

From: COVID, Business
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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 on the left and the official seal of San Diego County on the right. The seal includes the text "THE NOBLEST MOTIVE IS THE PUBLIC GOOD" and "SAN DIEGO COUNTY" with the year "MDCCCLII".

Coronavirus Disease 2019
COVID-19

Update for the Business Community

CORONAVIRUS-SD.COM/BUSINESS

Resources and Updates June 19, 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 24th from 9:30 AM – 10:30 AM for another online forum and Q&A.

BUSINESS UPDATES

Local Updates

County Hits Community Outbreaks Trigger – Two more COVID-19 community outbreaks were identified in the region June 17, bringing the region's seven-day total to eight.

- The eight outbreaks, which are not linked, surpass the County's threshold of no more than seven outbreaks over a seven-day period.
- As a result, the County is pausing on the reopening of additional sectors of the economy until it is safe to do so.
- **However, businesses that were scheduled to reopen June 19 can proceed.**

Community outbreaks is one of **13 triggers the County is closely monitoring** to determine whether to stop or dial back the reopening of the local economy. Currently, there are 15 active community outbreaks in San Diego County.

Additional Businesses Now Open – Today, the businesses below can reopen using the state's **Expanded Personal Care Services** guidance. Following this guidance, these businesses must complete the County's **Safe Reopening Plan**, post the plan at your entrance, and discuss it with employees.

- Nail salons
- Facial salons
- Cosmetology
- Body art, including tattoo parlors and piercing
- Massage therapy in non-healthcare settings

County & State Lift Restrictions on Weddings – On June 15, 2020, county leaders announced weddings can now occur provided they follow the state guidance. Indoor weddings are not to exceed 25 percent of a facility's capacity or 100 people, and participants must wear a face covering and maintain physical distancing. Face coverings and physical distancing of 6 feet are required for outdoor weddings. No wedding receptions are permitted.

City of San Diego: Parking Enforcement Begins Again July 1 – The city of San Diego will begin enforcing parking regulations again starting July 1, 2020. The enforcement will begin with a two-week grace period, during which violators will receive written warnings. Citations with corresponding fines will be issued beginning July 15.

State Updates

Face Coverings Mandatory Statewide – Effective **June 18, 2020**, the State issued new guidance that now requires all Californians to wear a face covering when in public and close to people outside their household. People must wear face coverings when they are in high-risk situations such as:

- Inside of, or in line to enter, any indoor public space
- Getting services at a doctor's office, hospital, pharmacy, dental office, veterinary clinic or blood bank
- Waiting for or riding on public transportation or while in a taxi, private car service, or ride-sharing vehicle
- Interacting with any member of the public and walking through hallways, stairways or parking facilities

Federal Updates

SBA EIDL & EIDL Advance Program Reopened – To further meet the needs of U.S. small businesses and non-profits, the U.S. Small Business Administration reopened the **Economic Injury Disaster Loan (EIDL) and EIDL Advance program portal** to all eligible applicants experiencing economic impacts due to COVID-19. "With the reopening of the EIDL assistance and EIDL Advance application portal to all new applicants, additional small businesses and non-profits will be able to receive these long-term, low interest loans and emergency grants – reducing the economic impacts

for their businesses, employees and communities they support” (SBA Administrator Jovita Carranza).

SBA’s COVID-19 Economic Injury Disaster Loan (EIDL) and EIDL Advance

- The SBA is offering low interest federal disaster loans for working capital to small businesses and non-profit organizations that are suffering substantial economic injury as a result of COVID-19 in all U.S. states, Washington D.C., and territories.
- Advance of up to \$10,000. The EIDL Advance is designed to provide emergency economic relief to businesses that are currently experiencing a temporary loss of revenue. This advance will not have to be repaid, and small businesses may receive an advance even if they are not approved for a loan.
- SBA’s EIDL and EIDL Advance are just one piece of the expanded focus of the federal government’s coordinated response.
- The SBA is also assisting small businesses and non-profits with access to the **federal forgivable** loan program, the **Paycheck Protection Program**, which is currently accepting applications **until June 30, 2020**.

For additional information, please visit the SBA disaster assistance website at [SBA.gov/Disaster](https://www.sba.gov/disaster).

NEWS FOR BUSINESSES & EMPLOYERS

CHBRF Now Accepting Applications Jun 10 to June 24 – In an effort to help locally owned businesses survive the current crisis and sustain their operations for the long-term, LISC San Diego has joined with members of the City Heights Economic Development Collaborative to launch the City Heights Business Relief Fund. Partner organizations include City Heights CDC, City Heights Business Association, El Cajon Boulevard BIA, and the International Rescue Committee. This fund is supported by generous contributions from U.S. Bank Foundation, Price Philanthropies, SDG&E, Union Bank, and The Hervey Foundation.

- The fund will provide grants of up to **\$10,000** and technical assistance to businesses in City Heights facing immediate financial pressure as a result of COVID-19.
- Priority will be given to established women and minority owned businesses that contribute significantly to the City Heights economy.

- The grants and technical assistance will help businesses fill urgent financial gaps—from paying rent to payroll to covering lost profits to making physical, technology and operational improvements to comply with physical distancing requirements—until they can resume normal operations.

