



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 and business resources at Anaheim.net/economicdevelopment.

The Anaheim Economic Development Team continues to work with its resource partners to provide the latest information on important updates, tools and webinars for businesses. Several private and nonprofit organizations recently launched small-business grants including the U.S. Chamber of Commerce, Facebook, Verizon and Mozilla. Read more under Latest Updates on Business Resources.

Our team members are working on providing this information in multiple languages to provide all Anaheim business owners with straightforward and easy to understand resources. The team recently launched a bilingual webpage with helpful information on coronavirus-related business resources. The information is currently available in Spanish and will be translated to Arabic in the coming week. For more information visit the webpage [here](#).

Anaheim businesses and nonprofits continue to make an impact in the local community. From distributing food and groceries to bringing cheer to medical professionals on the front lines, Caterina's Club, Renewable Farms and Snow Monster are giving back in unique ways. Read more under Anaheim Businesses Step Up to the Plate.

Business owners looking to expand their digital marketing or familiarize themselves with human resource information during this

unique time can participate in upcoming, free webinars through our resource partners. Read more under Upcoming Webinars.

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

Business Loans and Grants

- **Save Small Business Fund:** The U.S. Chamber of Commerce's Save Small Business Fund is a grant initiative offering short-term relief for small employers. Eligible businesses must employ three to 20 people, be in an economically vulnerable community and have been harmed financially by coronavirus. Grant awards will be \$5,000. Applications are now available. For more information visit the website [here](#).
- **Facebook's Small Business Grants Program:** Facebook is accepting applications for Southern California starting this Wednesday, April 22. The grants will be provided to more than 30,000 businesses throughout the world. The application period will be open for two weeks, so don't delay. Find more information [here](#).
- **Federal Grant Resources:** The Governor's Office of Planning and Research developed a federal grant resources webpage that provides information on how to learn about and apply for federal grants. Find more information [here](#).
- **Verizon and LISC Small Business Recovery Fund:** In partnership with Verizon, the Local Initiatives Support Corp. is offering \$2.5 million in grants to help small businesses fill urgent financial gaps. These funds can be used to pay rent and utilities, meet payroll, pay outstanding debt to vendors and for other immediate,

operational costs. Additionally, Verizon recently launched #PayItForwardLIVE, a weekly live stream to pay it forward for small businesses. Viewers can tune in every Tuesday and Thursday at 5 p.m. on Verizon's [Twitter](#) page, [Yahoo](#), [Twitch](#) and Fios channel 501. As people support their favorite small businesses through #PayItForwardLIVE, Verizon will commit an additional \$10 per use of the hashtag, up to \$2.5 million, for a total of up to \$5 million in support. For more information, visit the webpage [here](#).

- **Mozilla Coronavirus Solutions Fund:** Mozilla has created the Coronavirus Solutions Fund to provide awards of up to \$50,000 each to open source technology projects that are responding to the pandemic in some way. Find more information [here](#).

Employer Assistance

- **Technology Tools for Small Businesses:** Find free or discounted technology tools for small businesses including productivity tools, internet access and computer, phone and data protection [here](#).
- **Insurance Information for Small Businesses:** Find insurance resource information from the [California Insurance Commissioner's Office](#). View a fact sheet on business interruption insurance and other issues affecting California small businesses [here](#).
- **Consumer Financial Relief Information and Advisories:** The state is working to soften the financial impact of coronavirus on residents who are struggling to pay their mortgage and bills. Californians who are struggling with the crisis may be eligible for the relief detailed on the webpage after contacting their financial institution. For more information, visit the webpage [here](#).

Tax Relief Assistance

- **Property Tax Penalty Relief:** Any taxpayer may request cancellation of a penalty assessed on a secured or unsecured property, either in writing, or by submitting a completed and signed [Penalty Cancellation Request Form](#). Forms will be accepted through June 30.

Bilingual Resources Webpage | Recursos Bilingües

- The Economic Development Team continues its support of Spanish-speaking business owners with the launch of its Coronavirus Business Resources webpage in Spanish. The webpage features bilingual Spanish resources on workforce, loan, and business education resources. Additionally, the Coronavirus Small-Business Resource Guide is now available in Spanish as well. For more information, visit the webpage [here](#).
- El Equipo de Desarrollo Económico continúa apoyando a los dueños de negocios de habla hispana con el lanzamiento de su página web de Recursos Comerciales Coronavirus en español. La

página web presenta recursos bilingües en español sobre recursos laborales, préstamos y recursos de educación empresarial. Además, la Guía de recursos para pequeñas empresas de Coronavirus ahora también está disponible en español. 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 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 finding new ways to connect with and help our community.

- The Anaheim White House's **Caterina's Club** is feeding more than 2,000 Anaheim kids and families daily. During these uncertain times, Chef Bruno is bringing food and comfort to many through warm bowls of pasta. Visit its website [here](#).
- From the farm to your dining table, **Renewable Farms** is boxing up its fruits and vegetables grown on the farm and distributing these needed groceries to Anaheim families. They are also opening their farm and calling on volunteers to assist in picking and packing fresh food. Find out more [here](#).
- An Anaheim Packing House favorite, **Mini Monster Cafe** brought some much needed cheer to Kaiser Permanente and the UCI Medical Center staff with creamy milk teas. Visit its website [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. Shown here is the latest video featuring Little Arabia Restaurant. View all videos to date

LITTLE ARABIA RESTAURANT



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. 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!

