



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



April 2020

# The Anaheim Business Connection

## Special Edition: Coronavirus Resources



The City of Anaheim continues to respond to the challenge of coronavirus on behalf of our residents and businesses, with regular updates at [Anaheim.net/coronavirus](https://Anaheim.net/coronavirus) and business resources at [Anaheim.net/economicdevelopment](https://Anaheim.net/economicdevelopment).

Recently, Anaheim's City Council approved an emergency economic recovery plan to help Anaheim residents and to support business and tourism. This plan has recently been updated with a regulatory relief order for full service restaurants that sell food or alcoholic beverages. Read more under City Updates.

Other relief responses include small-business funding through the Small Business Administration's Bridge Express Loan and guidance on the Paycheck Protection Program and Economic Injury Disaster Loans. Read more under Latest Updates on Business Resources.

Additionally, the State of California has created a medical supply contributions form for businesses and organizations that have resources to contribute, either for donation or purchase. Needed supplies include surgical masks, hand sanitizers, wipes, examination gloves and more. For more information, click [here](#).

During these challenging times, the City is proud to support its business community through the "Bring it Home, Anaheim" campaign and is proud to see many Anaheim businesses stepping up to the plate to assist the local community. From more than tripling output capacity for needed medical supplies to donating food items, Anaheim businesses are supporting their local community and business home.

Read more under Anaheim Businesses Step Up to the Plate.

Anaheim's Economic Development Team continues to work in collaboration with our partners to provide the latest information on business resources. We encourage you to view the latest updates on available funding, tax relief, upcoming webinars and more. Connect with us on [LinkedIn](#) and follow us on [Instagram](#) to stay up to date on the latest information.

Wishing you good health,

Jessica M. Gonzales  
Economic Development Manager  
City of Anaheim  
Community & Economic Development Department



*Where Innovation is Fostered and Business is Empowered!*

## City Updates

### Coronavirus Business Resources

**Webpage:** On March 17, Anaheim's Economic Development Team launched the [Coronavirus Business Resources webpage](#) to assist business in finding the latest information on business loans and grants, employer assistance, marketing resources, upcoming webinars, and more. Anaheim's Economic Development Team remains committed to providing our businesses helpful resources and information and is updating content daily. Visit the webpage [here](#) for the latest updates or contact our team at [economicdevelopment@anaheim.net](mailto:economicdevelopment@anaheim.net) for direct assistance.



**Updates on Anaheim Economic Recovery Plan:** Anaheim's City Manager recently approved regulatory relief to full service restaurants that sell food and alcoholic beverages, as well as alcohol retailers. Read the full regulatory relief order [here](#).

Latest Updates on Business Resources

## Available Funding

- **Paycheck Protection Program:** As of April 3, lenders can begin processing Paycheck Protection Program loans for small businesses. This program provides up to \$10 million in loans to assist with payroll costs and is available through June 30, or until funds are depleted, so it is encouraged applicants apply as soon as possible. Loans can be forgiven if used to keep employees on your payroll. Contact your local lender for more information and to start your loan application. Visit the [SBA website](#) for additional information or loan programs.
- **Economic Injury Disaster Loan:** Did your business recently apply for an Economic Injury Disaster Loan? Also known as the EIDL, this loan is available through the end of the year and can provide your business with up to \$2 million of working capital assistance with a \$10,000 advance. If your business has submitted an EIDL application, review your submission and make sure you clicked the EIDL Advance box in section 4, question 8. Applicants can update their applications without moving their place in line. This advance is eligible for loan forgiveness and the remainder of the loan is subject to 3.75% interest rate with loan terms of 15–30 years.
- **Express Bridge Loan:** SBA introduced a new loan for small businesses that currently have a business relationship with a SBA Express Lender to access up to \$25,000 quickly. These loans can provide vital economic support to small businesses and assist with temporary loss of revenue, and can be used as term loans or to bridge the gap while applying for a direct SBA Economic Injury Disaster Loan.

## Tax Relief and Assistance

- **Employee Retention Tax Credit:** The IRS introduced an employee retention tax credit designed to encourage businesses to keep employees on their payroll. This credit is available to employers if their business is fully or partially suspended by government order or experience a decline in gross receipts by more than 50% in a quarter compared to the same quarter in 2019. The amount of the credit is 50% of qualifying wages paid up to \$10,000 in total. Wages paid after March 12, 2020, and before Jan. 1, 2021, are eligible for the credit. Wages taken into account are not limited to cash payments, but also include a portion of the cost of employer provided health care.
- **Sales Tax Relief:** Effective April 2, 2020, small business taxpayers, those with less than \$5 million in taxable annual sales, can take advantage of a 12-month, interest-free, payment plan for up to \$50,000 of sales and use tax liability. Payment plan requests can be made through the California Department of Tax and Fee Administration's online portal. Find more information [here](#).

