

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 September 4, 2020

## **COVID-19 Won't Take Labor Day Off**

Memorial Day came. People felt they needed to celebrate. As a result, COVID-19 cases rose dramatically in the following weeks.

Restaurants, gyms and other businesses reopened in mid-June and the same thing happened. Fourth of July came and went, and the local case count remained high. Ordered by the state, businesses closed indoor activities and cases went down.

With Labor Day right around the corner and some businesses reopened, County health officials are asking residents to please take the recommended precautions to prevent the spread of COVID-19. For more details, visit [County News Center](#).

## 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%*

### 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; 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  
Prepared by County of San Diego, Emergency Operations Center, 9/3/2020

[Status update as of 9/3/20](#). To learn more about state monitoring metrics, visit [cdph.ca.gov](http://cdph.ca.gov).

Thank you to everyone who was able to join us for our September 2<sup>nd</sup> telebriefing!

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

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

## BUSINESS UPDATES

## Local Updates

### Check Voter Registration Now to Get Mail Ballot Later

The Registrar of Voters will prepare election ballots for mailing in two weeks so active registered voters are urged to [check their voter registration](#) now to get a mail ballot at their address later.

More than [1.8 million postcards](#) went out to registered voters last month telling them to expect a mail ballot for the Nov. 3, 2020, Presidential General Election.

If you are a registered voter and did not receive this postcard, this could mean:

- You are not registered to vote in San Diego County, or
- You recently moved or changed your name and have not re-registered to vote

**Voters have until mid-September** to make sure registration information is current. Mail ballots start going out on Oct. 5. If you're up to date, you could find your ballot in your mailbox that same week.

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## State Updates

### Executive Order Extending Consumer Protections Against Price Gouging

On September 3, Governor Gavin Newsom signed an executive order extending consumer protections against price gouging through March 4, 2021 as California continues to respond to the COVID-19 pandemic. The protections generally prohibit sellers of any kind from increasing prices on food, consumer goods, medical or emergency supplies, and certain other items by more than 10 percent.

The text of the Governor's executive order can be found [here](#) and a copy can be found [here](#).

**NEWS FOR BUSINESSES & EMPLOYERS**



# Great Plates Programs

## Delivering Meals to More San Diegans

### Great Plates Programs - Enrollment is Open!

Since May, **Great Plates Delivered: Home Meals for Seniors** has been providing home-delivered meals to adults 65+ and those 60-64 with certain health conditions during the COVID-19 pandemic. Initiated by Governor Gavin Newsom, and supported by FEMA, state, and local funds, this program pairs older adults with local restaurants to provide 3 meals per day so recipients can stay safely at home.

Recently, the San Diego County Board of Supervisors voted to create a new program, **Great Plates 2.0: Dinner Delivered**, to support **adults of all ages** who have disabilities and/or health conditions that make preparing or obtaining food difficult. This program provides one hearty, home-delivered meal (“dinner”) per day from a local restaurant and is supported by local allocation of CARES Act funds.

These temporary programs are intended to fill a gap and serve those who are not currently receiving or eligible for any other federal nutrition benefits, such as Cal Fresh or the senior nutrition program. Participant income must be between \$24,981-\$74,940 for a single-person household or \$33,821-\$101,460 for a two-person household.

Enrollment is now open for both Great Plates programs! For more information or to apply:

- Visit the website [here](#)

OR

- Call the AIS Call Center at (800) 339-4661 and select option 7



## New Web Page on How to Select, Wear, and Clean Your Mask

CDC recommends that you wear [masks](#) in public settings around people who don't live in your household and when you can't stay 6 feet away from others. Masks help stop the spread of COVID-19 to others. Making a decision about selecting a mask can be confusing. [This new web page](#) provides tips on how to choose your masks.



### 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!



## 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!](#)



## Lowe's-LISC Partnership Grant

The Round 6 application period is now open. Applications must be submitted by **Monday, September 7th at 11:59 PM ET**. Thanks to a \$55 million significant commitment grant from Lowe's, LISC will provide the emergency grant assistance that small businesses desperately need to stay afloat.

