

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**

Resources and Updates August 31, 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](#)



Text **COSD COVID-19** to **468-311**

to get text alert updates from the County of San Diego.

**Online Forum Q&A**

Join us **Wednesday, September 2<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 Update

#### COVID-19 County Update

Today, the County announced the following revisions will be made to the Public Health Order to align with the new State guidance that affect businesses and activities in San Diego County:

- If dining inside an indoor establishment a mask must be worn at all times except when consuming food or beverage.
- Require all indoor businesses who were previously closed and reopened in some capacity will need to ensure a guest sign-in, with a name and phone number, of the guests who come in.
- Recommend that indoor dining be prioritized to households.

If you are a business or entity who is having your business posture changed as a result of the new changes, you will need to update your [Safe Reopening Plan](#), share it with your employees, and post it for customers to review to operate under the new guidance.

Blueprint for a Safer Economy available at: [covid19.ca.gov](https://covid19.ca.gov)

San Diego businesses with questions: [COVID19BusinessQuestions@sdcounty.ca.gov](mailto:COVID19BusinessQuestions@sdcounty.ca.gov)

Listing of entities that may open under the state guidance for San Diego County: [Safe Reopening](#)

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## Federal Updates

### Payroll Tax Deferral Takes Effect Sept. 1

The IRS issued guidance last week on President Trump's payroll tax deferral to defer tax from Sept. 1 until Dec. 31. This guidance includes the following highlights:

- Employers can defer the withholding, deposit, and payment of certain payroll taxes on wages paid from Sept. 1 through Dec. 31, 2020.
- Interest, penalties, and additions to tax will begin to accrue on unpaid taxes starting May 1, 2021.
- Employees who partake in the payroll tax deferral will receive a temporary boost for the remainder of the year, but smaller paychecks early next year as employers withhold and pay the deferred amounts to the IRS.
- The deferral applies to any employee whose pretax wages or compensation during any biweekly pay period generally is less than \$4,000 – the equivalent of \$104,000 a year.

### COVID-19 Tenant Relief Act

Today, the COVID-19 Tenant Relief Act will come to a vote in order to take effect next week. If passed, the COVID-19 Tenant Relief Act would protect renters from evictions due to a COVID-related hardship until February 1, 2021, but still hold them responsible for paying unpaid amounts to landlords. It also provides additional legal and financial protections for tenants, provides statewide consistency on local ordinances, and protects small landlords by extending the Homeowners' Bill of Rights' anti-foreclosure protections.

**NEWS FOR BUSINESSES & EMPLOYERS**

# VOTE SAFER SAN DIEGO TELE TOWN HALL

SEPTEMBER 3, 2020 | 10:05-11:05 A.M. PT



## Attention San Diego Residents!

Join [@SanDiegoCounty](#) Registrar of Voters and [@AARPCalifornia](#) for a free Telephone Town Hall on September 3rd from 10:05 AM – 11:05 AM PT to learn how you can vote safely in the Nov. 3, 2020 election! This is your opportunity to learn about voting safely, key deadlines and the voting process in San Diego County. You'll also have a chance to ask questions of the San Diego County Registrar of Voters.

Learn more and register here: <https://vekeo.com/aarpcalifornia/#event-31765>.

Registering will ensure you are called on September 3rd during the call start time so you may participate.

## 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

### Small Business Majority

#### September 1: Turning 30-Minute Strategy into Immediate Results

**Time: 1:00 PM PDT**

This webinar explores ways to use 30-minute time windows in your daily activities to tackle vital opportunities and challenges. You'll learn smart, quick ways to:

- Identify the insights you need to guide you through uncertainty
- Perform a novel, idea-provoking analysis to uncover opportunities and challenges
- Better anticipate hidden twists and turns looming in the months ahead
- Translate ideas into strategies and action plans that guide your activities

### Small Business Majority and California Small Enterprise (CASE) Taskforce

#### September 2: Legal Crisis Hotline: Office Hours with Attorneys for Small Business Owners

**Time: 10:30 AM PDT**

Join the California Small Enterprise (CASE) Taskforce every Wednesday for virtual office hours led by experienced attorneys and business advisors of the Northern California Small Business Development Center (SBDC) Network. These sessions are intended to address legal issues for

California businesses with 25 or fewer employees as well as nonprofits. Go to the website to submit your questions and attorneys will answer your questions live on the webinar! Topics include:

- Employment law issues including compliance obligations, liability considerations and other matters
- CARES Act, SBA loan programs and related tax implications
- Commercial lease negotiations and eviction issues
- Free legal resources in your local community

### **Entrepreneur**

#### **September 3: How to Find Ruthless Consistency: Refocus, Realign and Recommit Yourself for Results**

**Time: 9:00 – 10:00 AM PDT**

To lead their people through a year of unprecedented change, the thing leaders need most is “ruthless consistency.” Join Author Michael Canic, PhD, as he introduces a system for committing to focus, alignment and execution, and discusses how to inspire your team to find the will to do what it takes to win. Key Takeaways:

- The real reason why 60-70% of strategic change initiatives fail
- The three things you must get “right” to execute and to win
- The one trait all successful leaders have in common

### **San Diego Small Business Development Center (SBDC)**

#### **September 3: How to Get Your Business on Social Media**

**Time: 12:00 PM – 2:00 PM PDT**

In this class you will learn the following: why social media matters, how social media works, and how to get on social media. You will also get the answers to common questions like:

- Should I use Facebook or Instagram?
- What should I post?
- What kind of photos work the best?
- Is my customer on social media?

## PREVIOUS NEWSLETTERS

- [Friday – August 28, 2020 \[PDF\]](#)
- [Monday – August 24, 2020 \[PDF\]](#)
- [Friday – August 21, 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

