

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 7, 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](#)

Thank you to everyone who was able to join us for our August 5<sup>th</sup> telebrief!

A recap is now available [here](#) for your convenience.

We will be back next Wednesday, August 12<sup>th</sup> from 9:30 AM – 10:30 AM for another online forum Q&A.

## BUSINESS UPDATES

### Local Updates

The **Healthy Compliance Call Center** will allow the public to report violations to the health order. The line will be staffed around the clock and can be reached at [\(858\) 694-2900](tel:8586942900). In addition, you can email violations to [SafeReopeningComplianceTeam@sdcounty.ca.gov](mailto:SafeReopeningComplianceTeam@sdcounty.ca.gov).

Employers can notify the County of an employee with COVID-19, by calling [\(888\) 950-9905](tel:8889509905). Please have following information ready: employee name, date of birth, and contact information.

**Postcard to Registered Voters** – The Registrar of Voters is sending postcards to over 1.8 million registered voters in San Diego County this week telling them to expect a mail ballot for the November 3, 2020 Presidential General Election.

In light of COVID-19, the Governor signed two executive orders to send mail ballots to every active registered voter in California so they can exercise their right to vote in a safe, secure and accessible manner. Those who need to vote in person will also have that option.

### State Updates

**FED-ED Extension** – With new legislative changes adopted in California, the Federal-State Extended Duration (FED-ED) extension provides up to 20 weeks of additional benefits for people who used all of their unemployment benefits during a period of high unemployment. The legislative changes also allow California to maximize federal support and meet the high unemployment period requirements under federal law to add an additional seven weeks to the Pandemic Unemployment Assistance (PUA) program. That now makes the maximum benefits available on a PUA claim a total of up to 46 weeks.

Learn more at [FED-ED Extension](#).

## NEWS FOR BUSINESSES & EMPLOYERS



The flyer features a central text area with a background image of a city skyline and a marina. On the left, there is a photo of palm trees and a marina. On the right, there is a photo of a modern skyscraper and a marina. The text is centered and includes contact information and participant requirements.

### MICROENTERPRISE PROGRAM

**Enroll today for:**  
Educational Workshops  
Technical Assistance  
Financial Assistance  
Access to Capital

**Contact the Microenterprise Team**  
business@sfssd.org  
(619) 265-5821  
sfssd.org

**Participant requirements:**

- Must be low-to-moderate income
- Must have or be starting a small business
- Must reside in and hold business in San Diego

\*This project is funded in whole or in part with the Community Development Block Grant (CDBG) Program funds provided by the U.S. Department of Housing and Urban Development (HUD) to the City of San Diego.



The City of  
**SAN DIEGO**

### Microenterprise Program

Do you know someone in San Diego starting a business or needing free assistance with an existing business? The Microenterprise Program is recruiting participants! Visit <http://sfssd.org> or by contact info on flyer.



WE'RE GOING VIRTUAL...  
[LiveWellSD5K.com](http://LiveWellSD5K.com)



## Live Well San Diego Virtual 5K

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.

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!](#)

## How-To Technology Videos

The County of San Diego is committed to providing the support and information necessary to ensure that members of the community have access to the resources they need to stay healthy, safe, and thriving during COVID-19. We partnered with Aging and Independence Services to create [How-To](#)

[Technology Videos](#) to help teach you and your loved ones how to stay connected and get the things you need using technology, such as your smartphone, tablet or computer.

Currently, there are videos on how to order food from restaurants and how to order groceries using your phone. We are still in the process of producing more, so stay tuned on our [Live Well @Home website](#) or on our [Live Well San Diego YouTube channel!](#)



The FDA encourages consumers to test their knowledge about the appropriate use of hand sanitizer with [this hand sanitizer quiz](#). The quiz provides questions and answers to some of the most frequently asked questions and can help consumers learn how to correctly use hand sanitizer.

## UPCOMING WEBINARS

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

**August 10: Grow your revenue with B2B Ecommerce platforms in our New Environment of Covid-19**

**Time: 1:00 PM – 3:00 PM PDT**

The best time to start thinking about your online business and how to expand it is now, this workshop talks about the basics of selling to other businesses using the online platforms. It will cover 5 major platforms, their business models, pricing strategy, marketing, ROI, and best practices.

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

**August 10: Use YouTube to Grow Your Business**

**Time: 4:00 PM – 6:00 PM PDT**

Get best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your brand.

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

#### **August 11: Pivot Session: Business, Social Good and Shared Value**

**Time: 10:00 AM – 11:00 AM PDT**

A 50 minute live & interactive session on impact business and social enterprise, ways to measure and communicate your company's shared value in terms of health, social, environmental and community benefits. Led by Amar Harrag, Serial Entrepreneur & Rachel Christensen, Assistant Director of Programs at The Brink SBDC

### **Entrepreneur**

#### **August 11: A Guide to Developing Your Social Media Positioning**

**Time: 9:00 AM – 10:00 AM PDT**

Identifying your social media audience is key to a successful campaign. In this free webinar, Crystal Surrency, SVP of Strategy at Fullscreen, will help you identify the people most likely to become customers and how to find them on social media, including the COVID-19 considerations you should take into account when tracking down your audience.

### **Entrepreneur**

#### **August 12: How to Market a New Business**

**Time: 12:00 PM – 1:00 PM PDT**

Got an amazing new business or product and need to start connecting with potential consumers? Join us for our live webinar with Rachel Sheppard, Director of global marketing for Founder Institute, the world's largest pre-seed accelerator, as she discusses how new businesses and startups can start building a marketing strategy, creating a content strategy, and getting their brand out there.

**PREVIOUS NEWSLETTERS**

- [Monday – August 3, 2020 \[PDF\]](#)
- [Wednesday – July 29, 2020 \[PDF\]](#)
- [Monday – July 27, 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