain employee roster



Set up account



Submit employee contributions each pay period

Saver features



Simple

Portable/ Accessible

Low Fee

Automatic payroll deduction IRA w/ simple options

Stick with the default settings or easily customize.

Saver keeps their account

even if they change jobs.
Roth default allows for tax & penalty free withdrawal of contributions.

Low cost for savers

Savers will pay a small fee to cover program administration costs.

Resources/Client Services





Website

www.calsavers.com



Phone/Email

1-855-650-6918 (Savers)

1-855-650-6916 (Employers)

clientservices@calsavers.com

Hours:

8:00 am to 8:00 pm PT M-F



- Onboarding & field teams
- fieldsupport@calsavers.com

Join our webinars for employers visit calsavers.com/events

ScholarShare529 The California way to save for college

Lori Mattson, Manager ScholarShare Investment Board Lori.Mattson@treasurer.ca.gov

ABOUT ScholarShare529



California's official college savings plan



20-year track record helping families pay for college Over \$10.5 billion in assets¹

One of the largest 529 plans in the country ²



Overseen by the ScholarShare Investment Board, chaired by the California State Treasurer

The College Funding Landscape

\$1,517

\$29,614

\$16,788

18 Years

Community Colleges

CA school annual tuition¹

Public 4-Year

\$6,728

In-state CA school annual tuition¹

Private 4-Year

CA school annual tuition¹

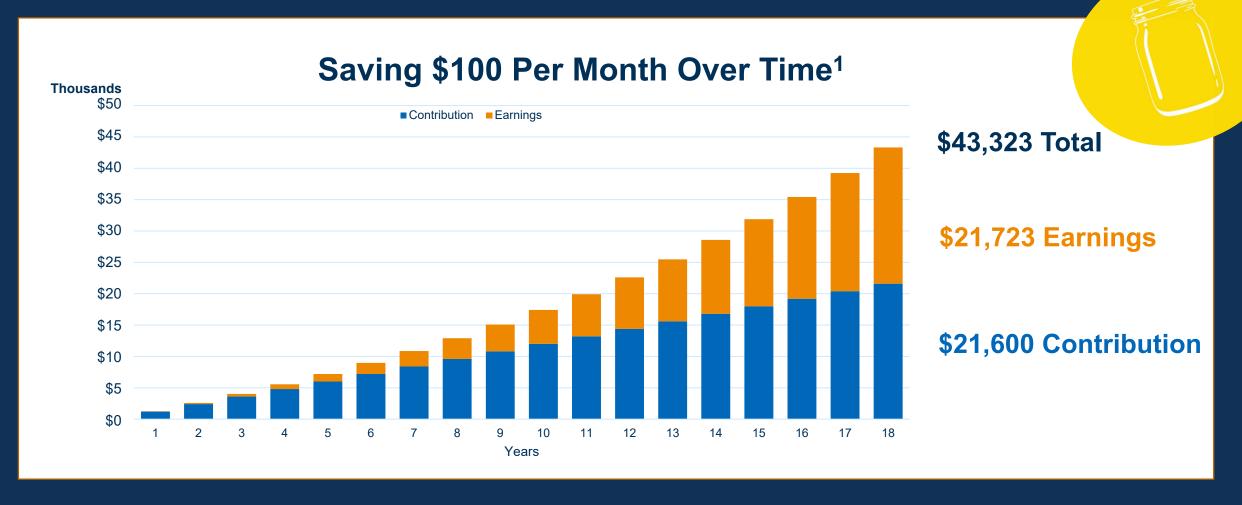
Living Costs

On-campus, average annual¹

Student Loans

Average time it takes to fully pay off²

Savings Can Really Add Up



^{1.} This hypothetical example assumes monthly contributions of \$100 for 18 years, and an average annual return of 7% compounded monthly for an effective rate of 7.23% and assumes tax-free growth and distributions.

