



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).

Anaheim's Economic Development Team continues to explore ways to provide timely information on coronavirus-related business resources. The team recently developed a Coronavirus Small-Business Resource Guide to provide a comprehensive overview of helpful information and links to federal, state and local resources. The resource guide will continue to be updated with the latest information. Download the resource guide [here](#).

During these challenging times, the City continues to support and promote Anaheim businesses through the "Bring it Home, Anaheim" and "Anaheim Businesses Step Up to the Plate" campaigns. The "Bring It Home, Anaheim" campaign highlights the great work being done by Anaheim eateries to safely provide food to the local community through to-go, curbside and delivery methods. "Anaheim Businesses Step Up to the Plate" promotes how local businesses are stepping up to the plate to assist the local community through food drive donations, shifting operations to produce medical equipment and more. Read more below.

Anaheim's Economic Development Team continues to work in collaboration with our partners to provide the latest information on business resources. The California Governor's Office of Business and Economic Development Entrepreneurship Task Force recently launched Coronavirus Rapid Response Virtual Sessions to engage with small-business owners throughout California. These virtual sessions are offered in English and Spanish. Read more under Latest Updates on Business Resources.

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!*

## Latest Updates on Business Resources

- **Coronavirus Small-Business Resource Guide:** Anaheim's Economic Development Team has developed the **Coronavirus Small-Business Resource Guide** to provide our business community with the latest resources and information on supporting their business and employees. Together, the City of Anaheim, and its resource partners, are providing businesses with loan and grant resources, marketing opportunities and webinars to assist and support small businesses affected by coronavirus. Find the resource guide [here](#).
- **Scam and Fraud Advisory:** The Office of Inspector General is sharing information on potential fraud schemes related to economic stimulus programs offered by the Small Business Administration in response to the coronavirus. If your business is applying for a business loan from the SBA, please be on the lookout for grant fraud, loan fraud, and phishing. Find tips on suspecting and reporting fraud schemes [here](#).
- **California Entrepreneurship Task Force Coronavirus Rapid Response Virtual Sessions:** The California Governor's Office of Business and Economic Development Entrepreneurship Task Force has launched a series of virtual sessions to engage with fellow small-business owners and entrepreneurs throughout California. The state recognizes that it is critical that small businesses and entrepreneurs have access to information and resources, as well as connection to a community of fellow leaders to discuss issues, challenges and barriers. Virtual sessions are offered in English and Spanish. Find more information [here](#).
- **Manufacturing Capacity Index:** The federal and local government are looking for suppliers to provide production for critically needed supplies. Personal protective equipment is urgently needed for cities, states, healthcare workers and other first

responders. If you manufacture or can manufacture critically-needed supplies or components, please complete this [form](#). CMTC is playing a vital role in coordinating local, state and federal needs and matching those needs to suppliers that have the manufacturing capabilities and capacity to help.

- **Resources for Spanish-Speaking Business Owners | Recursos Para Dueños de Negocios Pequeños de Habla Hispana**
  - Orange County SCORE recently launched a bilingual webpage in Spanish and English to assist Spanish-speaking business owners. The website provides links to connect with bilingual mentors, an overview of Small Business Administration funding, webinars taught in Spanish and more. For more information, visit the webpage [here](#).
  - Recientemente, SCORE del Condado de Orange lanzó una página web bilingüe en español e inglés para ayudar a los dueños de negocios hispanohablantes. El sitio web proporciona enlaces para conectarse con mentores bilingües, una descripción general sobre financiación de la Administración de Empresas Pequeñas (Small Business Administration), seminarios web impartidos en español y más. Para más información, visite la página web [aquí](#).

## 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 challenging 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 innovating to meet current challenges and finding new ways to help our community.

- From making music to masks, Aquarian Drumheads has shifted its operations from manufacturing drumheads to face shields for frontline healthcare workers. A NAMM show regular, Aquarian Drumheads continues to innovate in Anaheim. Visit its website [here](#).
- Access California Services continues to connect with the community and has pitched in to assist in food packaging and distribution through shifts at the Orange County Food Bank. Find more information on Access [here](#).
- Sodexo America's Stop Hunger Foundation has increased its efforts to feed the community through coordinating food distributions and collecting donations. With their partners, Sodexo's foundation is working to stop hunger. Read more [here](#).

