

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



Coronavirus Disease 2019  
**COVID-19**

# Update for the Business Community

[CORONAVIRUS-SD.COM/BUSINESS](https://CORONAVIRUS-SD.COM/BUSINESS)

Resources and Updates July 21, 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](#)

## Weekly Online Forum Q&A

Join us this Wednesday, July 22<sup>nd</sup> at 9:30 AM – 10:30 AM for our online forum for the business community! These 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

### Local Updates

#### Resources for Responding to COVID-19 in the Workplace

[This letter](#) provides novel coronavirus disease 2019 (COVID-19) resources for employers and community sectors. Currently, more community outbreaks have been reported since mid-June, as businesses began to reopen. As an employer, it is important that you are prepared to ensure the safety of your staff, customers, and the community should an outbreak occur at your facility.

— **WILMA J. WOOTEN, M.D., M.P.H.**, Public Health Officer & Director, Public Health Services

#### Mayor Faulconer Expands Outdoor Options for San Diego Gyms, Churches and Salons

Continuing efforts to provide relief to San Diego small businesses amid the global pandemic, Mayor Kevin L. Faulconer signed an [executive order](#) Monday expanding outdoor options for hundreds of businesses and places of worship following state restrictions on indoor operations.

#### Here's what the Mayor's executive order will do:

- Limits enforcement of parking regulations for the following businesses so they can operate in private parking lots:
  - Personal care services
  - Gyms, physical fitness centers, and instructional studios

- Places of religious assembly
- Limits enforcement of the San Diego Municipal Code for the above-mentioned industries so they can operate outdoors in the City of San Diego

[Site for permit information](#)

## NEWS FOR BUSINESSES & EMPLOYERS



### **Escondido Small Business Grant Program**

The City of Escondido has partnered with the San Diego North Economic Development Council to administer the Small Business Grant Program to support our local businesses. Escondido small businesses are eligible to receive up to \$15,000 to help make rent payments, maintain payroll, buy protective equipment such as gloves or wipes, and/or to make physical improvements to the business space to help comply with COVID-19 requirements.

[For more information and to apply, click here.](#)



## Virtually – Sunday, August 16<sup>th</sup>

Now more than ever, it is important to maintain a good exercise routine, manage stress and eat well, as these activities can help [boost your immune system](#) and maintain a defense against the coronavirus. Join Live Well San Diego for our [2020 Virtual 5K & Fitness Challenge](#) and participate on August 16th with a 5K Virtual Race.

With your [FREE registration](#) grab a sweet, limited edition trucker hat (while supplies last!) and a virtual bib to wear while completing the race.

To help you prepare to walk or run in the 5K we've created a month-long [training schedule](#) with [live virtual "meet-ups"](#) hosted by Partners to help you get active and share a workout with others. Maintain a good defense against the coronavirus - [form a team and train with us!](#)

# SDCCU® Stuff the Bus

Donate money to buy school supplies for students in need



## Donate to SDCCU Stuff the Bus!

During the last school year, **more than 22,000 school-aged children were identified as homeless** in San Diego County. Now many more parents and students are facing financial hardships due to the COVID-19 Pandemic. School supplies should not be one of them. That's why for the 6th year, San Diego County Credit Union® (SDCCU®) is partnering with the San Diego County Office of Education (SDCOE) to collect money to buy school supplies for students in need. Help these students start the year with the supplies they need just like all of their peers.

All donations will go to the SDCOE via Phenomenal Families. The SDCOE will be purchasing and distributing the backpacks to districts all around San Diego county.

### What your donation can do:

- **\$20** = 1 Filled Elementary Backpack
- **\$25** = 1 Filled Secondary Backpack

- **\$100** = Case of Empty Backpacks
- **\$250** = Case of filled backpacks, elementary
- **\$300** = Case of filled backpacks, middle/high

## 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—NEXT WEEK

### ICGN

**July 23: Trust and the Social Contract: Expectations, Collaborations and Responsibilities**

**Time: 4:00 PM BST**

This webinar will explore the role of trust and how the social contract that companies have is a privilege which also brings significant responsibilities. In addition, the financial system is under much scrutiny, and trust in that system remains elusive. The pandemic has emphasised these issues to threshold levels of tolerance. How can rebuilding trust play a part in rebuilding economies for a more sustainable and equal future?

## **Salesforce and Entrepreneur**

### **July 22: How to Future-Proof Your Business and Prepare for the New 'Normal'**

**Time: 11:00 AM – 12:00 PM PDT**

Join us for a free webinar, How to Future-Proof Your Business and Prepare for the New 'Normal', presented by Salesforce and Entrepreneur. We'll cover the areas businesses need to think about as they reimagine operations—everything from how to communicate and deepen relationships with customers to planning for customer safety to ensuring supply chain success and more. We'll help small and midsize businesses anticipate expectations going forward and understand the tools and resources they'll need to future-proof their business.

## **SBDC**

### **July 22: Beyond the Contract: Practical Approaches to Commercial Lease Renegotiation**

**Time: 3:00 PM – 4:00 PM PDT**

Please join us virtually for a webinar entitled "Beyond the Contract: Practical Approaches to Commercial Lease Renegotiation" presented by recovering commercial real estate attorney and former Managing Partner and Chief Executive Officer of Procopio Cory Hargreaves & Savitch turned commercial real estate broker at CBRE, Tom Turner. Tom has put together a timely and valuable presentation on numerous structures for renegotiating leases in light of COVID-19-driven revenue losses, and addresses a variety of related practical considerations and strategies.

## **Comparably Powered by Entrepreneur**

### **July 28: NerdWallet CEO Shares How He Grew an \$800 Investment into a \$500M Company**

**Time: 12:00 PM – 1:00 PM PDT**

This leadership series is hosted by Comparably co-founder/CEO Jason Nazar as he sits down for a virtual fireside chat with Tim Chen, co-founder/CEO of NerdWallet -- the go-to website that helps consumers make the smartest decisions on all things personal finance. Chen started the company with only \$800, and it is now valued at over \$500 million. The conversation will center around practical "If I Knew Then..." leadership advice, personal life philosophies and guiding principles, and the challenges and opportunities for entrepreneurs in today's landscape.

## **San Diego: Life. Changing.**

## July 30: The Job Search & the Global Pandemic

**Time: 2:00 PM – 3:00 PM PDT**

In a newly remote-first world, the job search is transforming. Amidst a global pandemic, the job search can be more intimidating than ever. What opportunities are still available? How can you build your network & highlight your skills in a remote-first environment? What do you need to know about interviewing & onboarding when the team is working remotely? Join San Diego: Life. Changing. for a panel discussion about finding new career opportunities during the global pandemic. Stay tuned for panel announcements.

## PREVIOUS NEWSLETTERS

- [Friday – July 17, 2020 \[PDF\]](#)
- [Thursday – July 2, 2020 \[PDF\]](#)
- [Friday – June 26, 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 (Name, Phone, Email)
- 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](https://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**