Different Ways To Save For College







Traditional/ Roth IRA



Family's general savings account



ScholarShare 529



Coverdell Savings Account

More Money for College





^{1.} Hypothetical example only. Assumptions: Investment account/ScholarShare 529 ROI of 7% before taxes. Savings account ROI of 0.05% (average rate for week of 11/9/20 per FDIC: fdic.gov/regulations/resources/rates/). Taxes calculated based on maximum federal capital gains tax of 20% and the maximum state marginal tax rate of 13.3%. Assumes no federal deduction for state taxes. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings.

Keep More of What You Save

Low Investment Fees

Less than half the national average for all 529 plans¹

Less than one-third the average of advisor-sold plans

None of These Fees

Loads

Sales charges

Commissions

Application fees

Cancellation fees

Transfer fees

Investment change fees

Minimal Impact on Financial Aid

One of the most financial aid friendly ways to save²

^{1.} Source: ISS Market Intelligence 529 College Savings Quarterly Fee Analysis Fourth Quarter 2020. ScholarShare 529's average annual asset-based fees are 0.26% for all portfolios compared to 0.56% for all 529 plans. 2. For accounts held by parents of students. Impacts subsequent years. Note: The treatment of investments in a 529 savings plan varies by school. Assets are typically treated as the account holder's and not the student's. (Student assets are generally assessed at 20% whereas parental assets are generally assessed at 5.6%.) Any investments, including those in 529 accounts, may affect the student's eligibility to get financial aid based on need. You should check with the schools you are considering regarding this issue.

How Can You Use the Money?



More than just college¹



In California or around the world¹



Many types of expenses¹



Change beneficiaries



Withdraw for other purposes²

How Are Your Savings Invested?

We Have Investment Options That Match Your Priorities



Guaranteed Investment Portfolio

Offers a stable rate of return



Custom
Built
Portfolios

Use our single- and multi-fund portfolios as building blocks to design your own customized strategy



Enrollment Year Investment Portfolios

The most popular choice

Select the portfolio that most closely aligns with your expected enrollment date. Investment strategy automatically adjusts from growth to stability as the enrollment date nears

Who Is Eligible?

Account Owners

Often parents or grandparents

Individual or UGMA/ UTMA accounts

U.S. citizens/residents, age 18+, with valid Social Security or taxpayer ID numbers

Certain trusts, estates, corporations and other entities
with a valid taxpayer ID number¹

You can also designate a successor account owner²

Beneficiaries

Typically a child, grandchild or yourself

Does not have to be a relative

Must have a valid Social Security or taxpayer ID number

Only one beneficiary per account (except for entities establishing a general scholarship account)

Contributors

Just about anyone

U-Gift makes it easy for family and friends to help you save

^{1.} Additional restrictions may apply; please refer to the Plan Description for details 2. In case of account owner death

Making the Most out of Your Savings



Set up recurring contributions

- Your bank
- Workplace



Increase your contribution level annually



Use our Ugift program



Periodically check on your account



Follow us on social media



Join our online community for parents of high school students

The Matching Grant Program

WHO

California parents/legal guardians

Household income under \$75,000

Beneficiaries under age 14

Will not impact eligibility for most state benefits.

Account owner and beneficiary must have a Social Security Number or Federal Tax ID Number.

Open to new beneficiaries only—may not have an existing ScholarShare 529 account.

Account owner tax returns must be on file with the Franchise Tax Board (FTB) to verify income.

WHAT

ScholarShare 529 can help you start saving with a matching grant of up to \$225 when you open a new account.

Dollar-for-dollar match on contributions up to \$200.

\$25 bonus if you establish monthly recurring contributions.

HOW

Apply before 12/31/21

Immediately open a
ScholarShare 529 account

Verify your eligibility

Apply on ScholarShare529.com/mgp.

Provide your contact information, and how you heard about the MGP.

Confirm that you have read the Terms and Conditions.