## Additional Resources

- **OnwardCA**: The State of California launched the **OnwardCA website** to assist employees impacted by coronavirus. OnwardCA is an initiative of companies, foundations and individuals to help workers displaced by coronavirus by connecting them to essential life services to get them back to work as quickly as possible. Through its dynamic matching platform, individuals can find training opportunities to apply for their next job. Find more information [here](#).
- **The Food and Drug Administration** announced how businesses and individuals can assist in providing medical supplies. If you are looking to produce or donate medical supplies, find more information [here](#).

## Anaheim Businesses Step Up to the Plate

Anaheim is a thriving community rooted in its support of its residents, neighbors and local businesses. Through these difficult times, we are proud to see several Anaheim businesses step up to the plate in an effort to take care of our community, our home. Read more below on how Anaheim companies are meeting current challenges and finding new ways to help our community.

- The Disneyland Resort continues to spread its magic with recent donations of N95 masks and rain ponchos to help protect our brave healthcare workers. They also have donated surplus food to Second Harvest Food Bank of Orange County from excess banquet meals, packaged goods, fruit, vegetables and dairy to supply those in need in Anaheim. Read more on this story [here](#).
- The Anaheim Resort and other tourism-related businesses came together to provide much needed resources to the those in the Anaheim community who need it most. The first pallets of supplies were donated by Anaheim Desert Palm Hotel & Suites, Candy Cane Inn, and Peacock Suites and delivered by Anaheim Resort Transportation.
- Anaheim-based manufacturer Expert Coatings and Graphics, also known as ECG, has more than tripled its output capacity to bring needed medical supplies and equipment, such as ventilators, to healthcare workers and patients. In these difficult times, we are all reminded of the importance of our manufacturing community and the interconnected role they play to create critical products. ECG was recognized earlier this year at the Anaheim Business Awards as Manufacturer of the Year. Read more about ECG at its [website](#).
- Above All Catering is partnering with local fire and police stations, public healthcare workers and city employees to provide safe food services for them during this time. Above All Catering is

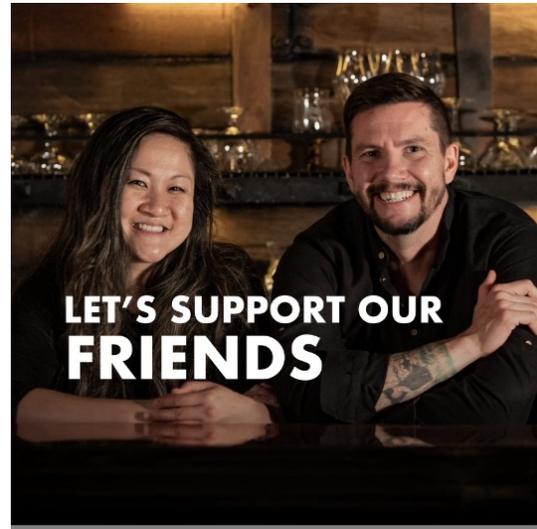
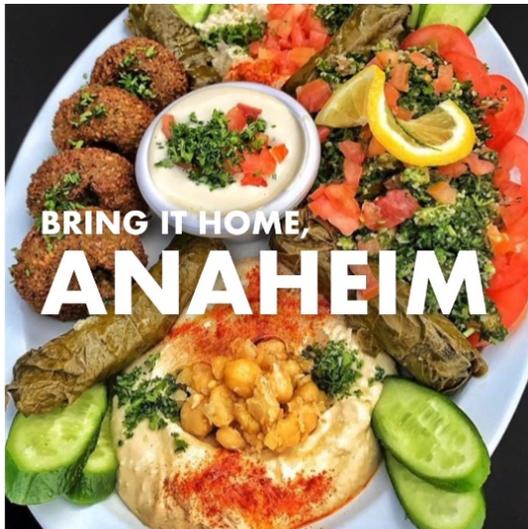
committed to helping essential personnel and the greater community, as they work with small businesses to deliver and supplement food. Find more information on its [website](#).

