



ECONOMIC DEVELOPMENT TEAM
Our Team. Your Business. Working Together.



March 2020

The Anaheim Business Connection

Special Edition: Coronavirus Resources



The city of Anaheim continues to actively monitor the situation surrounding coronavirus to safeguard the health and safety of our residents and businesses, with regular updates at Anaheim.net/coronavirus.

Anaheim's Economic Development Team remains committed to providing helpful resources and information to assist our business community. This past week, the team launched a [coronavirus business resource webpage](#) and weekly email blast sharing the latest updates on business resources and information relating to coronavirus impacts. We also launched an [Anaheim Business Directory](#) and are promoting local businesses on social media with "Let's Go, Anaheim! Let's Go Online!" and "Bring It Home, Anaheim" to promote online services, deliveries, take-out and more. Connect with Anaheim's Economic Development Team on [LinkedIn](#) or [Instagram](#), @anaheimedt, and read more under Anaheim Marketing Resources to support your local business community.

The city of Anaheim continues to explore ways to help its residents and businesses. Anaheim's City Council will consider a measure to address impacted renters, business tenants and residential and commercial landlords at its teleconference meeting on Tuesday, March 24. If approved, the emergency ordinance would prevent landlords from evicting both residential and commercial tenants, who can show they are unable to pay all or part of their rent because of reduced income due to coronavirus. The proposed ordinance would take effect immediately upon approval, and would run through April 30. For more information, visit the city's [webpage](#).

Wishing you good health,

Jessica M. Gonzales
Economic Development Manager



Where Innovation is Fostered and Business is Empowered!

Latest Updates on Business Resources

- **Available Funding**
 - **Disaster Relief Loan Guarantee Program:** California's Infrastructure and Economic Development Bank, or IBank for short, is issuing loan guarantees of up to 95 percent of the loan through its partner Financial Development Corporations. This program will help lenders and small businesses by providing loan guarantees of up to \$1 million for small business borrowers in declared disaster areas.
 - **Jump Start Loan Program:** California IBank is offering loans from \$500 to \$10,000 to low-wealth entrepreneurs in the declared disaster and emergency areas.
 - **California Capital Access Program:** Office of the California State Treasurer is offering a small business loan program with special disaster assistance.
- **Manufacturer Resources**
 - California Manufacturing and Technology Consulting, or CMTC for short, has developed a helpful [webpage](#) to help small and medium-sized manufacturers plan, prepare, protect and recover.
 - CMTC offers assistance with:
 - Identifying critical manufacturing and supply chains
 - Access to capital
 - Workforce support
 - Operational assistance
 - Supply chain support
- **Business Mentoring**
 - SCORE Orange County is still offering its free mentoring services online. SCORE mentors are ready and waiting to provide small businesses with advice and guidance during this difficult time. [Click here](#) to schedule your digital appointment.

Bring It Home, Anaheim









- Anaheim's Economic Development Team recently introduced the "Bring It Home, Anaheim" campaign highlighting Anaheim businesses providing delivery and take out services. The goal is to promote Anaheim's unique eateries and highlight the Anaheim Business Directory as a resource to find out which businesses are offering to-go meals.



Anaheim Business Directory

- Discover Anaheim's business offerings and explore specials or promotions from some of your favorite Anaheim retailers, restaurants and more!
- Want your business to be featured in the Anaheim Business Directory? Email the Anaheim Economic Development Team at economicdevelopment@anaheim.net.

Anaheim Business Directory

	Business Name	Business Address	How To Purchase	Contact	Specials/Promotions
	Anaheim Brewery	336 S. Anaheim Blvd.	To-Go	anaheimbrew.com	\$4 Off Growler Refills
	Bronx Sandwich Company	949 S Euclid St.	To-Go and Delivery	bronxsandwich.com	
	Bubba Gump Shrimp Co.	321 W Katella Ave Suite 101	To-Go and Delivery	bubbagump.com/locations/anaheim/	10% Off To-Go Orders Through March 31
	Cervantes Mexican Kitchen	201 Center Street Promenade	To-Go	ka-catering.com	
	Cortina's Italian Market	2175 W Orange Ave.	To-Go, Delivery, and Market	cortinasitalianfood.com	
	Decades 80s/90s Bar & Grill	195 W. Center Street Promenade	To-Go and Delivery	decadesbarandgrill.com	
	Downtown Anaheim Certified Farmers' Market	201 Center Street Promenade	To-Go, Thursday 11am - 3pm	downtownanaheim.com/farmersmarket	
	Happy Kitchen	1210 S State College Blvd., Ste L	To-Go and Delivery	happykitchenanaheim.com	

Upcoming Webinars

Below are upcoming, free webinars hosted by our resource partners. Connect with fellow business professionals and entrepreneurs and explore resources online!

Drive More Sales with Social Media by Victoria Byrne Tuesday, March 24 | 9–10 a.m.

In this webinar, we'll provide a recipe for social media that saves time and gets results to grow your business and drive more sales. You'll learn how to:

- Choose the right social media networks for your business
- Grow your fan base and increase engagement
- Create and share content that encourages action
- Use Facebook & Instagram ads to cost effectively grow your business
- Convert social media leads into potential customers by growing your email list
- Use amazing resources for making your posts stand out



[Register Here](#)

Creating Content in 2020 by Roni Ramos Thursday, March 26 | 10:30–11:30 a.m.

In this webinar, we'll work together to create engaging, shareable posts with photos, graphics and DIY videos for your 2020 social media marketing!



Roni will share her most current tips, apps and ideas for online visual content, photo apps, social media and more.

You will learn how to create beautiful images and easy videos for your business. Using apps and these helpful tips, your images and video can look polished and professional!

Topics include:

- Why you should use video as content
- How to use filters and apps to up your game
- Creating great graphics and images
- Best tips on how to share content

- Latest visual trends and how to apply them to your business
- Plus, this is a great opportunity to network virtually

[Register Here](#)

Leadership Awareness Workshop by Monica Robles
Thursday, March 26 | 5–7 p.m.
Offered in Spanish Only

In partnership with the City of Anaheim's Emprendedor@s Program, an eight-week entrepreneurship academy taught in Spanish, Monica



Robles of Heart Centered Leadership is teaching a Leadership Awareness Workshop webinar. This workshop will provide participants with tools to increase their own leadership awareness, a new perspective on self-empowerment, how to approach difficult circumstances and how to transition during times of economic uncertainty.

Taller Concientización de tu Propio Liderazgo por Monica Robles
Jueves de 26 marzo | 5–7 p.m.

Este taller les da a los participantes las herramientas en como incrementar su propia Concientización de liderazgo que poseen, a través del mismo los participantes incrementan su empoderamiento visualizando de una manera más clara como transicionar por este periodo de incertidumbre económica y de salud.

[Register Here](#)

[Regístrate Aquí](#)



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