Disclosure

To learn more about the California 529 College Savings Plan, its investment objectives, tax benefits, risks and costs, please see the Plan Description at ScholarShare529.com. Read it carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Consult your legal or tax professional for tax advice. If the funds aren't used for qualified education expenses, a 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for the California 529 College Savings Plan. 1316247



California Pollution Control Financing Authority

California Capital Access Program (CalCAP)



Resources for California's Small Businesses



CalCAP for Small Business

- Encourages banks and other financial institutions to make loans to small businesses that have difficulty obtaining financing
- Perfect for working capital, start-up costs, and other typical credit needs including construction or renovation of buildings
- ► Loan Loss Reserve Program: Could provide up to 100% coverage to the lender for qualifying defaults
- ► Qualification: Small business with <500 employees, including start-ups, nonprofits and commercial real estate
- ► Loan terms: Up to \$5 million for working capital, start-up costs, equipment/inventory, and more!





Collateral Support Program (CSP)

- Designed to pledge cash to cover the collateral shortfall on small business loans
- ► Ideal for borrowers with strong business plans who lack sufficient collateral
- ► For loans of \$50,000 or more for start-up costs, working capital, equipment and inventory purchases, etc.
- Extra cash support is available to support:
 - Green and manufacturing loans
 - ▶ Loans to businesses in Severely Affected Communities and those negatively impacted by COVID-19





CalCAP California Air Resources Board (CARB) Heavy-Duty Vehicle Air Quality Loan Program

- ➤ For owners of small fleets to finance the purchase of heavy-duty trucks driven primarily in California
- Engines can use diesel fuel, compressed natural gas (CNG), liquefied natural gas (LNG) or other fuels, including zero emission technology
- Helps owners comply with the state's engine emission standards
- ► Helps provide more favorable loan terms





CalCAP Electric Vehicle Charging Station (EVCS) Program

- For businesses wanting to install EV chargers for their employees, customers or tenants
- ▶ Borrowers may be eligible for a rebate after 48 months
- Program in partnership with California Energy Commission (CEC)





Questions?

www.treasurer.ca.gov/cpcfa



CalCAP@treasurer.ca.gov

916-654-5610







Expanding Access to Financing and Supporting the Clean Economy

Opportunities for Small Businesses

Small Business Energy
Efficiency Financing
Program

For Manufacturers:

Tax Benefit to Exclude Sales

Tax on New Equipment

treasurer.ca.gov/CAEATFA gogreenfinancing.com

Sales and Use Tax Exclusion (STE) Program for California Manufacturers: \$100 MM Awards Annually

What

- Exclude Sales and Use Tax on eligible manufacturing equipment and machinery

How

- Applicants must be a qualifying manufacturer (as defined), submit an application, and receive approval from the CAEATFA Board.
- Each Project is evaluated to ensure a net benefit to the State (fiscal and environmental).
- Companies generally have three years to use award. Companies must expend 15% of award within 18 months of approval and complete compliance reports semi-annually and annually.
- Fees: Application fee due upon submittal of application and administrative fee(s) due post-approval.
- Current per applicant/project maximum award limit of \$10 million in STE.

Recycling:

Materials recovery facilities, plastics, green waste and bio-waste

Alternative Source:

(green energy): Solar PV manufacturers, dairy digesters, biofuels

Advanced Manufacturing:
Aerospace, medical
devices,
biopharmaceutical, food
production

Advanced Transportation:

Electric vehicle manufacturers

Sales and Use Tax Exclusion (STE) Program for California Manufacturers: \$100 MM Awards Annually

How do I start?

- Program has seen increased competitiveness; 2021 allocation has fully been awarded as of May 2021
- Currently accepting applications to be waitlisted in the event additional funding becomes available – waitlist expires at the end of the calendar year
- 2022 applications being accepted starting November 2021
- Planning for the future? Contact us to discuss eligibility and process:

CAEATFA@sto.ca.gov

www.treasurer.ca.gov/caeatfa/ste

Small Business Energy Efficiency Financing Program (SBF)

What is it?

