

For business questions and resources, please contact COVID-Business@sdcounty.ca.gov



The banner features a blue background with a microscopic view of a coronavirus particle at the top. On the right side, there is a circular seal of the County of San Diego with the text "THE NOBLEST MOTIVE IS THE" and "M D C C L I". On the left, it says "Coronavirus Disease 2019" above a large "COVID-19" logo. The main title "Update for the Business Community" is in large, bold, dark blue letters. Below the title, the website address "CORONAVIRUS-SD.COM/BUSINESS" is displayed in white on a dark blue background.

Resources and Updates August 14, 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 Your Telebriefing Questions](#)

[Submit Safe Reopening Plan Questions](#)

Only 12 days left to provide **YOUR FEEDBACK** on **Business Sector activities**

We want to continue to ensure our COVID-19 Business Sector e-newsletters, telebriefings, website, and other communication methods are beneficial for you, so please complete this feedback form

regarding your experience with these activities. We value your input and will work to improve our outreach based upon your feedback. Thank you for all that you do!

Please click the link below (or visit <https://www.surveymonkey.com/r/PM2FGBP>) to complete a feedback form on Business Sector activities:

[Click Here to Provide Feedback about COVID-19 Business Sector](#)

Thank you to everyone who was able to join us for our August 12th telebrief.

A recap is now available [here](#) for your convenience. We will be back **Wednesday, August 26th from 9:30 AM – 10:30 AM** for another online forum Q&A.

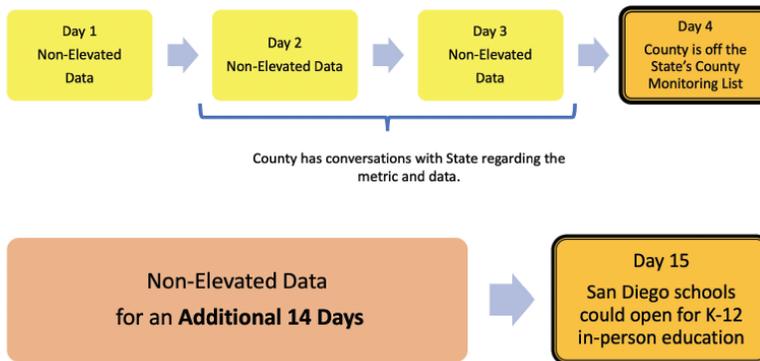
BUSINESS UPDATES

Local Updates

Updated Employee Flowcharts:

- [Positive Healthcare Personnel Employee Flowchart](#) (August 13, 2020)
- [Positive Non-Healthcare Personnel Employee Flowchart](#) (August 13, 2020)

Exiting Monitoring List Process



www.coronavirus-sd.com

Text: COSD COVID19 to 468-311

County Edges Closer to Getting Off State Monitoring List

The County continues its recent downward trend in its COVID-19 case rate. As of August 13, the State's case rate for the County is at 98.3 per 100,000 people. The State's case rate for our region was 94.1 Wednesday. Those numbers were the lowest since the County was placed on the State's Monitoring List on July 3.

The state metric requires a rate below 100 cases per every 100,000 residents to get off its monitoring list. The normal rate must continue for an additional 14 days or until after Aug. 28 before K through 12 schools can reopen.

“The schools may re-open at that time, but the State must provide guidance on other sectors re-opening such as businesses that cannot currently operate indoors,” said Wilma Wooten, M.D., M.P.H., County public health officer. “The County does not have that authority.”

“Great Plates” Program Extended Again

About 2,000 older adults in the “Great Plates Delivered” program will continue to receive three free and healthy meals a day until September 9. Launched in mid-May, the program is a collaboration between the County and local restaurants to help older adults, who are at a higher risk of developing complications from COVID-19, avoid going out to restaurants or the grocery store to get food.

The County is also in the process of developing “Great Plates Delivered 2.0” which will focus on serving people with disabilities. More local restaurants will be recruited for the new program which is expected to launch in a few weeks.

Interested restaurants and food providers are encouraged to refer to the Statement of Work for program on the County of San Diego BuyNet website and apply at:

<https://buynet.sdcountry.ca.gov>.

The deadline for applications is Monday, August 17 at noon.

For more details on criteria, call the County Aging and Independence Services at (800) 339-4661 or visit www.aging.sandiegocounty.gov/greatplates. You can also call 2-1-1 San Diego.

