



ECONOMIC DEVELOPMENT TEAM

Our Team. Your Business. Working Together.



May 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 City of Anaheim is launching the Anaheim Small-Business Microloan program to assist small businesses financially impacted by the coronavirus. This loan program will assist Anaheim microbusinesses with five or less full-time employees. Find more details under Latest Updates on Business Resources.

Additionally, the Better Business Bureau launched Main Street Matters, an emergency grants program for small businesses, and Verizon Wireless and the Local Initiatives Support Corp are accepting more applications for its grant program starting May 14. Find more information under Latest Updates on Business Resources.

Anaheim businesses continue to give back to our residents and front line workers. Northgate Gonzalez Market, Anaheim Grocery Outlet and Glee Donuts & Burgers are all stepping up to the plate for our community. Read Anaheim Businesses Step Up to the Plate for more information.

We are grateful to our resource partners who continue to provide helpful webinars to educate business owners on funding opportunities, resiliency measures, revised marketing strategies and more. Read Upcoming Webinars for more information.

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

Anaheim Small-Business Microloan Program:

The City of Anaheim remains committed to the economic wellbeing of our business community including the many small businesses that have temporarily shifted operations for the safety of the community. In partnership with the Orange County/Inland Empire Small Business Development Center, the City of Anaheim has established the Anaheim Small-Business Microloan program for qualified, small businesses located in Anaheim. The program supports small businesses experiencing significant financial loss resulting from the coronavirus, strengthens small-business enterprise and promotes job creation and retention. Loan details include:

- Eligibility limited to microbusiness (one to five full-time equivalent employees)
- Up to \$10,000 microloan
- Funds can be used for retention of employees, creation of jobs or for working capital for operational costs (for example, rent, utility payments, etc.)
- Annual 2 percent simple interest rate
- Two-year loan term, no penalty for early repayment, additional 1-year term extension possible
- Payments deferred for up to 12 months
- Full loan forgiveness upon meeting eligibility criteria

Applications will be available online between Monday, May 11 to Wednesday, May 13. More details will be available in the next few days and communicated through a special email blast.

Other Business Loans and Grants

- **Agricultural Businesses Eligible for Economic Injury Disaster Loan:**

The Small Business Administration recently announced agricultural businesses are now eligible for the loan program. The loan portal is now reopen for qualified agricultural businesses. At this time, only agricultural business applications will be accepted due to limitations in funding availability. For more information, visit SBA's website [here](#).

- **Main Street Matters Grant Program:** Better Business Bureau recently launched Main Street Matters offering emergency grants in the form of \$500 or \$1,000 awards for businesses that have been financially impacted during the coronavirus crisis. Better Business Bureau is accepting applications from all small businesses. However, small businesses with five to 20 employees are being prioritized at this time. For more information, please visit its website [here](#).
- **Verizon and LISC Small-Business Recovery Fund:** Through the additional support and partnership with Verizon, the Local Initiatives Support Corp is offering \$7.5 million in grants to help small businesses fill urgent financial gaps. The next round of applications opens on May 14. Grants of up to \$10,000 are available. Funds can be used to pay rent and utilities, meet payroll, pay outstanding debt to vendors and for other immediate operational costs. For updates on this program, click [here](#). Additionally, Verizon continues [#PayItForwardLIVE](#), a weekly livestream to pay it forward for small businesses. Viewers can tune in every Tuesday and Thursday at 5 p.m. on [Verizon's Twitter](#), [Yahoo](#), Verizon's [Facebook](#) and [YouTube](#) pages, Fios channel 501 and 604, Yahoo Finance on Samsung TV Plus on channel 1017, The Roku Channel, AXS TV, FOX NOW or listen on [iHeart](#) and [SiriusXM](#). As people support their favorite small businesses with [#PayItForwardLIVE](#), Verizon will commit an additional \$10 per use of the hashtag, up to \$2.5 million.

Help for Impacted Employers

- **Pandemic Unemployment Assistance:** Business owners who are out of business or whose services are significantly reduced as a result of the pandemic are now eligible to file for Unemployment Insurance benefits. This new program assists unemployed business owners, self-employed individuals, independent contractors and individuals with a limited work history who are typically ineligible for state Unemployment Insurance benefits.
 - Eligible individuals can receive up to 39 weeks of benefits, depending on when reduced hours or closed business operations went into effect.
 - Click [here](#) for filing information, or view a fact sheet [here](#).