- Attractive financing for energy efficient equipment & building improvements
- \$5,000 to \$5 million
- Terms up to 10 years, lowering monthly payments
- Traditional loans and leases as well as energy service agreements
- Contractor and Project Developer network



- Utility customers of PG&E, SoCalGas, SoCal Edison, SDG&E
- Small businesses with any one of: 1) 100 or fewer employees or 2) Annual revenues less than \$15 million or 3) Meet SBA size requirements
- Tenants and building owners eligible
- Open to most industries: cannabis growers and processors, nonprofits and faith-based organizations welcome
- Young businesses and those without established credit history may qualify

What can it do for you?

- Help save money and energy in your business with no upfront costs
- Access affordable financing that fits your budget and business needs
- Fast project approvals: initial credit approval within 48 hours, project approval within 5 business days









From simple, self-install equipment to whole building retrofits:

What projects qualify?

- Lighting, refrigeration, fans, HVAC, insulation, water heating, restaurant equipment, and much more!
- Flexible project eligibility:
 portion of financing can be
 used for non-energy
 improvements, depending on
 finance company
- May be combined with utility rebate and incentive programs or On-Bill Financing



Project Examples:



Dairy Farm in Hanford

- > \$395,000 financed
- Equipment finance agreement and a lease
- LED High Bays &Wraps, VFD Pumps
- ➤ Combined financing with PG&E rebates

Southern California Bakery

- > \$145,000 financed
- > Equipment finance agreement
- Duct sealing and hood vents for baking equipment
- Extensive remodeling included in financing



Four participating finance companies to help you finance your project:









DLL

- Equipment leases and loans
- \$5,000 \$5MM
- 12 84 months

Ascentium

- Equipment finance agreements
- \$10,000 \$2MM
- 12 84 months

AFG

- Equipment leases
- \$10,000 \$5MM
- 24 120 months

Renew

- Energy service agreements
- \$250,000 \$5MM
- 60 120 months



Small Business Energy Efficiency Financing Program (SBF)

How do I get started?

Visit GoGreenFinancing.com!

- 1. Contact a participating contractor or project developer to discuss your needs and scope out your project. Your contractor can provide a customized quote for your project from a participating finance company.
- 2. Apply with the finance company of your choice. Each finance company has a dedicated contact to answer your questions and walk you through the process.
- 3. Get approved and get started!

Questions? Contact our team at GoGreenFinancing.com/contact.

www.treasurer.ca.gov/caeatfa/cheef



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July 13, 2021







Latavia Pineda
Southern California Outreach Manager
Small Business Majority





About Small Business Majority

- Empower America's small businesses and the self-employed to ensure they are empowered to drive a thriving and inclusive economy—particular focus on businesses in underserved communities
- Network of more than 85,000 businesses—eight offices across the country
- Advocacy—access to capital, entrepreneurship, healthcare, benefits and taxes—supported by ongoing research
- Education and resources—webinars, seminars and social media—in partnership with more than 1,000 business organizations—online resource hub: Venturize.org
- COVID-19 pandemic—more than 400 events connecting with 57,000 businesses, expanded online resources—constant advocacy on PPP, EIDL and other government stimulus programs



Access to Capital 101



What is the California Rebuilding Fund?

The California Rebuilding Fund is a loan program to support
 California's small businesses—especially those located in
 economically disadvantaged and historically under-banked areas of
 the state. The loans are flexible, transparent and are designed to help
 businesses access the capital and advisory services they need to get
 through these challenging economic times.

Introduction to CASE

Who is CASE





- California Association for Small Enterprises (CASE) is a small group of volunteers from various industries:
 - Legal groups
 - Non-profit/non-governmental organization
 - Philanthropy
- Established to address the lending disparities
 experienced by small business owners often micro-businesses, business owners of color, women and marginalized and rural business owners





The CASE Taskforce has been meeting since March knowing that the availability of credit is still a problem.

With the backing of the California Infrastructure and Economic Development Bank (iBank), the Taskforce was able to raise capital to allow community lenders like CDFIs to lend more capital.