NEWS FOR BUSINESSES & EMPLOYERS



The Santee Microenterprise Assistance Program (MAP) is now accepting applications

The Phase 1 MAP application is currently **open from August 10th – 28th** to support small businesses owned by low and moderate income (LMI) individuals impacted by the COVID-19 pandemic. Grants of up to \$10,000 will be available to eligible small businesses within the City of Santee. Eligible uses of MAP funds include the payment of the commercial rent, lease, or mortgage of the business and utilities (gas, electric and water) for up to four months due to the coronavirus pandemic. MAP funds may also be used for the purchase of equipment and supplies related to the implementation of COVID-19 safety measures pursuant to State and County Public Health guidelines.

For more information, visit <https://eastcountyedc.org/santeemap/>



The 2022 Census is Here!

Take 10 minutes to answer 9 questions that will decide the next 10 years.

The official count ends on September 30th, 2020

San Diego Workforce Partnership

The COVID-19 pandemic continues to have a significant impact on our region's workforce, resulting in many layoffs and/ furloughs. To ensure that those affected have the resources they need during quarantine, the San Diego Workforce Partnership pivoted its services to a fully virtual platform.

All resources are available online, with some available via phone as well. San Diego County residents are encouraged to access services at no cost to support their job search and desire for training. Click the link above to view a list of resources and trainings available.

SUPPORTING LOCAL BUSINESSES

Feeding Local Heroes

A small group of individuals in Carlsbad created a website to help feed frontline heroes while also supporting local restaurants. 100% of your donation goes directly to the local restaurants towards meals for Frontline Heroes during the pandemic. Donate to help feed your local heroes by visiting <https://feedinglocalheroes.com/>.

Central San Diego Black Chamber of Commerce Raises Over \$500K

Launched on June 10, the Central San Diego Black Chamber of Commerce brought a call to action with the San Diego community to raise **\$1 Million in 60 days**. Funds raised will go towards the [Black Business Relief Grant](#) to help black local small businesses affected by the pandemic with grants of \$250 to \$5,000. Resources will target small, disadvantaged businesses (including nonprofits) in economically vulnerable communities and/or in the most distressed neighborhoods in the county. Contributions are welcome through **August 15, 2020**.

[Click to Donate](#)

[Click here](#) to apply for the grant or visit <https://www.surveymonkey.com/r/BBRFapplication>.

UPCOMING WEBINARS

San Diego Small Business Development Center (SBDC)

August 17: Marketing with Intention

Time: 4:00 PM – 6:00 PM PDT

Marketing with Intention Clear strategic intent, Know yourself, your consumer, your competition. Developing great brands and outstanding communications isn't unique, it is an approach that is responsible for the world's most successful brands. Successful creative executions won't happen without a solid strategy, lets craft the strategy to apply our talent and experience to developing greatness.

San Diego Small Business Development Center (SBDC)

August 18: Build Customer Loyalty with Excellent Customer Service

Time: 11:00 AM – 1:00 PM PDT

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

Entrepreneur

August 19: How to Make Low Cost PR & Promotion Work for You

Time: 12:00 PM – 1:00 PM PDT

Want to get the news out there about your new business but unsure where to start? Join us for our live webinar with Craig Corbett, Principal at Publicize & Company, as discusses the best ways for new businesses to promote their businesses, get media attention, and reach the right audiences.

San Diego Small Business Development Center (SBDC)

August 19: Adapting and Recovery Guidelines for Retail Stores - COVID-19

Time: 1:00 PM – 2:00 PM PDT

Purpose:

- To educate businesses owners on the best practices and how to safely re-open their doors
- To arm them with tools they can use to get their businesses back on track
- To encourage all to stand up for themselves, their workers, suppliers and customers

SCORE

August 20: Closing a Business – How to Legally Close Your Company

Time: 1:00 PM EDT

Join Deborah Sweeney, a former corporate and intellectual property attorney turned entrepreneur, and learn key considerations for the process of closing your business. In this webinar, you'll learn how to:

- Determine the value of your business
- Find a buyer
- Avoid fines, fees or continued liability by selling or legally closing your company
- Communicate your plan with employees, customers and partners

PREVIOUS NEWSLETTERS

- [Monday – August 10, 2020 \[PDF\]](#)
- [Friday – August 7, 2020 \[PDF\]](#)
- [Monday – August 3, 2020 \[PDF\]](#)

COVID-19 POSTERS

To request English or Spanish posters for your business, please e-mail 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.

*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