

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 14, 2020

Online Forum Q&A

Join us next **Wednesday, September 23rd 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

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, 9/13/2020

[Status update as of 9/13/20.](#) To learn more about state monitoring metrics, visit cdph.ca.gov.

BUSINESS UPDATES

Local Update

Rotating, COVID-19 Testing at Mexican Consulate, Other Locations

Starting today, San Diegans wishing to get a COVID-19 test have a new option: the Mexican Consulate in Little Italy. Each Monday, the County will offer free, no-appointment tests from 8:30 a.m. to 3:30 p.m. on the patio of the Mexican Consulate, located at 1549 India St. in San Diego.

The Mexican Consulate site will officially kick off a 14-day rotating program of COVID-19 testing in hard-hit communities, including those with larger Latino and immigrant populations. Other locations to be announced next week will be in community and faith-based organizations that are helping the County with its testing efforts.

State Update



Grow with Google

CalOSBA

Invites you to learn how to use digital skills to grow your business

Join us for a [four-part small business workshop series](#) where you'll learn how to create a Business Profile on Google Search and Maps, create a YouTube channel for your business and produce a search-friendly website.

September 21st through October 9th
Register here: g.co/grow/GetDigitalCA



#GrowWithGoogle

Join the California Office of the Small Business Advocate (CalOSBA), in the Governor's Office of Business & Economic Development (GO-Biz) and Grow with Google for a webinar series for CA small businesses. This is a workshop series offered on multiple dates. See the list of topics below and select the date you wish to attend. To register for multiple sessions, please navigate back to this page from the confirmation page using the back button on your browser.

RSVP today at: <http://g.co/grow/GetDigitalCA>

Federal Updates

**National Small
Business Week 2020**
sba.gov/nsbw



National Small Business Week Virtual Conference

National Small Business Week 3-day Virtual Conference, hosted by the U.S. Small Business Administration, is happening Tuesday, September 22 – Thursday, September 24, 2020.

[Register for the virtual conference](#)

FEDERAL RESOURCES FOR SMALL BUSINESSES

BROUGHT TO YOU BY



Supported by



COVID-SB.org

Searching for federal COVID-19 resources for your small business? Covid-sb.org, brought to you by American's Small Business Development Center and Association of Women's business Centers can help!

NEWS FOR BUSINESSES & EMPLOYERS



The graphic features a teal background on the left with the text "Support LATINO BUSINESS Day" in white and purple. Below the text is the date "SEPTEMBER 14, 2020" and a purple button with "LEARN MORE" and a right-pointing arrow. The right side of the graphic is a collage of images: a group of people in a gym, a man and two women in "SPANISH SIN PENAS" shirts, a woman in a colorful top, a woman in a black shirt with a logo, a woman in a pink shirt, a woman in a blue shirt, a woman in a dark blue shirt, and a woman in a colorful top.

Support Latino Business Day

Let's use our People Power to support, grow, and fund Latino/x-owned businesses. Join us today on Monday, Sept. 14th to celebrate National Support Latino Business Day! Pledge to get involved at www.supportlatino.biz #SupportLatinoBiz

#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.



Did You Know:

YOU SHARE MORE PERSONAL INFO
ON SOCIAL MEDIA THAN YOU
WOULD ON THE 2020 CENSUS!



COMPLETE YOUR FORM ONLINE AT [MY2020CENSUS.GOV](https://my2020census.gov),
BY PHONE AT 844-330-2020 OR BY MAIL



[MY2020CENSUS.GOV](https://my2020census.gov)

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 with the subject line: Supporting Local Businesses. A member from our team will follow-up with you for more information.

UPCOMING WEBINARS

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

Small Business Development Center

September 18: Connecting with Capital – Week 2, Meet the Nonprofit Lender

Time: 9:00 AM – 10:00 AM PDT

Connecting with Capital is now online. The SBDC will have over three weeks and each month panels of lenders who can talk about how to access small business loans.

- Learn about small business loans
- Learn what mission-based lenders look for in a small business
- Learn how the SBDC can help you with your loan

PREVIOUS NEWSLETTERS

- [Friday – September 11, 2020 \[PDF\]](#)
- [Tuesday – September 8, 2020 \[PDF\]](#)
- [Friday – September 4, 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.



COUNTY OF SAN DIEGO



HHSA

HEALTH AND HUMAN SERVICES AGENCY



**LIVE WELL
SAN DIEGO**

[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