

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 27, 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](#)

## Online Forum Q&A

Join us **Wednesday, August 12<sup>th</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

**Enforcement Flexibility for Social Distancing** – The County of San Diego Department of Planning & Development Services (PDS) recognizes certain commercial businesses must quickly change their operations to comply with the current Center for Disease Control (CDC), state, and/ or local guidelines or health orders. To allow these changes to occur quickly and to reduce impacts to existing businesses, PDS will be flexible in enforcing zoning ordinance requirements during this time as long as the changes are temporary **and** meet the requirements listed [here](#).

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### State Updates

**Outdoor Service Guidance for Establishments** – Effective **July 20, 2020**, the California Department of Public Health issued [guidelines](#) for how barbering and cosmetology services can be offered safely outside. These guidelines allow the OPTION for services to be done outside and does not require outdoor services.

The Department of Consumer Affairs and the Board of Barbering and Cosmetology have also issued information regarding [outside services](#). The Board has also provided a [checklist for operating outside](#). Please review all of this information prior to starting any outdoor services.

**Employer playbook for reopening safely** – Governor Newsom announced new supports for California’s workforce, including preventative measures, employer education and long-lasting worker protections. Read the [Employer Playbook](#), which provides guidance for employers to support a safe, clean environment for workers and customers.





**Calling All Californians: #ShopSafeShopLocal** – Governor Newsom's Task Force on Business and Jobs Recovery, along with CalOSBA and GO-Biz, are helping Californians #ShopSafeShopLocal to support small businesses and help all of our diverse neighborhoods thrive. Join us as we create a movement to support ALL of California's small businesses – which define our neighborhoods and create economic vitality in California.

NEWS FOR BUSINESSES & EMPLOYERS



## CALL FOR SESSIONS! 2020 VIRTUAL LIVE WELL ADVANCE

The 2020 Virtual Live Well Advance will be held Thursday, December 3, 2020. To participate as a speaker, please submit a session proposal summary by **Friday, July 31**. Proposals should be 250 words or less and offer opportunities for your virtual audience to learn about a program, topic, or best practice that supports collective impact and at least one of the components of the *Live Well San Diego* vision of a Healthy, Safe and Thriving region. Multiple 60-minute time slots will be available.



## Lowe's-LISC Partnership Grant

The next application round to apply for the Lowe's-LISC Partnership grant reopens **today, July 27, 2020**. Thanks to a \$55 million significant commitment grant from Lowe's, LISC will provide the emergency grant assistance that small businesses desperately need to stay afloat.

- **\$30 million will focus on small businesses owned or led by minorities and women**, who often lack access to affordable capital.
- **\$25 million will support enterprises in rural communities**, which typically face even more hurdles than their urban counterparts due to limited access to bank credit, capital and other support services.

For questions, please review the [grant information and FAQ](#) page. To stay updated about LISC's Small Business Grant Program, [click here](#).



### Food & Beverage Sampling • Animal Encounters • Live Entertainment

Our annual Farm to Bay fundraiser has gone virtual to continue our fundraising efforts in support of native wildlife, environmental education, and sustainability programs at the Living Coast Discovery Center. Like our traditional celebration, Farm to Bay @ Home will feature our animal ambassadors,

food & beverage offerings, and opportunities to support our mission to inspire the community to connect with and care for our coastal environment. This year, it's free to attend and located in the comfort of your own home.

## 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@sdcountry.ca.gov](mailto:COVID-Business@sdcountry.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

### **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.

## **RISE San Diego**

### **July 30: The Art of Zoom-ing**

**9:00 AM – 11:30 AM PDT**

This class will provide participants with the nuts and bolts of how to use Zoom effectively with Anjanette Maraya-Ramey, nonprofit consultant and founder of Maraya Performing Arts, and professional theatre artists BJ Robinson and Ciarlene Coleman. Participants will learn how to facilitate more efficient, engaging, and interactive Zoom rooms, while maximizing the experience for both the Zoom room facilitator and participants alike. Facilitators will utilize theatre games, gestures, public speaking techniques, and a variety of Zoom technical tools to help facilitators create a more engaging educational experience for all. [This highly interactive session is limited to 20 participants.](#)

## **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

- [Tuesday – July 21, 2020 \[PDF\]](#)
- [Friday – July 17, 2020 \[PDF\]](#)
- [Thursday – July 2, 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](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