

From: COVID, Business
Subject: County Updates for the Business Community 5/29

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



The banner features a blue background with a microscopic view of a coronavirus particle at the top. On the left, it says "Coronavirus Disease 2019 COVID-19". On the right is the official seal of San Diego County, which includes the text "THE NOBLEST MOTIVE IS THE PUBLIC GOOD" and "SAN DIEGO COUNTY MDCCLII". A large white arrow points to the right, containing the text "Update for the Business Community". Below this, a dark blue bar contains the URL "CORONAVIRUS-SD.COM/BUSINESS" in white capital letters.

Resources and Updates May 29, 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 Weekly Telebriefing Questions](#)

[Submit Safe Reopening Plan Questions](#)

Thank you to everyone who was able to join us for this week's telebrief!

This week's recap is now available [here](#) for your convenience. We will be back next **Wednesday, June 3rd** from 9:30 AM – 10:30 AM for another online forum and Q&A.

BUSINESS UPDATES

Local Updates

Sitting, Sunbathing at Beaches Can Start Next Week – Starting **June 2**, people will be allowed to sit and lounge at local beaches provided they maintain physical distancing or wear a face covering when close to others.

- **Allowed** – Sunbathing and relaxing with towels and chairs if with people from your own household.
- **Not Allowed** – No activities such as football and volleyball permitted.
- **All piers and parking lots will remain closed.**

All beach communities agreed to ease this restriction starting June 2, but cities can decide if they want to proceed later and how the guideline is going to be enforced.

More Businesses Can Resume Services – Places of worship, hair salons, and barbershops can now open with modifications announced by the County Health and Human Services Agency. All must complete and post the **County's Safe Reopening Plan** before reopening.

- **Places of Worship** – Limited attendance to 25% of capacity, or 100 people or fewer, whichever of the two is smaller.
 - Modifications from state guidance – Worshippers not in the same household will have to sit or stand six feet apart. Houses of worship should discontinue singing and other practices that increase the chance of virus transmission. Places of worship should also consider or modify practices that require sharing items.

- **Hair Salons and Barbershops** – Employees will need to complete a health screening at the beginning and end of each shift. Both stylists and customers must wear facial coverings for the duration of the hair appointment.
 - Services not yet allowed – Eyelash and eyebrow services, facials and shaves.
- **Nail salons are not yet permitted to reopen.** The county expects to receive further guidance from the State about these businesses later.

Hotels for leisure and tourism – There are a number of hotels that are either operating or planning to open soon, some of them advertising through email or press releases availability for “staycations”. We wanted to make you aware of the existing guidance and **letter** we recently provided to the San Diego County Hotel-Motel Association. It is important to remember that the State currently has hotels (including short-term vacation rentals) in Stage 3 of the Resilience Roadmap. Hotels should only open for COVID-19 mitigation and containment measures, treatment measures, providing accommodation for essential workers, or providing housing solutions, including measures to protect homeless populations.

Changes to Public Health Order – All businesses will have to implement temperature and health screenings for employees. Businesses must also ensure that all employees wear facial coverings and maintain physical distancing.

One-on-One Sports Lessons – Effective May 27, 2020, one-on-one sports lessons are allowed as long as both the instructor and student comply with physical distancing and face covering requirements. Students and instructors should not share equipment.

State Updates

DBO Consumer Alert: Private Placement Offerings – The DBO issued an investor advisory on exempt securities offerings, also known as “private placements,” in light of the coronavirus pandemic. Because fraudsters often try to capitalize on current issues and problems to promote their scams, the COVID-19 pandemic has motivated some to try to capitalize on the disruption and anxiety to individuals and the financial markets.

NEWS FOR BUSINESSES & EMPLOYERS

San Diego Hunger Coalition P-EBT – Families may be eligible to receive a \$365 Preloaded Debit Card, per eligible child, for groceries while school is closed due to COVID-19. This new food resource is called Pandemic EBT (P-EBT). This resource provides families with a debit card, preloaded with \$365 per eligible child, so they can buy groceries while school is closed due to COVID-19 for families with children that would normally receive free or reduced price breakfast or lunch at school.