## 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](#). The goal of this campaign is to highlight Anaheim businesses providing curbside pickup, to-go meals and delivery services and encourage 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 resource 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 70 local restaurants with information who is offering take out and to-go orders, curbside pick-up and local delivery options. View the Anaheim Restaurant Guide [here](#).

## Upcoming Webinars

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

**Ask SBDC Funding Webinars**  
Everyday | 3-4 p.m.

The Orange County/Inland Empire Small Business Development Center Network, also known as SBDC, is



**ORANGE COUNTY**  
Small Business Development Center

providing daily webinars for the small-business community with information on funding opportunities during coronavirus. The webinars provide information on SBA's Economic Injury Disaster Loan, Payroll Protection Program, Disaster Bridge Loan, 7a Forgiveness Program and other funding opportunities for businesses. With information changing and updating daily, SBDC wants to make sure small-business owners are provided with the most up to date information on what is funding is available. Register for an upcoming webinar [here](#).

[Register Here](#)



## Recession-Proof Your Business: Tips To Thrive Wednesday, April 15 | 5-6 p.m.



Whether we are headed into a long or short recession, it is time for you to plan for your company's growth through it. Planning really is the answer. From cutting unnecessary costs to engaging your customers with the lowest-cost marketing tools around, there is always opportunity to adapt and thrive in this type of environment.

Attendees will learn:

- Marketing expectations during a recession
- Customer retention tips and tricks
- How to find new markets in a competitive culture
- Where to put marketing dollars
- Where to trim spending
- Find media deals, negotiations and co-op marketing funds
- Messaging that works and how to rise above the noise
- Downsizing, rightsizing and finding your media mix

[Register Here](#)

## Measuring Website Success with Google Analytics

Thursday, April 16 | 10:30-11:30 a.m.



Business owners looking to grow website traffic and leads for their business can gain profitable insights about their website performance by utilizing the information in their Google Analytics account. Yet many marketers and business owners fail to take advantage of this valuable information. If you are struggling to understand how your website is performing or don't know what things



to look for in Google Analytics to identify problems to fix, this workshop is for you.

Steve Pitchford will lead this workshop measuring your website success with Google Analytics. Webinar participants will learn basic navigation as well as how to measure key performance indicators. You will get instructions on how to set up a Dashboard in your Google Analytics account and learn how to import existing reports from the Google Solutions Gallery. You will leave this workshop with a better understanding of your website and with proven steps on how to measure your website success going forward. Other topics covered will include the following:

- Who is staying on your website or bouncing off
- What pages visitors are spending time on
- When it's time to review under performing content or update your website design
- Where your traffic is coming from
- Why mobile traffic performs differently than desktop traffic
- How your blog content converts visitors into engaged prospects

[Register Here](#)



### **The Importance of Flexibility and Resilience in Difficult Times**

Thursday, April 16 | 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 webinar on the importance of flexibility and resilience in difficult times. Webinar participants will gain an awareness about the importance of being flexible in their entrepreneurship decision making process, being open to new opportunities and how to be resilient in times of crisis.

### **La Importancia de la Flexibilidad y Resiliencia en Tiempos Difíciles**

Jueves de 16 de Abril | 5-7 p.m.

En este taller, los participantes se concientizarán de la importancia de ser flexibles en su toma de decisión empresarial, abrirse a nuevas oportunidades y resilientes ante los cambios inesperados.



[Register Here](#)

[Regístrate Aquí](#)



FOR THE LIFE OF YOUR BUSINESS

### Successful Marketing to Generate Profits

Tuesday, April 21 | 5–6 p.m.

Offered in Spanish Only

If you have a business or are planning to start one, you must attend this free webinar where you will learn about the tools you can use to grow your business successfully.

- What marketing is and its importance
- Return on investment
- What is a sales funnel?
- The importance of measuring conversions

### Mercadotecnia Exitosa para Generar Ganancias

Martes de 21 de Abril | 5–6 p.m

Si tienes un negocio o estás pensando iniciar uno tienes que asistir a este seminario virtual gratis por Internet en dónde aprenderás sobre algunas de las herramientas que debes usar para crecer tu negocio exitosamente.

- Qué es la mercadotecnia y su importancia
- Retorno en la inversión
- Qué es el túnel de ventas
- La importancia de medir las “conversiones”

[Register Here](#)

[Regístrate Aquí](#)



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(714) 765–4592

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