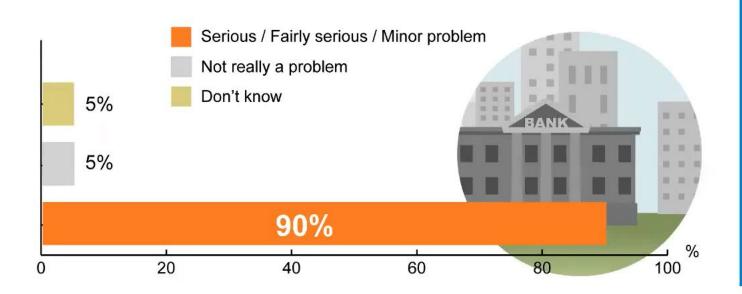






Our scientific opinion polling:

90% of small businesses say the availability of credit is a problem

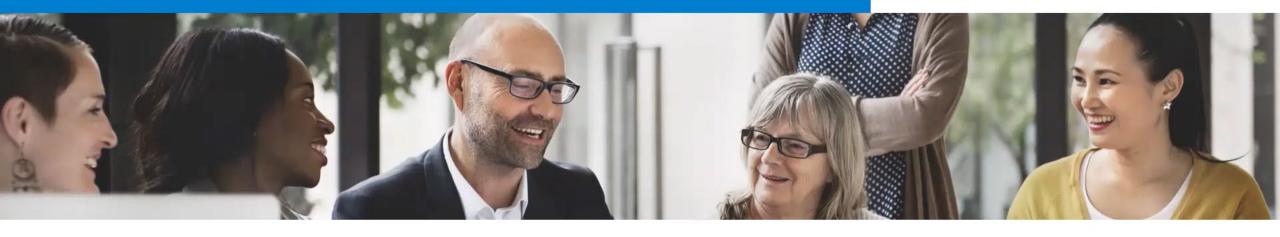


- The availability of capital is crucial for small business startup, survival, and growth.
 - Only 18% of small businesses ever access a bank loan.
 - Small businesses still struggle to access capital postrecession.

CASE Taskforce and CDFIs

The solution





Community lenders

 Community development financial institutions (CDFIs) help small businesses left out of traditional banking systems.

CASE Taskforce and CDFIs



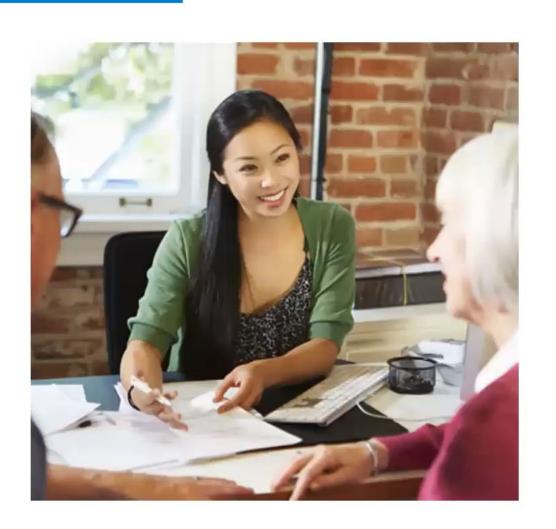
What is a CDFI?

- Community development financial institutions (CDFIs) offer loans (usually less than \$250k) for entrepreneurs who are typically ineligible for traditional bank loans; may be used for wide range of business purposes
- CDFIs are dedicated to responsible affordable lending to underserved entrepreneurs and low-income communities
- CDFIs are the primary institutions to lend to small business owners through the California Rebuilding Fund.

The California Rebuilding Fund Important questions to consider



- What do you need the money for?
- How much money do you need?
- How long will it take you to pay it back?
- What is the current financial shape of your business?
- How long have you been in business?
- How much collateral, if any, do you have to put up for the loan?
- How quickly do you need the money?
- Are you seeking debt or equity financing?