Orange County Small-Business Resiliency Collaborative Webinar Series April 20-May 4

The Orange County Inland Empire Small Business Development Center Network and Wells Fargo Corporate Philanthropy and Community Relations Group are pleased to announce the launch of the Orange County Small-Business Resiliency Collaborative.

Through this collaborative, small businesses can access a variety of free financing webinars and tools in response to coronavirus. Register today to participate.



The graphic is a dark blue rectangle with white and light blue text. On the left, it says 'OC SBRC SMALL BUSINESS WEBINARS' in large, bold letters. Below that, in smaller text, it describes the OC SBRC as a new cooperative that aims to galvanize Orange County-based public and private organizations that have the capacity and expertise to support our small businesses during times of business disruption. At the bottom left, there are logos for 'SBDIC' and 'WELLS FARGO'. On the right side, there is a list of webinar dates and topics: Monday, April 20 @ 12 PM (Leveraging SBA Disaster Loan Programs), Thursday, April 23 @ 12 PM (Alternative Financing Options for Small Businesses), Monday, April 27 @ 12 PM (Leases and Landlords: Exploring Options for Commercial Renters and Owners), Thursday, April 30 @ 12 PM (Assessing Cash Flow for Your Small Business), and Monday, May 4 @ 12 PM (Understanding and Leveraging Remote Business Technology). At the bottom right, it says 'Register: bit.ly/3erQqRQ'.

You can choose to attend one or more of the following webinars.

- April 20 – Leveraging SBA Disaster Loan Programs
- April 23 – Alternative Financing Options for Small Businesses
- April 27 – Leases and Landlords: Exploring Options for Commercial Renters and Owners
- April 30 – Assessing Cash Flow for Your Small Business
- May 4 – Understanding and Leveraging Remote Business Technology

[Register Here](#)

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, participate in this free webinar where you will learn 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, participa en 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](#)



Maintaining Lead Generation During Disruptive Times

Tuesday, April 21 | 10–11 a.m.



How do you keep your sales funnel flowing during disruptive economic times? Google Ads and Microsoft Ads drive targeted and relevant traffic to your website. See how paid search can reduce the impact of social distancing on customer contact, trade shows and events.

Participants will learn:

- Recommended advertising strategies during this time
- How pay-per-click advertising helps with the current, larger and more captive online audiences
- How paid search can increase brand awareness in good and bad economic times
- How pay-per-click ads can help fill leads
- How pay-per-click captures demand for products and services
- How to gain market share and more brand awareness
- Qualifications for Google Ad spend credits available to small businesses during the coronavirus impact

[Register Here](#)

Getting Started on Amazon

Thursday, April 23 | 12–1 p.m.



Interested in selling your products on Amazon? Whether it's growing your existing business, launching a new product line or finding local deals, selling on Amazon could be the right option for beginners who put in the time and effort.



In this webinar, participants will learn the following:

- Create an Amazon account
- List products for sale on Amazon
- Use Amazon Seller App to evaluate deals
- Ship products to an Amazon warehouse, and
- Calculate your profit from sales

[Register Here](#)

Human Resources Compliance and Best Practices

Thursday, April 23 | 2:00–3:30 p.m.



This webinar will offer employers information on how to reduce their company's risk of fines, penalties and employment-related lawsuits by providing the tools and training to identify and correct areas of non-compliance within the company's human resources function. Topics include:

compliance requirements relating to recruitment, hiring, employee classifications, meal and rest periods, timekeeping, record keeping, payment of wages, leave of absences, disciplinary actions and terminations. The webinar is presented by Lynn Hounsley, Integrity HR, Inc. You will be sent a webinar link the day before the event.



[Register Here](#)

Digital Marketing For Businesses During A Crisis

Friday, April 24 | 11 a.m. – 12 p.m.
Offered in Spanish Only



During a crisis, communication with

customers becomes even more critical. If you have a business or are thinking of starting one, participate in this free virtual seminar online. You will learn digital tools you should use to successfully grow your business.



Mercadotecnia Digital Para Empresas Durante Una Crisis

Viernes de 24 de Abril | 11 a.m.–12 p.m.

Durante una crisis, la comunicación con clientes se vuelve aún más crítica. Si tienes un negocio o estás pensando iniciar uno, participa en este seminario virtual gratis por Internet. Aprenderás sobre algunas de las herramientas digitales que debes usar para crecer tu negocio exitosamente.

- Las Mejores prácticas para las Redes Sociales
- Cómo mejorar tu sitio web con herramientas gratuitas
- Cómo usar el correo electrónico para comunicarte con tus clientes

Es crucial que desde un comienzo aprendas y establezcas sistemas para conocer quiénes son tus prospectos y clientes. Aprende a comunicarte eficientemente con ellos a través de la mercadotecnia digital.

[Register Here](#)

[Regístrate Aquí](#)



ECONOMIC DEVELOPMENT TEAM

Our Team. Your Business. Working Together.

(714) 765-4592

[Contact Us](#)



[Visit Our Website](#)