



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.

This week's edition provides guidance on business reopening, loan and grant opportunities, resource information and more. We invite you to read Latest Updates on Business Resources for more information.

On May 12, California provided an update on the statewide reopening plan. Additional businesses can now reopen with limits and safeguards under new modifications to the state's stay-at-home order. These businesses include offices where telecommuting is not possible, childcare services, outdoor museums, open gallery spaces, other public spaces and personal services such as car washes, pet grooming and landscape gardening. For more information read Latest Updates on Business Resources.

This week, 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. Applications will be available on Thursday, May 21. There is an informational webinar this Tuesday, May 19, at 1p.m. Find more details under Latest Updates on Business Resources and email economicdevelopment@anaheim.net to add your business to the interest list.

Anaheim's Economic Development is promoting small businesses

throughout the month. Follow us on [Instagram](#) and [LinkedIn](#), tag us and use the hashtag #AnaheimSmallBusiness. Our team will reshare content on social media.

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

Reopening Update for Businesses:

Additional businesses in Anaheim and Orange County can reopen with limits and safeguards under new modifications to the state's stay-at-home order.

Businesses that can now reopen with modifications are:

- Offices where telecommuting is not possible
- Childcare services
- Personal services such as car washes, pet grooming and landscape gardening
- Outdoor museums, open gallery spaces and other public spaces

These businesses join others that were already operating as essential businesses — grocery and drug stores and others — as well as additional retailers that were allowed to reopen with limitations on May 8.

Anaheim retailers that are allowed to open as of May 8 for curbside pickup and delivery service include and are not limited to clothing, book, toy, music, sporting goods stores, florists and other retailers that can meet state guidelines and provide curbside service.

Manufacturers, warehouses and other logistical support for retailers reopening also are allowed to operate as of May 8, if they had not been already.

The expansion of business reopenings marks the second phase announced so far in stage 2 of the state's four-stage plan for a gradual

reopening.

Still to come later in stage 2 are:

- Some dining at restaurants
- Schools
- Destination retail, including shopping malls and swap meets

For the latest updates on reopening of businesses click [here](#).

Anaheim Small-Business Microloan Program – Applications Go Live This Thursday, May 21:



Applications for the Anaheim Small-Business Microloan program go live this Thursday, May 21 at 9 a.m. and close Friday, May 22 by 5 p.m. The program supports small businesses experiencing significant financial loss resulting from the coronavirus crisis and strengthens our local economy through promoting job creation and retention. Loan details include:

- Eligibility limited to microbusiness (one to five full-time equivalent employees)
- Up to \$10,000 microloan
- Total funding available for an estimated 100 small businesses (based on \$10,000 per microloan)
- Loans awarded through a randomized lottery system of all eligible applicants, conducted after the application window closes
- 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
- Payments deferred for up to 12 months
- Full loan forgiveness if the borrower retains, rehires and/or creates and hires a full-time equivalent job for a continuous six months during the first 12 months of the loan

Be sure to join us for an [informational webinar](#) this Tuesday, May 19, at 1 p.m. This webinar will cover general information about the loan and application requirements. The City and Small Business Development Center will also host informational webinars on Wednesday, May 20 in Spanish, Arabic and Vietnamese. [Click here](#) to register for any of the webinars. See full schedule below.

- Tuesday, May 19, 1 p.m. – English
- Wednesday, May 20, 9 a.m. – Spanish
- Wednesday, May 20, 10 a.m. – Vietnamese
- Wednesday, May 20, 11 a.m. – Arabic

Online applications will be available starting Thursday, May 21 at 9 a.m. and close on Friday, May 22, at 5 p.m. Applications can be submitted online or paper applications and submission drop boxes will be available outside the entrances to Anaheim City Hall and Anaheim West Tower. Paper applications and submission drop boxes will only be available between the hours of 9 a.m. to 5 p.m. on Thursday, May 21 and Friday, May 22.

Visit the [microloan website](#) for more information. Please email economicdevelopment@anaheim.net to be added to the interest list and receive an email once the application goes live.



Above: Click on the image to view an informational video.

Updates on Eviction Protection Program:

On March 24, the Anaheim City Council passed a moratorium on evictions of tenants whose inability to pay rent is due to the impacts of coronavirus. The moratorium is in effect until June 30, 2020, extended from its original expiration date of May 31.

