



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](https://www.anaheim.net/coronavirus), reopening information at [Anaheim.net/reopening](https://www.anaheim.net/reopening) and business resources at [Anaheim.net/economicdevelopment](https://www.anaheim.net/economicdevelopment).

On June 12, additional businesses received approval to reopen. These businesses include movie theaters, wineries, bars, hotels for tourism, gyms and fitness centers, museums and more. Read Latest Updates on Business Resources for more information.

On June 15, Anaheim City Hall began a phased reopening, with its first and second floors open for in-person services. Planning and Building, the Public Works counter and City Clerk's office, other than passport services, are now open. Read more under Latest Updates on Business Resources.

The Small Business Administration has reopened the Economic Injury Disaster Loan portal. Eligible businesses and nonprofits can now apply for the loan program and loan advance of up to \$10,000. Read Latest Updates on Business Resources for more information.

Additionally, the federal government recently adopted the Paycheck Protection Program Flexibility Act, which provides businesses with greater chances to obtain full loan forgiveness through updated requirements. Read 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:

A new group of businesses in Anaheim and across Orange County can reopen as of June 12.



These businesses include:

- **Movie theaters and family entertainment centers**, including bowling, miniature golf, batting cages and arcades
- **Schools**
- **Pools**
- **Wineries, bars and restaurants** (if not open already)
- **Hotels and other lodging** for tourism and business travel
- **Gyms and fitness centers**
- **RV parks and campgrounds**
- **Day camps**
- **Sports without fans**
- **Film, TV and music production**
- **Zoos and museums**
- **Card rooms and racetracks**

All businesses must reopen in accordance with California guidelines and other public health best practices. See guidance, checklists and other information at [Anaheim.net/reopening](https://Anaheim.net/reopening).

Anaheim and Orange County are now in the early phase of stage 3 of California's four-stage reopening plan. Other stage 3 businesses expected to reopen in the coming days include nail salons, facial and skin care providers, hair removal services, therapeutic massage and tattoo parlors.

Following available reopening guidelines, nail salons and others could be able to reopen as early as June 19, with concurrence of the Orange County Health Care Agency.

Banquet gatherings, night clubs, concerts, live theater and similar gatherings are not allowed in stage 3 at this time.

We expect updates and guidance for youth sports and theme parks in coming days.

Disney also announced plans on June 10 to begin a phased reopening of Anaheim's theme parks in July.

For a list of businesses that can safely reopen now and other helpful resources, visit [Anaheim.net/reopening](https://anaheim.net/reopening).

### **Anaheim City Hall Now Partially Reopen:**

Anaheim's City Hall has been temporarily closed to the public since March 18, as we focused on addressing the coronavirus crisis and stemming the spread in our community.

During this time we've continued to offer as many services as possible in the safest manner. City services, particularly public safety response from Anaheim Police and Anaheim Fire & Rescue and electric and water service from Anaheim Public Utilities, have continued as usual without disruption.

On June 15, we began a phased reopening of City Hall. In this initial phase, we will be opening in-person services on the first and second floor of the building, which includes Planning and Building, the Public Works counter and City Clerk's office, other than passport services, which are opening later.

In line with state guidelines and public health best practices, you will see some changes when you come to City Hall. The safety of those visiting city facilities is our top priority as we look to reopen. We are requiring a face covering to enter the building and ask all visitors to practice social distancing. As was the case before the closure, you will be asked to go through a security screening before you enter.

We expect to see additional openings in the coming weeks, including offices at Anaheim West Tower. In-person City Council meetings will also come later, with modifications. We will continue to provide updates as we progress through this phased reopening.

To see a list of available in-person and online services, including for departments not yet open to the public, click [here](#).

### **Economic Injury Disaster Loan Accepting New Applications**

On June 15, the Small Business Administration announced its Economic Injury Disaster Loan program, or EIDL for short, is available for businesses and nonprofits continuing to experience economic impacts

due to the coronavirus. The application portal is now live and new applicants can apply for the EIDL advance of up to \$10,000. For more information or to apply, visit the SBA website [here](#).

### Paycheck Protection Program Flexibility Act:

The Paycheck Protection Program Flexibility Act was recently signed into law to provide businesses with greater opportunities to meet the loan's forgiveness requirements. The program's major changes are highlighted below.

- Amount of loan needed for payroll reduced to 60%, down from 75%
- Time period to use funds extended from eight to 24 weeks
- June 30 deadline to rehire workers extended to Dec. 31, 2020
- Rehire requirements eased
- Repayment term extended from two years to five years

Eligible businesses can apply for the Paycheck Protection Program through June 30 2020. For more information, you can read [here](#).

### Business Mentoring:

SCORE continues to offer business mentoring by telephone, video and email. [Schedule an appointment](#) with a mentor by visiting the SCORE website. Learn from experts with online business webinars and workshops and find business resources in English and Spanish from the SCORE Orange County [website](#).

### 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 standards for Free Rides Around the Neighborhood, is now 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](mailto: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.

# 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.

- Sharing the sweetness of milk tea, [Ding Tea Near Disney](#) dropped off more than 50 refreshing drinks to healthcare workers at UCI Medical Center and Alta Gardens Care Center. Visit its location at 2306 S. Harbor Blvd. and try a delicious drink to go!
- Feeding the front line, last month [Luna Grill](#) provided more than 3,000 meals to hospital workers and first responders. This effort is part of its Feeding the Frontline program where Luna Grill is donating 20,000 meals to care for the caregivers. Order an item for pick-up or delivery from its Anaheim location at 121 E. Katella Ave., Suite 125.

## 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](mailto: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!

### Measuring your Website Success with Google Analytics

Wednesday, June 17 | 10-11 a.m.



Business owners looking to grow website traffic and customer leads can gain profitable insights about their website performance by utilizing Google Analytics. In this workshop, Steve Pitchford will teach attendees how to measure their website success and share key performance indicators using Google Analytics. Attendees will receive instructions on how to set up a dashboard on their Google Analytics account and learn how to import existing reports from the Google Solutions Gallery.

Additional topics include:

- Who is staying on your website or bouncing off
- What pages visitors spending the most time on
- When it's time to review underperforming content or update your website design
- Where your traffic is coming from
- Why mobile traffic performs differently than computer traffic
- How well is your blog content converting visitors into engaged prospects

[Register Here](#)



**ORANGE COUNTY**  
Small Business Development Center

**Growing Your Business By the Numbers Series**  
Thursday, June 18 | 12 p.m.

## 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](#)

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### Emerging Latina Entrepreneurial & Leadership Program en Español

18 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](#)



### ¿Qué se requiere para que el banco me preste?

Viernes de 19 de junio | 4:30–5:30 p.m.

En este seminario virtual aprenderás qué tienes que hacer para que tu negocio sea considerado para obtener financiamiento de los bancos.

Los temas que se platicarán son:

- Qué quieren ver las instituciones financieras – bancos – en tu negocio.
- Cómo verificar tu crédito y puntajes – FICO.
- La importancia de tener estados financieros actualizados.

- Se explicará qué es el plan de negocio.
- Y qué fuentes de financiamiento hay disponibles.

[Regístrese Aquí](#)



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[Contact Us](#)



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