American Heart Association: Business Accelerator Opportunity – The need to come together and find solutions for longer, healthier lives is more vital than ever. By providing business training and grants, the American Heart Association is committed to supporting the communities, small businesses, social entrepreneurs, and innovators making a difference in community health. The EmPOWERED to Serve Business Accelerator is looking for social entrepreneurs and organizations who are driving change through health justice in their communities. We currently have an open call for applications through June 30, 2020 for this year's awards. **Apply for the 2020 EmPOWERED Business Accelerator.**

North San Diego Business Chamber: Silent Auction Now Open – Today, the San Diego North Educational Foundation hosts its annual online silent auction which will conclude **8:00 PM on Thursday, June 25, 2020** at North San Diego Business Chamber's Celebration of Business. The auction supports the Operation Connect program that gives back to those who served our country. Our mission is to connect transitioning service members to business leaders, owners, and influential people in the community.

San Diego North Educational Foundation is a 501c3 non-profit organization. Donations made above the retail value of an item are tax-deductible. To view the items, register online and bid via text message, **click this link.**

SUPPORTING LOCAL BUSINESSES

Third Avenue Village Association

While many of Chula Vista's Third Avenue Village Association's (TAVA) faced uncertainty during COVID-19, the Board of Directors took swift action by retaining the award-winning marketing and communications firm, **Alternative Strategies**. This opportunity allowed for extensive promotion and support of businesses as they gradually reopened on Third Avenue. Seeing rapid growth and vitality as the community begins to reopen, the first month of working with Alternative Strategies resulted in

a **10%** rise in social media followers while also securing print, radio, television, and online PR exposure. A host of graphics and visuals were also created to promote businesses that were open for pick-up/take-out/delivery services.

- For businesses that would like to become more involved, TAVA offers your company the opportunity to become an Associate Member. Details about the benefits and an application about Associate Membership are available **through this link**.
- For more information about Alternative Strategies, email **info@altstrategies.com** or call **619-858-0322**.

Third Avenue – example of graphic/visual mentioned in story

Photo of Reboot Ramona Kit 1

Photo of Reboot Ramona Kit 2

Ramona Chamber of Commerce

The Economic Development Council created free “Reboot Ramona Kits” to provide valuable resources for businesses reopening during COVID-19 with support from the Ramona Chamber of Commerce (RCOC). These kits include hand sanitizer, gloves, pens, a reopening guide, copies of the County of San Diego mandate of the **Safe Reopening Plan**, and Chamber tips and resources. Through the collaborative efforts of sponsor donations and community support, businesses in Ramona are well prepared to help stop the spread of COVID-19.

A big THANK YOU to the following sponsors:

- Century 21 Award – Karen Domnitz (Chamber president)
- Krysak and Associates
- National Property Inspections
- Ramona Home Journal
- Farmers Insurance
- San Diego Sunshine

Businesses interested in being a member of the Ramona Chamber of Commerce can [click this link](#) to learn more and apply. The RCOC also offers weekly Facebook live “Lunch with Chamber” videos that features local restaurants and 30-minute Q&As available [here](#).

UPCOMING WEBINARS—NEXT WEEK

RISE San Diego

June 22: Nonprofit & Small Business Training—Leadership Resilience

Time: 1:30 PM – 3:30 PM PDT

The aim is to activate healthier practices to thrive in these uncertain times. Specific attention will be given to what it means to exercise leadership resilience and apply proven models that support teams to be increasingly effective in the face of social turbulence. Representatives from San Diego County organizations offering health and social services to high-risk/high-need populations are especially encouraged to attend.

Entrepreneur

June 23: Using Digital Transformation to Adapt to Today's New Normal

Time: 9:00 AM – 10:00 AM PDT

"We sat down with Adam Meshberg, Founder and CEO of Brooklyn-based Interior Design & Architecture Firm, Meshberg Group, to talk about his own experiences and how entrepreneurs can use the right digital tools with their transformation. Plus, during this webinar, Adam will discuss:

- How to find solutions to challenges when transitioning to digital
- The challenges of virtual when shipping physical goods
- Tips to virtually cater to client needs
- How to keep a remote office productive and inspired.

DLSE & EDD

June 23: State Labor Law and Payroll Tax Seminar

Time: 9:00 AM – 3:00 PM PDT

You will receive information from DLSE and EDD on: Record keeping, reporting requirements, employer obligations, wage payment requirements, common wage and hour violations, employer and employee rights and responsibilities, paid Sick Leave & Covid-19, and employee vs. independent contractor

Innovate-Up

June 23: Financial Literacy

Time: 9:00 AM – 12:00 PM

The 3-hour Financial Literacy workshop focuses on providing useful information about operating a financially sustainable business. Topics include:

- Importance of Bookkeeping and Accounting for your business
- Understanding the Financial Statements: Balance Sheet, Profit & Loss Statement and Cash Flow
- Budgeting, Tax Planning and Credits

San Diego Employers Association HR at Work

June 24: Hiring from Home

Time: 10:00 AM – 11:00AM PDT

This brief course will discuss both the technical and sociological elements of making a great hire from home. Additionally, in our usual format, we will have plenty of time to answer your questions!

PREVIOUS NEWSLETTERS

- [Monday – June 15, 2020 \[PDF\]](#)
- [Friday – June 12, 2020 \[PDF\]](#)
- [Monday – June 8, 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