The moratorium applies to both residential tenants and commercial tenants, as well as their subtenants. Tenants must take steps to notify the landlord by seven days after the day rent is due in order to gain the protections of the ordinance. Specifically, tenants must notify their landlords that they have a covered reason for delayed payments, provide the landlord with verifiable documentation to support the assertion of a covered reason for delayed payment, and pay the portion of the rent that they can pay. Find more information [here](#).

Updates on Anaheim Economic Recovery Plan:

Anaheim's city manager recently approved additional regulatory relief measures to assist Anaheim restaurants. One extends relief efforts to full service restaurants that sell food and alcoholic beverages, as well as alcohol retailers. The other temporarily suspends special event permit requirement for businesses wanting to display signs informing customers of curbside pickup and food pickup services. Read more on these orders [here](#).

Other Business Loans and Grants:

- Paycheck Protection Program Updates:
 - The [Small Business Administration](#), or SBA for short, along with the Department of the Treasury, recently released the

Paycheck Protection Program Loan Forgiveness Application.

The form and instructions inform borrowers how to apply for forgiveness of their loans, consistent with the Coronavirus Aid, Relief, and Economic Security Act, also known as the CARES Act. SBA will soon issue regulations and guidance to further assist borrowers as they complete their applications and provide lenders with guidance on their responsibilities. The form and instructions include several measures to reduce compliance burdens and simplify the process for borrowers, including:

- Options for borrowers to calculate payroll costs using an “alternative payroll covered period” that aligns with borrowers’ regular payroll cycles
- Flexibility to include eligible payroll and non-payroll expenses paid or incurred during the eight-week period after receiving their PPP loan
- Step-by-step instructions on how to perform the calculations required by the CARES Act to confirm eligibility for loan forgiveness
- Borrower-friendly implementation of statutory exemptions from loan forgiveness reduction based on rehiring by June 30
- Addition of a new exemption from the loan forgiveness reduction for borrowers who have made a good-faith, written offer to rehire workers that was declined
- SBA continues to process Paycheck Protection Program applications. In its efforts to assist small business owners and other applicants apply for these funds, the **Paycheck Protection Program** and related materials can now be found in 18 languages. For the latest information on this loan visit the **SBA website**.
- **LISC Small Business Relief Grants:** Through support from businesses like Verizon and Sam’s Club, Local Initiatives Support Corp, also known as LISC, is providing grants to small businesses, to help them sustain operations during this challenging period. Applications are being accepted through May 20. If you have previously applied and did not receive funding, you may reapply now. Applicants are not automatically re-enrolled per round of funding. For more information on this grant visit the LISC **website** or view the grant FAQ **here**.

Great Plates Delivered:

On April 24, California announced the launch of a first-in-the-nation **Great Plates Delivered** program. The program is designed to support seniors in staying home and staying healthy by delivering three nutritious meals a day. The program also provides essential economic stimulus to struggling restaurants and other food providers. Local restaurants, kitchens, farms and caterers are eligible to participate, subject to their ability to meet the program’s volume and nutritional standards. The first meals start delivering tomorrow and the program

runs until June 10, 2020. Interested restaurants can find program information [here](#) and can submit a participation interest form [here](#). The County of Orange and participating nonprofits are taking the lead on coordinating this effort locally. More details will be available in the coming days. Find more information [here](#).

Manufacturing Resources:

California Manufacturing Technology Consulting, or CMTC for short, recently announced a new initiative to help California manufacturers navigate through the challenges brought on by the coronavirus pandemic, recover and thrive now and beyond. CMTC has deployed expert Business Stabilization Consultants as part of Regional Manufacturing Assistance Teams to meet with manufacturers throughout California to identify and understand their specific needs, challenges and opportunities.

This service, provided at no cost, includes guidance and a plan of action for recovery and growth. CMTC serves small and midsize manufacturers across the state by providing technical assistance, workforce development and consulting services directly and through its partners in the California Manufacturing Network. Request a meeting [here](#) or visit the CMTC [website](#) for more information.

Professional Development Resources:

CSUF Extension & International Programs is offering a variety of free professional development programs and webinars.

- **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. Find free courses [here](#).
- **Free Financial Webinars:** CSUF's Extension & International Programs is offering free financial webinars this summer: "Recovering from the Economic Consequences of COVID-19" and "Ask a Financial Professional." Webinars are led by industry experts and are focused on navigating the financial terrain of the future. Get more information and register on CSUF's professional development [website](#).