How do students get P-EBT?

1. Families of students who receive CalFresh, Medi-Cal or Foster Care services will automatically receive this card in the mail by May 25th. If a student receiving one of these services doesn't get their card in the mail by May 25, please call (877) 328-9677.
2. All other families with students who were receiving free or reduced-price breakfast or lunch will need to apply at www.ca.p-ebt.org by June 30th to receive benefits.

Important P-EBT Facts:

- Families may continue to pick up grab-and-go meals at their schools in addition to using the P-EBT card to buy groceries!
- Just like school meals, P-EBT is NOT a public charge benefit and will not impact immigration status.
- P-EBT benefits are in addition to CalFresh, WIC, and other public assistance; families can and should use all benefit programs available.

SUPPORTING LOCAL BUSINESSES

This week we would like to highlight **Cardiff 101 Main Street**, a community non-profit organization who raised \$100,000 for 40 local businesses through the Cardiff Strong campaign. You can support the Cardiff Strong by [ordering online](#), [purchasing merchandise](#), or making a [donation](#).



#WeAreCardiffStrong (via [YouTube](#) and [Instagram](#))

Currently, associations are working to establish the **Encinitas Small Business Support Fund** through the collaborative efforts of the three City of Encinitas Main Street Associations: Encinitas 101, Leucadia 101, Cardiff 101, and the Cardiff-by-the-Sea Foundation. The plan is to create a reserve to support small businesses during the COVID-19 crisis with the Harbaugh Foundation generously committed to matching all donations made up to \$30,000. The goal is to reach \$100,000 by May 30th for funds to be administered from May 1 – June 15.

- **Donate here** to the Cardiff-by-the-Sea Foundation a 501c3 Non-Profit Community Organization to contribute to the Encinitas Small Business Support Fund.
- **Apply here** through the online application form if you are a local business in need of mini grant funding. All applications will be evaluated by a committee to ensure fairness and inclusion.

UPCOMING WEBINARS—NEXT WEEK

Entrepreneur

June 1: Technology and Tools That Make Your Business More Profitable and Easier to Run

Time: 12:00 PM – 1:00 PM PDT

Many franchisors and franchise owners have reported that technology tools have been a big part of getting through this ever-changing marketplace that has been suddenly impacted by the COVID-19 pandemic. Learn how to use technology to improve your business model and hear about how other business owners are implementing new hi-tech solutions to serve their customers and communities.

My San Diego North County

June 2 & June 4: Business Insights and Tips for Success

Time: 9:00 AM – 9:45 AM PDT

We are excited to present our new weekly business series. The presentations are live on Zoom with host Juan Velasco and David Zumaya. Join us on Zoom and follow My San Diego North County on social media.

San Diego & Imperial SBDC Network

June 2: Stand Out Stories to Grow Your Business with Guest Speaker Karen Dietz

Time: 10:00 AM – 11:00 AM PDT

In this one-hour session, join Karen Dietz, one of the movers and shakers in business storytelling, to understand how your stories connect, deepen relationships, and make you memorable; learn how to craft them well; know the 7 core stories every business needs to tell; discover the 3 stories that grow your business. Take home tools and worksheets. Get ready to leverage your stories for greater success. Have fun.

SCORE

June 2: 10 Principles to Running a Virtual Company Extremely Well

Time: 2:00 PM EDT

Join bestselling business author and speaker David Finkel as he shares with you how to run a successful company “virtually”.

San Diego & Imperial SBDC Network

June 2: COVID 19 and Tips for Adapting your In-home Family Child Care Business

Time: 6:00 PM – 7:00 PM PDT

During this webinar, we will provide updated information on COVID-19 and will share tips on adapting your in-home family childcare business based on the new guidelines from the State of California. This will cover the safety and protection checklists for your in-home facility.

PREVIOUS NEWSLETTERS

- [Tuesday – May 26, 2020 \[PDF\]](#)
- [Friday – May 22, 2020 \[PDF\]](#)
- [Monday – May 18, 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.



[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

