



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



June 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.

Anaheim and all of Orange County now appear to be transitioning into early stage 3 as part of California's four-stage reopening plan. Several other businesses are anticipated to be approved for reopening on June 12. See Latest Updates on Business Resources for more information.

More than 220 businesses applied for the Anaheim Small-Business Microloan program. On June 5, the City held a live lottery to select 100 businesses to receive loans. The Small Business Development Center is contacting businesses selected during the lottery. See Latest Updates on Business Resources for more information.

Follow us on [Instagram](#) and [LinkedIn](#) for the latest updates on business resources and 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

Reopening Update for Businesses:

Anaheim and all of Orange County now appear to be transitioning into early stage 3, based on new guidelines released by the state on June 5 and pending a further update from Orange County's health officer on June 12.



Potentially being cleared to open on June 12 are:

- **Wineries and bars** with social distancing, sanitation and other safeguards
- **Zoos and museums** with modifications such as limited occupancy, one way routes and limiting interactive exhibits
- **Gyms and fitness centers** with spaced out equipment, limiting capacity, closing saunas, regular cleaning and other safeguards
- **Hotels for tourism and travel** with considerations for leaving rooms vacant, increased cleaning and other safeguards
- **Cardrooms and racetracks** with increased hand washing, physical distancing and other safeguards
- **Campgrounds and outdoor recreation** with increased cleaning or elimination of rental items, suspending of high-contact programming and other safeguards
- **Schools and school-based programming** with physical distancing, student and staff screening, limited sharing and other safeguards
- **Day camps** with physical distancing, camper and staff screening, limited sharing and other safeguards
- **Film, TV and music production** with modified protocols agreed to by artists, actors, staff and management in line with state guidelines for office spaces
- **Family entertainment centers**, including **movie theaters**, with limited capacity and other safeguards

Later, stage 3 is set to see the reopening of nail salons, and eventually, sports without fans, including potentially Angels baseball, as well as the reopening of additional parts of The Anaheim Resort.

For a list of businesses that can safely reopen now and other helpful resources, visit Anaheim.net/reopening.

Updates on Anaheim Economic Recovery Plan:

Anaheim recently approved a regulatory relief measure to help restaurants. The order provides temporary relief from the city's special event permit requirements and outdoor dining standards. It allows restaurants and other businesses to temporarily create or expand outdoor dining operations and conduct other business operations outdoors in order to comply with public health best practices such as physical distancing. This order will remain in effect until Sept. 15.

Restaurants, retail stores, offices and personal service businesses permitted to reopen are allowed to conduct dining and retail services in outdoor areas on private property. No permit is required if there is no sale or consumption of alcoholic beverages in the outdoor area. Restaurants, bars with sit down, dine-in meals, and breweries with sit down, dine-in meals that wish to provide for the consumption of alcoholic beverages in outdoor areas must apply for a permit.

For any questions regarding outdoor operations, business owners are encouraged to contact Planning at Planning@anaheim.net. Read more on this order [here](#).

Updates on Anaheim Small-Business Microloan Program:

The City of Anaheim received more than 200 applications for the Anaheim Small-Business Microloan program with more than 160 of the applicants eligible under the program guidelines. The City in partnership with the Orange County/Inland Empire Small Business Development Center held a live lottery via Zoom on June 5 to select the 100 businesses to receive loan.

Selected businesses are being contacted directly by the Small Business Development Center regarding next steps. If you are unsure whether your business was selected during the lottery, email the [SBDC](#).

Anaheim's Economic Development Team is committed to connecting business with resources to assist their business. Visit our [Coronavirus Business Resources webpage](#) for the latest financing opportunities.

FRAN: Food Run Around the Neighborhood:

Have a craving for your favorite Center City restaurant? FRAN, Center City's free microtransit system is back in action with free, contactless delivery from noon to 8 p.m., seven days a week. In partnership with Anaheim Transportation Network, FRAN, which stands for Free Rides Around the Neighborhood, is now transforming to become Food Run Around the Neighborhood! Anaheim residents can continue supporting their local businesses and enjoying great eats and treats throughout Center City.