Manufacturing Resources

- CMTC is providing the latest information for manufacturers through resource links and its coronavirus webpage. Additionally, CMTC is connecting manufacturers with personal protective

equipment needs through the following:

- Personal protective equipment needs request
- Manufacturing capabilities
- Specifications and procurement opportunities
- Supplier needs request
- Obtain more information on resources from CMTCC [here](#).

Professional Development Resources

- **CSUF Extension & International Programs** is offering a variety of free professional development programs.
 - **Free Online Professional Development Programs:** Whether you're looking to switch careers, organize your personal finances or enhance your business strategy, there is a resource for you. For a limited time, California State University, Fullerton is offering 10 courses to the public, free of charge. Offer valid until June 30, 2020. Register for free [here](#).

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.

- **Northgate Gonzalez Market** is helping essential workers and Anaheim residents. Northgate Gonzalez Market has delivered more than 2,000 hot meals to 12 hospitals throughout Southern California. Additionally, Northgate Gonzalez Market's Anaheim Town Square location is working with Meals on Wheels Orange County to provide food to local seniors. Recently, Meals on Wheels and Northgate Gonzalez Market served 1,044 meals to 149 seniors. For store hours and specials, visit its website [here](#).
- **Anaheim Grocery Outlet** recently donated 30 bags of granola, 40 boxes of cereal, 240 protein bars and 204 cans of chicken broth to the Anaheim Family YMCA to distribute to Anaheim families. Thank you for your service to our community. For more information on store hours or weekly deals, visit Anaheim Grocery Outlet's website [here](#).
- Spreading joy through doughnuts! **Glee Donuts & Burgers** provided 1,000 donuts to Orange County healthcare workers and first responders. It is also providing a free doughnut to all healthcare workers, police officers, firefighters and paramedics who visit its location at 3024 W. Ball Road. Explore its menu [here](#) and bring home some sweet treats!

- **Uplift Charity** recently held a drive-thru food pantry for Anaheim community members to provide basic needs such as hygiene supplies, diapers, soap, hand sanitizer, non-perishable food items, water, fresh produce and meat. Through community donations, the organization is continuing to host drive-thru food pantries throughout the month. Visit its [website](#) for more information.

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. This list includes more than 100 local restaurants with information on which are 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!

Slam Dunk Your 2nd Quarter Marketing
Tuesday, May 5 | 1–2 p.m.



Find out how to increase your sales, promote your products and events or fundraise to maximize your impact using seasonal holiday marketing and cost-effective digital tools. Liz Harsch of Tailor-Made Advertising is presenting this marketing webinar and will share her marketing checklist with participants. Business owners will review new, digital marketing ideas and update their knowledge of online tools ranging from landing pages, event marketing and hashtags, to social media demographics, digital ads and other tools.



[Register Here](#)



Photography 4 Business
Wednesday, May 6 | 9–10 a.m.

Whether you use a digital camera or your phone, better photos can mean better engagement with current and future customers. This webinar will provide information on tips and equipment you can use to make your photos look more polished and professional. The webinar will cover:



- Lighting tips for inside and outside
- Still life tips and how to set up a photo
- How to make your images pop with filters
- Helpful apps to enhance your photos

[Register Here](#)

**Realiza Tus Deseos De Comenzar
Un Negocio (Un Taller Virtual)**
Viernes 8 de Mayo | 3–5 p.m.



Este taller te proporciona las herramientas para ser un exitoso empresario e incluirá:

- Que licencias y permisos son requeridos según el tipo de negocio
- Como hacer la búsqueda del nombre comercial
- Ayuda para completar el formulario para registrar tu negocio
- La importancia del proceso de planeación
- Plan de Negocios

[Register Here](#)

[Regístrate Aquí](#)

COVID-19 Workplace Safety: Guidance for California Manufacturers

Monday, May 11 | 10:30 a.m.–12 p.m.

To help manufacturers properly address workplace safety needs and concerns related to coronavirus, CMTC is hosting a free webinar on Monday, May 11 from 10:30 a.m.–12 p.m.



CMTC will cover the following topics:

- Exposure points
- Safety teams
- Risk mitigation
- Sanitizing and disinfecting
- Communications

The webinar will also feature Q&A. Advance registration is required.

[Register Here](#)



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(714) 765-4592

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