

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



Coronavirus Disease 2019
COVID-19

Update for the Business Community

CORONAVIRUS-SD.COM/BUSINESS

Resources and Updates September 11, 2020

Thank you to everyone who was able to join us for our September 9th telebriefing!

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

Next telebriefing will be on **Wednesday, September 23rd** from 9:30 AM – 10:30 AM for another online forum Q&A & Public Health Order Updates.

State Monitoring Metrics



Currently in **Tier # 2 (Red)**

	Case rate per 100,000 (7-day daily average with a 7-day lag)	% Testing positivity (7-day average with a 7-day lag)*
Date Updated: 8/28/2020	5.8	3.8%*
Date Updated: 9/8/2020	6.9	4.2%*

Case Rate and Testing Positivity Percentage Thresholds

Tier	Case Rate (per 100,000)	Testing Positivity Percentage
1 (Purple)	>7.0	>8.0%
2 (Red)	4.0-7.0	5.0-8.0%
3 (Orange)	1.0-3.9	2.0-4.9%
4 (Yellow)	<1.0	<2.0%

Data are preliminary and subject to change; unadjusted case rate from California Department of Public Health and calculated using California Department of Finance 2020 Projection Population Estimate for San Diego County to be 3,370,418; *testing positivity percentage calculated using San Diego County data; data used from two days prior to date updated Prepared by County of San Diego, Emergency Operations Center, 9/10/2020

Status update as of 9/10/20. To learn more about state monitoring metrics, visit cdph.ca.gov.

BUSINESS UPDATES

Local Updates

Public Health Order Update

Effective **September 10**, the Public Health Order has been updated for San Diego County. The PHO is available through [this link](#) with changes highlighted in **yellow**.

County Case Rate Increasing; Could Move to Lower Tier

The case rate for the region increased in the past week, placing the County at risk of dropping to Tier 1, the highest-risk level. The region's case rate rose to 6.9 cases per 100,000 residents after entering the state's new monitoring system with a 5.8 case rate and being placed in Tier 2, also known as Red Tier.

Should the case rate continue to increase, the County could be moved to Tier 1, or Purple, which carries more restrictive COVID-19 measures.

State Updates

Governor Newsom Signs Bills to Support Small Businesses

On **September 9**, Governor Newsom announced the following bills signed to support small businesses impacted by COVID-19:

- [AB 1867](#), a budget trailer bill, closes the gaps in paid sick days provided in federal law and the Governor's Executive Order by including employers with over 500 employees and public and private employers of first responders and health care employees who opted not to cover their employees under federal law. The bill also allows California's Labor Commissioner to cite workplaces for a lack of paid sick days, a critical enforcement tool that will promote safety for employees and customers alike.
- **AB 1577** by Assemblymember Autumn Burke (D-Inglewood) conforms state law to federal law by excluding from gross income Paycheck Protection Program loans that were forgiven through the federal CARES Act and subsequent amendments in the Paycheck Protection Program and Health Care Enhancement Act of 2020.
- **SB 1447** by Senator Steven Bradford (D-Gardena), Senator Anna M. Caballero (D-Salinas) and Assemblymember Sabrina Cervantez (D-Corona) authorizes a \$100 million hiring tax credit program for qualified small businesses. The hiring credit will be equal to \$1,000 for each net increase in qualified employees, up to \$100,000 for each qualified small business employer.

- **SB 115**, a budget trailer bill, by the Committee on Budget and Fiscal Review appropriates \$561 million in fiscal year 2020-21. This includes \$411.5 million to advance economic stimulus with \$230.5 million to help jumpstart construction projects.

NEWS FOR BUSINESSES & EMPLOYERS



Shop Small Campaign

The National City Chamber of Commerce is creating a **Shop Small Campaign** to increase awareness in the community to support small businesses in National City and South Bay. If you have a small business and want it shared for free, email a picture of yourself in front of your business with a quote to arredondo@nationalcitychamber.org.



The NCCC will be creating videos and posts on social media to grow this campaign.

