

**From:** COVID, Business  
**Subject:** County Updates for the Business Community 5/26

*For business questions and resources, please contact [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov)*



The banner features a blue background with a microscopic view of a coronavirus particle at the top. On the left, it says "Coronavirus Disease 2019 COVID-19". On the right is the official seal of San Diego County. A large white arrow points to the right with the text "Update for the Business Community". Below this, a dark blue bar contains the URL "CORONAVIRUS-SD.COM/BUSINESS".

Resources and Updates May 26, 2020

## Stay Informed, Stay Connected



### Coronavirus in San Diego County

*Daily updates on positive cases*



### Resources and Materials

*FAQs, posters, videos, and other materials*



### Businesses and Employers

*Information for businesses and commercial entities*

[Submit Weekly Telebriefing Questions](#)

[Submit Safe Reopening Plan Questions](#)

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**Weekly Online Forum Q&A**

**Join us this Wednesday, May 27<sup>th</sup> at 9:30 AM – 10:30 AM** for our weekly online forum for the business community! Weekly telebriefs are an opportunity to connect with County representatives and business partners, share information, and get answers to questions you may have.

- You can pre-submit questions for the telebrief in advance [here](#) before we begin at 9:30 AM.
- You can also ask questions during the call [through the online chat feature](#). Speakers will answer as many questions as possible during the one-hour telebrief.
- To listen-in only, call: **1-669-900-6833** and enter the meeting ID provided.

<https://zoom.us/j/157409037>

Meeting ID: 157 409 037

## BUSINESS UPDATES

### State Updates

**SBNLP Financial Assistance** – The San Diego County Board of Supervisors, the San Diego Foundation, and other partners formed a public-private partnership to create the San Diego County COVID-19 Small Business and Nonprofit Loan Program (SBNLP). An initiative to provide low-interest and no-interest loans to small businesses and nonprofit organizations and aid in the region's economic recovery from the coronavirus.

- Mission Driven Finance will be the loan deployment partner for the nonprofit loan pool while Accion and LISC will deploy small business loans.
- A revamped website will be available soon for this program including information for small businesses and nonprofits.
- If you are a small business or nonprofit organization servicing or in San Diego County interested in funding, sign up for updates at <https://sandiegosbnlp.org>.

**Survivors of COVID-19: Donate your plasma** – The antibodies of COVID-19-recovered patients could help fight infection in those still suffering from it. The only source of these antibodies is the blood plasma of coronavirus survivors. Giving blood plasma to a COVID-19 patient from a person who has healed from it might help the sick person get better faster.

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## Federal Updates

**New Eligibility for Economic Injury Disaster Loan and Advance** – SBA will begin accepting new Economic Injury Disaster Loan (EIDL) and EIDL Advance applications on a limited basis only to provide relief to U.S. agricultural businesses. To learn more about eligibility and apply, [click here](#).

**Paycheck Protection Program. Where are we now?** – More than \$100B is still available for round 2 of the Small Business Administration's Paycheck Protection Program according to the May 16, 2020 **PPP Report**. The pool of federal funding is designed to keep small businesses afloat during the coronavirus pandemic. Check out these links to learn more about this program:

- [Small Business Support Centers – CA Map](#)
- [PPP Loan Forgiveness Application – Posted 5/15/2020](#)
- [U.S. Chamber of Commerce Guide to PPP Loan Forgiveness](#)
- [Frequently Asked Questions for Lenders and Borrowers – Updated 5/19/20](#)
- [Free Business Advising with SBDC](#)
- [Rady School Business Recovery Coalition](#)
- [PPP Loan Forgiveness Application: A Step by Step Briefing for Small Businesses – May 27 Webinar with NFIB](#)

## NEWS FOR BUSINESSES & EMPLOYERS

### GoSite

Headquartered in San Diego, local digital software suite provider GoSite is helping small businesses connect with their customers online with a free website and payment method. Get your business online, even when you're offline. Making it easier for customers to find and engage with your business online during Covid-19, all for free.

- Free Modern Website
- Instantly Accept Payments Online
- Sell Your Services Online
- Increase revenue and bottom line

## Social Media Influencers

The BBB has created a series of informative articles to educate businesses about the marketplace phenomenon of social media influencers and content creators. Currently available in this series are for those curious about **how they are changing the market**, **best practices**, and **monetization**.

## SUPPORTING LOCAL BUSINESSES

**The Business community is adaptive, innovative, and resilient every day... and we want to hear from you about your success stories!**

- Has your business adjusted to our new norm successfully?
- Did you provide support to the community in a profound way?
- Was a collaboration effort established to adapt safe social distancing practices?
- Any other successes you would like to share?

Share your story and photos, by sending us an email to [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov) with the subject line: Supporting Local Businesses. A member from our team will follow-up with you for more information.

## UPCOMING WEBINARS—THIS WEEK

### San Diego & Imperial SDBC Network

**May 27: Covid-19 and Capital for Small Business - What is new and how do I use my assistance funds?**

**Time: 9:00 AM – 10:00 AM PDT**

This webinar will review the capital options that exist as of today and review what help is out there for small business owners. We will also discuss federal programs, especially what to do to make sure your PPP loan can be forgiven.

**SCORE**

### **May 27: A Smarter Approach to Your COVID Marketing Strategy**

**Time: 1:00pm EDT**

In this session presented by Digital Marketing Expert Jenna Shaffer, you'll find out where to focus your efforts, what to communicate, and how to do it so you're not wasting time and more importantly, communicating the right message to your audience when it matters the most.

### **SCORE**

### **May 28: How to Find Opportunities and Test Your Ideas When Existing Assumptions are Challenged**

**Time: 2:00pm EDT**

In this session, Head of Marketing Partnerships with Yahoo Small Business Dan Breeden will give you tips from actual small business owners on: identifying new business opportunities and target markets; understanding where great ideas come from — and which may be profitable; how to research new products or services that you should provide; what you need to do to connect with new target markets; how to test your ideas before you launch.

### **National City Chamber**

### **May 28: Business Ready for the NEW Economy Workshop**

**Time: 10:00 AM – 11:30 AM PDT**

Topics: Human resource management: employee recruitment, rehire, re-training, and remote employee management; accounting – loan ready, financial management for small and medium enterprises, and smart accounting; entrepreneurship – setting up your home-based business, e-commerce, strategizing your competitive advantage; marketing – digital marketing, public relations, and social media presence.

### **San Diego & Imperial SDBC Network**

### **May 29: Build Customer Loyalty with Excellent Customer Service**

**Time: 1:00 PM – 3:00 PM PDT**

Learn tips and tricks to improve your customer service skills so that you can retain customers and grow your business.

**PREVIOUS NEWSLETTERS**

- [Friday – May 22, 2020 \[PDF\]](#)
- [Monday – May 18, 2020 \[PDF\]](#)
- [Friday – May 15, 2020 \[PDF\]](#)

## COVID-19 POSTERS



To request English or Spanish posters for your business, please e-mail [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov) with the following details:

- Contact information
- Language materials needed English, Spanish, or both
- Number of requested items
- Address for postal delivery

Additional resources and materials are available [here](#) for your use.



*[Follow us on Facebook](#)   [Follow us on Twitter](#)*

*For more information on COVID-19 in San Diego County, please visit [sandiegocounty.gov/coronavirus](http://sandiegocounty.gov/coronavirus).*

*To receive updates on your phone via text, send **COSD COVID19** to **468-311**.*

**Sent from the Business Sector—County of San Diego COVID-19 Response**