FRAN is back in action!
This time she's...

**Food
Run
Around the
Neighborhood!**



Place an order with a participating restaurant and let them know you would like FRAN to deliver your order. Participating restaurants will text you updates when your food is on its way and FRAN will deliver your order! FRAN is free for restaurants and residents.

Are you a restaurant interested in participating? Contact Anaheim's Economic Development Team at economicdevelopment@anaheim.net or (714) 765-4592 to confirm you are in the service area.

All participating businesses are required to follow all state and county industry guidelines including observing social distancing, wearing face coverings and other safeguards.

Coronavirus Hiring Credits for Select Industries

The California Manufacturers and Technology Association is partnering with the California Employment Training Panel to provide the COVID-19 Hiring Incentive. Employers may access the full general industry guidance on the Cal/OSHA website. Several additional guidelines for specific industries, such as agriculture, childcare and construction, can be viewed here. Qualified companies can earn up to \$200,000 if they hire 100 new employees. To see if your company qualifies view the informational flyer [here](#) and contact Rob Sanger at rsanger@cmta.net or (916) 233-9329 to get started.

Best Manufacturing Operational Practices

As the manufacturing industry continues essential operations or begins to reopen, the National Association of Manufacturers' Manufacturing Leadership Council has compiled a list of new operational practices to consider during the coronavirus. This document details site access to mitigate exposure, workstation measures to promote social distancing, shift and team design, and other practices for maintaining a safe and healthy environment for your workforce and operations. To read more on these best practices, click [here](#).

Cal/OSHA Expands Employer Injury and Illness Prevention Program Requirements

The [California Division of Occupational Safety and Health](#), also known as Cal/OSHA, continues to modify rules and guidance for businesses operating during the coronavirus pandemic. General industry and several industry-specific rules and guidelines have been modified.

Recently, Cal/OSHA modified its rules and guidance on all employers' obligation to establish and implement an [Injury and Illness Prevention Program](#), or IIPP for short. When coronavirus infections started appearing, employers were required to determine if coronavirus infection was a workplace hazard. Now that coronavirus is a pandemic with widespread community exposure, employers must update their IIPP with measures to control infection in the workplace.

Under California law, employers must establish, implement and maintain an IIPP to protect employees from hazardous workplace conditions. The IIPP must be in writing, accessible to employees and contain several provisions including:

- Procedures for creating safe and healthful work practices
- Procedures for identifying, evaluating and investigating workplace hazards, injuries and illnesses

- Systems for communicating hazards to employees
- Employee training whenever the employer learns of a new or unrecognized hazard

Employers may access the full general industry guidance on the Cal/OSHA [website](#). Several additional guidelines for specific industries, such as agriculture, childcare and construction, can be viewed [here](#). Employers who need to update their written IIPP should consult with legal counsel to ensure that it meets requirements under California law.

Anaheim Businesses Step Up to the Plate

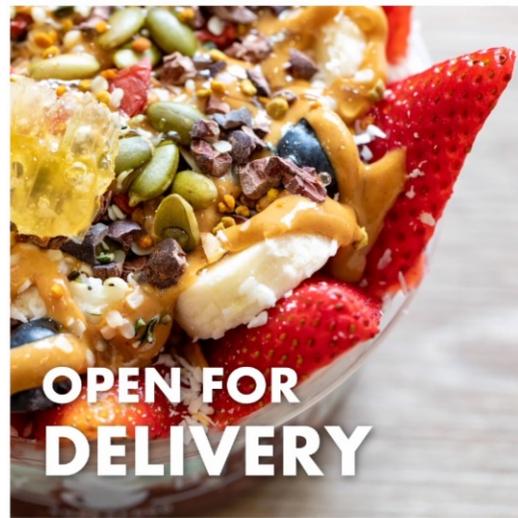
Anaheim is a thriving community rooted in support of its residents, neighbors and businesses. Through these challenging times, we are proud to see several Anaheim businesses step up to the plate in an effort to take care of our community, our home. Read more below on how Anaheim companies are finding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

- Through a donation from Lunches on Lawyers, [Blake's Place](#) donated 35 meals to the healthcare workers at the Placentia-Linda Hospital. Blake's Place is open for all your barbecue cravings, view its menu [here](#).