Key Loan Terms





- Interest rate of 4.25%
- Maximum loan size of \$100,000* or up to 100% of average monthly revenues for a 3month period prior to the COVID-19
- 60-month loan term
- Interest-only payments in the first 12 months
- No prepayment penalties

Borrower eligibility



Business size:

- The business have fewer than 50 employees
 - FTE tested *prior* to March 2020, not at time of application
 - FTEs of affiliates counted
- For profit businesses only
- Personal guarantee may be potentially at the discretion of the community lender

- Signature required by each owner with greater than 20% ownership
- Verifiable via Loan applicant's tax return

Borrower Eligibility



Profitability:

- Direct economic hardship from COVID-19
 - Demonstrate a 25% decline in revenues since January 2020
- Annual revenue of less than \$2.5 million
- No active bankruptcies, No 30+ day delinquencies in January or February of 2020
- No more than (1) 60+ day delinquency, no charge offs or discharged bankruptcies in COVID-19 Credit Lookback Window (3/1/19- 2/29/20)









Profitability (continued)

- No repossessions or foreclosures in the past 36 months
- No outstanding tax liens or judgements unless there is 6-months of an active payment plan
- No unpaid child support
- No minimum credit score required; credit score preferences to be set by each community lender



Documentation you may need



You may need to provide:

- Schedule of ownership (name, address, SSN or EITN, percentage ownership, photo ID for any owners with more than 20% ownership), if applicable
- Executed Attestation Certificate
- Bank statements or other proof of revenue

- 2019 Federal Tax documentation
- Personal guarantee (if applicable)
- Evidence of organization's legal formation
 - Standard location
 - Business registration
 - Conflict of interest terms





- Businesses that are NOT eligible include, but may not be limited to:
- Firms engaged in activities that are prohibited by federal law or applicable law in the jurisdiction where the business is located or conducted
- Business engaged in speculative activities that develop profits from fluctuations in price rather than through the normal course of trade
- Facilities primarily used for gambling or to facilitate gambling
- Firms engaged primarily in lobbying activities

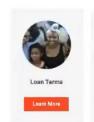


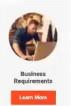
What do I need to do?





Not all businesses will be matched with a participating community lender based on each lender's initial criteria. If matched, you will be connected with a local community lender, which will be a certified Community Development Financial Institution (CDFI). The community lender will work with you on your full loan application. If approved, the loan will be made through that community lender and you will continue to work with them throughout the life of your loan.











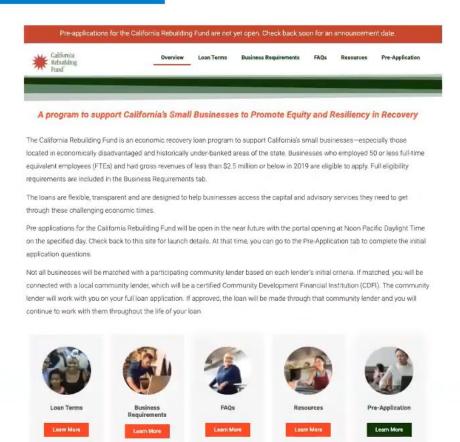
- Apply for a loan through a centralized online portal: caloanfund.org
- Answer a short set of questions about your business.
- "High-touch", hands-on support will ensure the small business is able to navigate the process



What if I don't qualify?

- Ineligible applicants will be matched with a technical assistance provider (SBDCs, WBCs, SCORE) to help them get loan ready
- or to find another, affordable, loan product that is better suited to their business
- Not all applicants will be eligible for this loan product.







Resources, tools and how to get involved

Latavia Pineda | SBM

Venturize

Visit our online resource hub to find info on state and local emergency relief funds:

www.venturize.org

Venturize.org is a free online resource hub for small business owners like you who need help accessing tools and resources to grow their businesses. Venturize offers unbiased information about small business loans, retirement and healthcare.







Latavia Pineda

Southern California Outreach Manager

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Connect with us!







QUESTIONS?

