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.

- In an **event** sponsored by **STC Anaheim GardenWalk**, **Pandor® Artisan Bakery & Cafe** delivered 180 lunches to the nurses at Anaheim Regional Medical Center and Anaheim Global Medical Center with individually wrapped sandwiches, chips and a homemade cookie. Tickets were donated for nurses and their loved ones to enjoy an Angels baseball game during the 2021 season with celebrities from the Angels. SoCal actors also gave **video shout outs** to support the event. “Pandor is a family-owned small neighborhood business that serves our community with love, and it has truly been a struggle during this lockdown. But there’s always a ray of light and by bringing entities all together like today, to create a win-win for everyone, while supporting our nurses, brings tears of joy to my eyes,” said Tiffany Sepetjian, Pandor co-owner. This event was recently featured on KTLA. Watch the video [here](#) and visit Pandor’s website [here](#).
- **Tierra Mia Coffee Company** recently celebrated National Nurses Week by providing coffee and pastries to the nurses at St. Francis Medical Center, Long Beach Medical Center, Adventist Health White Memorial and St. Joseph’s Hospital Orange. Thanks for spreading some cheer to front line workers, Tierra Mia! Visit its [website](#) to explore its menu.
- Sharing the comfort of barbecue, **Blake’s Place** recently catered 350 meals to families supported by the Orange County Family Justice Center. Blake’s Place is serving individually packed catering meals and selling pantry staple items. Visit its [website](#) to place an order today.

Anaheim Marketing Resources

Bring It Home, Anaheim

Anaheim's Economic Development Team encourages you to continue supporting Anaheim businesses through delivery and curbside pickup. Anaheim is home to more than 20,000 businesses including restaurants and eateries offering entrees to suit every palate! Check out some of our featured restaurants in our "Bring it Home, Anaheim" campaign and discover a new local favorite today. Videos can be found on [Instagram](#), [LinkedIn](#) and on the [Business Resources Webpage](#). View all videos to date [here](#).



Anaheim Small Business

Throughout the month of May, Anaheim's Economic Development Team will highlight small businesses that call Anaheim home on our LinkedIn and Instagram. Tag us, @anaheimedt, and use the hashtag #AnaheimSmallBusiness. We will reshare Anaheim business posts throughout May and share a round-up of posts each week in this section.

Weekly Round-Up:

- **Okayama Kobo** is spreading the love of bread from Anaheim to one city at a time! The bakery is collaborating with other local businesses to support each other and bring savory eats and sweet pastries to cities across Southern California. Find out where Okayama Kobo's next pop-up is or visit its [website](#) to place a pre-order for pick-up.

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!

[Retail Tech Tools Virtual Hour Series](#)

Each week the Orange County Small Business Development Center is hosting a webinar geared toward educating business owners on specific subjects to help you rethink how your business will recover from the coronavirus pandemic. Webinars will consist of 30 minutes of education, 20 minutes of questions and answers and 30 minutes of implementation.



05/19/20 – Customer Connections through CRM – Hubspot
05/26/20 – Customer Connections through Website Tools – Hubspot
06/2/20 – Your Retail KPI's Matter – Vend

[Register Here](#)

CA Workforce Development Update from Governor Newsom Administration

Thursday, May 21 | 11:30 a.m.–12:30 p.m.

Join CMTCC for a live webinar featuring special guest Dr. Angelov Farooq, Chairman of the California Workforce Development Board.



Discussion will offer:

- Timely Updates on Economic and Workforce Development issues from California's state government
- Opportunity for local businesses to share their recommendations as state policies are being considered

[Register Here](#)

Emerging Latina Entrepreneurial & Leadership Program en Español

22 de mayo – 2 de julio | 5–7 p.m.

El programa Emerging Latinas brinda capacitación empresarial para dueñas de negocio que buscan aprender como iniciar un nuevo negocio o hacer crecer uno existente. Este es un programa interactivo con discusión grupal, oradores expertos y resolución de problemas.



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Inscripción al programa esta disponible a miembros y a futuros miembros de NLBWA-IE.

El programa incluye los siguientes temas:

- Identificar y diferenciarse de sus competidores
- Planificación estratégica de negocios

- Estrategias de ventas y mercadeo
- Licencia y permisos
- Finanzas y permisos
- Registros comerciales básicos
- Liderazgo en gerencia
- Prestamos y fuentes de capital

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