Want more promotion? Make a cool 3-minute video introducing your business and inviting people into your establishment. NCCC will share it to members and the social media community.



Downtown Loyalty

The first round of the Downtown Loyalty sale sold out in only four days and directed nearly \$23,000 in direct revenue to your Downtown favorites.

Now it's time for round two!

Downtown Loyalty is going even bigger this round with nearly \$28,000 of potential support on the table for our Downtown businesses. Mark your calendars for **Tuesday, Sept. 15 at noon** for your opportunity to purchase a limited supply of \$25 gift cards with a FREE \$10 bonus. That's \$35 total to spend at your Downtown favorites.

LOGAN HEIGHTS CDC INVITES YOU TO

Soar beyond the Curve & BECOME AN ENTREPRENEUR

Mandatory Orientation
Wednesday, October 14, 2020
5:30 pm - 6:30 pm

First Day of Class
Wednesday, October 21, 2020
5:30 pm - 7:30 pm

both dates via Zoom (details to follow)



Existing Businesses
Welcome

FREE
10 week Workshop
Series that will help you
monetize your passion:

[Register Here](#)

or call Soni at 619.858.0563

The City of
SAN
DIEGO

LH
LOGAN HEIGHTS
COMMUNITY DEVELOPMENT CENTER

Starting and Sustaining a Small Business Syllabus
Kauffman FastTrac®

In this 10-week program. Aspiring and early stage entrepreneurs will develop and refine a business concept, taking it through each step of the business planning process. Through readings, research, and discussion, participants will plan and analyze their entrepreneurial vision by creating a Business Plan and presenting a business pitch to a judging panel of investors/experts.



Virtual

YOUTH JOB FAIR



**SOUTH COUNTY EMPLOYERS
& RESOURCE AGENCIES WANTED**

**WITH OPPORTUNITIES AVAILABLE
FOR YOUNG ADULTS AGES 18-29 YRS**

OCT. 22, 2020

9:30 AM - 1:30 PM

Apply by Sept. 30, 2020

*First Come First Serve

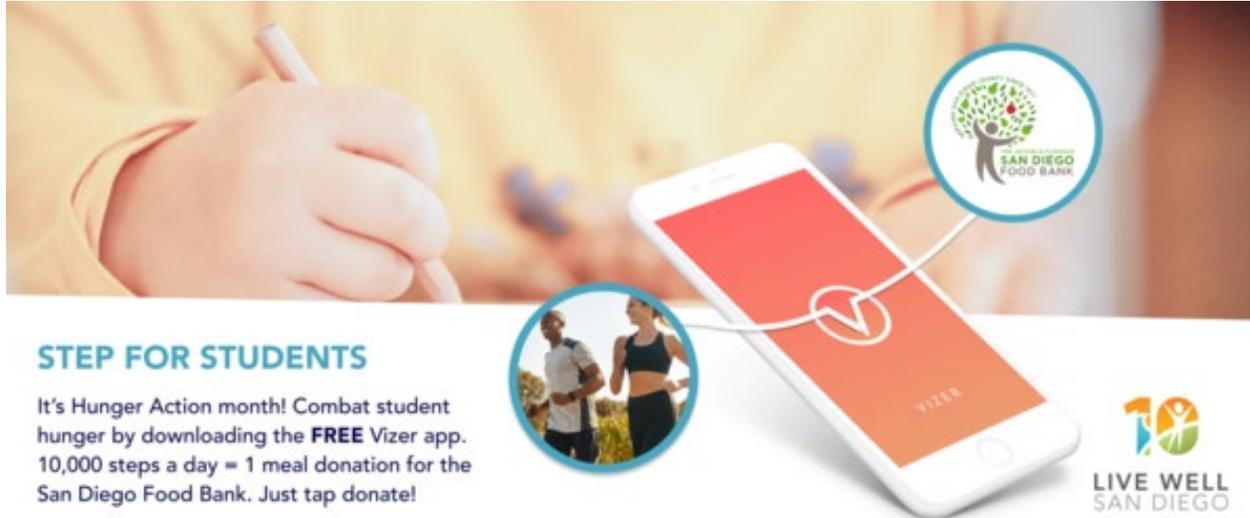


Cost to participate is only \$100. Your participation includes:

