



American Rescue Plan Funds PROJECT OVERVIEW

Program	Activity	ARPA Alignment	Funding Request
Rural Digital Hubs	• Outfit up to five (5) community centers/granges in unincorporated areas to serve as technology hubs providing: Public Internet Access Points, Incubator/Co-working Space, Business Advice, Training and Support center, Sector-specific Space, disaster mitigation. • Technical Assistance for community center staff to ensure equitable access to technology during emergencies and support community efforts. • Provide up to 5 seed grants to support implementation of community center tech hub services.	• Foster equitable technology access • Improve the awareness of and capacity for digital technology utilization that is essential due to the COVID health mandates.	\$100,000
Evaluate/recommend improved online user experience for Business Permitting	• Evaluate the current online user experience for Mendocino County licenses, permits, and planning processes. • Provide recommendations for improvements to reduce staff demand and increase County revenues (fees and taxes). • Develop proposal for an online permit portal that provides substantially shorter turnaround time for acquisition of licenses, permits, and plans in the unincorporated area. • Implement a Fast Track license and sole proprietor permitting process.	• Retain existing and secure new business more efficiently • Speed the acquisition of information and eventual licensing • Government Services to the Extent of Revenue Loss. • Bolster business development	\$150,000
Centro Latino West	• Create an 8-week Spanish language training program for 12 entrepreneurs that fosters engagement with County/City agencies, and local financial institutions. • Create a business council for Hispanic business owners to engage and support each other with resources and information. • Stipend of \$500 for entrepreneurs starting a childcare facilities or building/construction firm plus classes for specific industry training.	• Responses to the Disproportionate Public Health and Economic Impacts of the Pandemic in Certain Communities. • Bolster business development	\$60,000



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StartUp Mendocino	• Provide operational support for a boot camp for 12 emerging entrepreneurs to develop new business models to be launched in Mendocino County. • Participate in a cohort of new Mendocino County business innovators interested in adapting and creating new cooperative supply chains. • Provide 60 hours of direct counseling services for businesses to launch eCommerce portals. • Provide \$1000 stipend to each participant for software, permit fees, technology.	• Spark new business growth and expansion with young innovators to mitigate the 30% loss of businesses due to the impacts of COVID • Bolster business development	\$50,000
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