- **\$30 million will focus on small businesses owned or led by minorities and women**, who often lack access to affordable capital.

- **\$25 million will support enterprises in rural communities**, which typically face even more hurdles than their urban counterparts due to limited access to bank credit, capital and other support services.

For questions, please review the [grant information and FAQ](#) page. To stay updated about LISC's Small Business Grant Program, [click here](#).

## UPCOMING WEBINARS

A promotional graphic for the San Diego Angel Conference. The background shows a group of people in a meeting room with laptops. Overlaid text includes "SAN DIEGO Angel Conference" at the top. A central box contains "WIN AN INVESTMENT OF \$200,000\*" and "FREE WORKSHOPS". A purple box below that says "FREE WORKSHOPS". At the bottom of the box, it says "\*Amount of investment depends on the number of units sold". Logos for "the Brink", "AMERICA'S SBDC CALIFORNIA", and "University of San Diego" are visible in the bottom right corner.

SAN DIEGO  
**Angel Conference**

WIN AN INVESTMENT OF  
**\$200,000\***

**FREE WORKSHOPS**

\*Amount of investment depends on the number of units sold

the Brink  
AMERICA'S SBDC CALIFORNIA  
UNIVERSITY OF SAN DIEGO

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

**Multiple Dates: San Diego Angel Conference: E-Track \*\*Entire Series Registration\*\***

**Time: 5:30 PM – 9:00 PM PDT**

Join us for the entire Entrepreneurs Track of the San Diego Angel Conference. Each week, founders gather, network, and explore topics critical to successfully raising money from angel investors. The Entrepreneurs Track culminates with the application deadline on December 16, 2020. Those who apply will compete for a \$200,000\* investment from ~40 SEC accredited investors. \*Amount of investment depends on the number of units purchased by investors.

Visit <https://www.thesdangels.com/> to learn more and [this link](#) to register for specific events.

## **SCORE**

### **September 8: Lessons Learned About a Business Journey – The Story of a Minority Entrepreneur**

**Time: 1:00 PM EDT**

Nilson Goes, the founder of Infinite Energy Construction, knows this all too well and will share his riveting story of the journey he traveled to start and grow his highly successful business as a minority entrepreneur. This story will inspire, educate, and motivate anyone struggling to start and grow a business. In recognition of National Hispanic Heritage Month, SCORE is excited to share Nilson's story with you and help propel you forward on your own business journey.

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

### **September 9: Navigate, Adapt, & Pivot During the Pandemic – Hosted by City of Poway & Poway Chamber of Commerce**

**Time: 9:00 AM – 11:00 AM PDT**

Join the SBDC, City of Poway, and the Poway Chamber of Commerce to learn how you can get the assistance you need as a small business owner to navigate, adapt, and pivot during Covid-19. This will be an overview of SBDC services, tips, and a Q&A on disaster capital including PPP, EIDL, and other local programs.

## **U.S. Chamber of Commerce**

### **September 9: CO— Blueprint: Rebuilding Your Brand**

**Time: 2:00 PM – 3:00 PM ET**

An interactive discussion focused on helping businesses strike the right tone with an evolving customer base. Host Jeanette Mulvey, Content Director at CO—, will lead the conversation that combines advice from experts with practical insights from small business owners. This event is the eighth installment of our CO— Blueprint biweekly series presented by Chase for Business. You'll gain ideas from small business owners and hear insight from national experts. Together, we'll recover and rebuild.

## **Entrepreneur**

## September 10: How to Run Facebook Ads on a Budget

Time: 12:00 PM – 1:00 PM PDT

Join us for this live webinar with our key speaker Amanda Robinson, Facebook Ads expert, as she will teach you the 4 components of Facebook ads that work together to help you build momentum in your business and make Facebook ads "work" for you!

- Creating Ads
- Audiences & Targeting
- Budget & Strategy
- Reporting & Optimizing

## PREVIOUS NEWSLETTERS

- [Monday – August 31, 2020 \[PDF\]](#)
- [Friday – August 28, 2020 \[PDF\]](#)
- [Monday – August 24, 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.

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## 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