- 5 minute presentation time during the virtual Job Fair
- Power Point share
- Access to live Stream and digital recording of the event
- Employer Highlights distributed to registered job seekers, electronically

Link to apply:
<https://rb.gy/djysid>

Virtual Youth Job Fair



STEP FOR STUDENTS

It's Hunger Action month! Combat student hunger by downloading the **FREE** Vizer app. 10,000 steps a day = 1 meal donation for the San Diego Food Bank. Just tap donate!

LIVE WELL SAN DIEGO

Combat Hunger with Exercise!

September is Hunger Action Month. You can take action to combat hunger by turning exercise into donated meals! We are excited to team up with [Alliance Healthcare Foundation](#) and the [Jacobs and Cushman San Diego Food Bank](#) to convert your workouts into meal donations for local students.

September Goal: 25,000 meals

Learn More by clicking [here!](#)

#MaskUpSD



COVID-19 eToolkit

Help us reach our community broadly by sharing COVID-19 prevention messages with your family, friends, customers, networks, and constituents! The County of San Diego has prepared sample video and artwork assets for you to use.

UPCOMING WEBINARS

Entrepreneur Spotlight Webinar

September 14: Leadership Tactics That Promote Diversity and Foster Happier Employees

Time: 1:00 PM PDT

In this live webinar, Kanika Tolver (author of Career Rehab) is joined by special guest Minda Harts (author of The Memo) to talk about how leaders can provide a more inclusive working environment, especially for women of color. This powerhouse duo will discuss:

- How professionals and leaders can identify workplace challenges from women of color based on the stories from The Memo Book tour.
- How women of color can effectively communicate with leadership at work about performance, promotion and racism.
- How leaders can better communicate and advocate for women of color within the workplace.

Small Business Development Center

September 15: HR for Small Businesses - Soup to Nuts Guide for the New World

Time: 12:00 PM – 1:30 PM PDT

Join SBDC for a brief interactive talk on " exactly " what tools you'll need to set your business up for success through the COVID-19 pandemic. Handle employee situations (including PPE compliance and hesitant to return to work).

- Updates to handbook you need now
- New job description requirements
- Mandatory re-orientation for all employees returning/continuing to work
- How to cope with the increased pressure and compliance requirement as a small business (you are not alone)

Salesforce

September 16: Improve Your Digital Customer Experience – Fast!

Time: 11:00 AM PDT

As the use of digital channels continue to spike, so do customer expectations with their online and mobile engagements, leaving companies with a need to accelerate the pace of their digital transformation. But for many businesses, just knowing how to start that process poses a big challenge.

Tune into our upcoming webinar and find out how customer, ChowNow, reduced call wait and case handle times while increasing customer satisfaction, all while saving over 15 hours of admin time every month.

Salesforce

September 17: How to Price Your Products for Resilience

Time: 11:00 AM PT

Companies struggle to monetize their innovations consistently. 65% of products fail at the cost of \$260 billion a year, and 83% of companies face downward pricing pressure. Join us for a webinar with pricing experts Simon Kucher and Salesforce to learn how to launch new revenue streams, remodel your products, and price for subscriptions - all the things that will determine whether you win or lose in the new economy. We'll also cover:

- Agile product development
- Agile pricing
- Economic resilience

PREVIOUS NEWSLETTERS

- [Tuesday – September 8, 2020 \[PDF\]](#)
- [Friday – September 4, 2020 \[PDF\]](#)
- [Monday – August 31, 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.

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.



[Follow us on Facebook](#) [Follow us on Twitter](#)

For more information on COVID-19 in San Diego County, please visit [Coronavirus-SD.com](https://www.coronavirus-sd.com).

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