- Kaiser Permanente recently pledged \$1 million to treat homeless individuals for coronavirus. AltaMed Urgent Care is providing drive-through assessments for those who have cold or flu-like symptoms to evaluate whether or not they need to be tested. We are very grateful for each medical facility and all essential workers serving the community during this time. Read more on Kaiser Permanente's plan [here](#) and AltaMed's press release [here](#).
- Anaheim Ducks owners Henry and Susan Samueli recently announced they will continue to compensate 2,100 part-time employees of their sports and arena management companies through June 30, despite event postponements. Read the full story [here](#).
- Anaheim Family YMCA is providing free grab and go meals at pop-up locations across Anaheim. With many students out of school, Anaheim Family YMCA continues to serve and support the community! Find the grab and go meal locations [here](#).
- Stores across our city are doing their part and offering early hours for seniors and others with special considerations. We thank these businesses for supporting our community daily. Find a list of Anaheim stores offering special hours below:
  - Vons Pavilions, 130 W. Lincoln Ave.
    - 7–9 a.m., Monday through Friday
  - Smart & Final, 630 N. Euclid St.
    - 7:30–8 a.m.
  - Northgate Gonzalez Market, four Anaheim locations
    - 7–8 a.m.
  - Target, three Anaheim locations
    - 8–9 a.m., Wednesdays
  - Stater Bros., three Anaheim locations
    - 7–8 a.m.
  - Vallarta Supermarkets, 2394 W. Lincoln Ave.
    - 7–8 a.m.
  - Albertsons, 810 State College Blvd.
    - 7–9 a.m. Monday through Friday
  - Walmart, three Anaheim locations
    - 6–7 a.m. every Tuesday through April 28

## Anaheim Marketing Resources

### Bring It Home, Anaheim

Anaheim's Economic Development Team continues to promote local businesses with the "Bring It Home, Anaheim" campaign. These videos are featured on Instagram, LinkedIn and on the Business Resources [webpage](#). These videos highlight Anaheim businesses providing curbside pickup, to-go meals and delivery services. Through these videos we are encouraging the community to support the more than 20,000 businesses that call Anaheim home. View all videos to date [here](#).



### Anaheim Restaurant Guide

Visit Anaheim and the Anaheim Chamber of Commerce, have created a directory of local restaurants that remain open for locals. Anaheim restaurants can email their requests to be added to the Visit Anaheim and Anaheim Chamber of Commerce Directory to [Kathleen@anaheimchamber.org](mailto:Kathleen@anaheimchamber.org). This list includes more than 70 local restaurants with information on take out and to-go orders, curbside pick-up and local delivery options. View the Anaheim Restaurant Guide [here](#).



## Upcoming Webinars

# SBA Live: Loan Program Q&A

As new programs are becoming available from the Paycheck Protection Program and Economic Injury Disaster Loan, SBA is here to answer your questions! SBA currently hosts these sessions twice a day at 11 a.m. and 4 p.m. You can access these sessions through Zoom or by calling in. To sign up for the next sessions, [click here](#).



U.S. Small Business Administration

## Top 10 Website Best Practices + Overview of Google Analytics Wednesday, April 8 | 12–1 p.m.

Join SCORE for an informative webinar on the Top 10 Website Best Practices. Find out why your website is the foundation to your company's digital marketing and is critical to engage site visitors.



Learn tips to help make your website a more effective sales tool and drive more sales, leads and customer loyalty. Plus, you will receive an overview of Google Analytics and learn how to use this invaluable resource to drive more business.

[Register Here](#)

## Leadership Awareness Workshop Thursday, April 9 | 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 Jueves de 9 abril | 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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## Business Guidance from Experts



**Restaurants & Breweries:**  
Wednesday, April 8 | 2–3 p.m.



**Manufacturers: Friday, April 10 | 2–3 p.m.**

The Anaheim Chamber of Commerce and Visit Anaheim invite you to participate in informational Zoom sessions with local experts. Each session is industry specific. On Wednesday, April 8, restaurants and breweries are invited to participate to hear the latest updates and resources to help your business navigate through these challenging times. The Zoom session on Friday, April 10, will provide Anaheim manufacturers with information from California Manufacturing Technology Consulting, a business financing strategy and human resources information.

[Register Here](#)

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## FDA 101

Tuesday, April 14 | 12–1 p.m.

This webinar will provide a general overview of FDA history, the authority of the FDA to regulate biomedical product and how you can



learn more information related to products your company wants to bring to market. The session will provide ample time for questions and answers and will cover FDA resources as guidance to industry.

[Register Here](#)

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(714) 765-4592

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