Anaheim Marketing Resources

[Bring It Home, Anaheim](#)

Anaheim's Economic Development Team encourages you to continue supporting Anaheim businesses through delivery and curbside pickup. Many restaurants are preparing to safely reopen by adjusting their floor plans and operations to meet state and local safety guidelines. While restaurants prepare for this effort, we can still support them. 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 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!

Getting Started on Amazon
Wednesday, June 10 | 9–10 a.m.



Is selling on Amazon a good opportunity for new entrepreneurs in this challenging environment? 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, Alexander Zubatov will answer your questions about getting started on Amazon.

You will learn how to:

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

[Register Here](#)



Growing Your Business By the Numbers Series

Thursday, June 11–18 | 12 p.m.

June 11 – Strategic Ownership

TGG Accounting founder and CEO Matt Garrett will share how to select the best entity structure for your business while considering the critical financial and legal impacts of your choice. Additionally, he will share tips on how to select, trust and make great deals with your fellow owners to accomplish your goals.

June 18 – Strategic Financing

Joe Johnston, senior accounting manager at TGG, will share how to determine if and when debt financing is appropriate for your business. Johnston will present the various forms of debt financing available to small businesses and start-ups today, including financing to bridge gaps in operational cash and how to hit specific goals in building out your business. Johnston will also share tips to showcase your creditworthiness to a banker and create a banking partner that will be there to support you and your business in the long run.

[Register Here](#)

How To Start Your Own Home-based Food Business

Thursday, June 11 | 2–3 p.m.



The world of culinary and food and beverage is a vast, ever-changing business. There are tremendous opportunities for anyone who is willing to put in the work to open a food service business. This course will help clients better understand the necessary steps from conceptual design, to strategy, to marketing, training, and understanding how to make their home-based food business profitable and successful. You will learn the basic skills and techniques to create a successful home-based food business or even lead you into becoming a restaurateur.

Participants will learn:

- Various food business opportunities
- Differences between Cottage Food Law and Microenterprise Kitchen
- Market research and understand your demographics and competitors
- Competitive analysis to determine if your concept will succeed
- Location. Location. Location.
- Menu design and how to create a profitable menu
- Menu analysis and understanding what works and what does not
- Pricing and how to determine what to charge for menu items

- Inventory and cost controls and why this is important for success
- Marketing your concept and creating your strategic plan
- Financial statements, profit and loss, cost of goods sold, and how to understand how you make money
- What's next for your growth

[Register Here](#)

Emerging Latina Entrepreneurial & Leadership Program en Español

11 de junio – 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.



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

[Regístrate Aquí](#)



Restaurant Rapid Recovery

Tuesday, June 16 | 10 a.m.

As the food service industry considers restarting business, many factors will contribute to their success. One thing is certain, business operations and brands must change to meet public view and customer perception. Many businesses main goal is to gain the trust of customers through a new operation with procedures that demonstrate the business has updated its operations to conform to this new time.

In the upcoming weeks, SBDC would like to hear from restaurants and food businesses on what plans businesses have made, and the questions they have regarding reopening.

These are interactive webinars where the first 20 minutes consists of the content presented on various, timely topics in response to the coronavirus. The remaining 40 minutes is dedicated to participant questions and concerns, answered by SBDC food industry experts and

invited panelists. Each week, content is based on the previous week's discussion and questions.

[Register Here](#)



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[Contact Us](#)



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