



ECONOMIC DEVELOPMENT TEAM

Our Team. Your Business. Working Together.



January 2021

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's Economic Development Team welcomes 2021 by reaffirming its commitment to supporting and assisting Anaheim businesses. The new year brings new opportunities including the Anaheim Business Resources Q&A Series and the California Small Business COVID-19 Relief Grant Program. See more under Latest Updates on Business Resources.

Anaheim, Orange County and all of Southern California are under a regional stay home order bringing new changes to business operations. With the current rise in cases, we all need to continue doing all we can to prevent the spread of new cases. Read more under City Updates.

Starting the year with some cheer, Anaheim businesses are giving back to the local community through food donations to frontline workers and those in need. Read more under Anaheim Businesses Gives Back.

Connect with us on [LinkedIn](#) and follow us on [Instagram](#) to stay up to date on the latest information.

Wishing you good health,

Anaheim Economic Development Team



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Latest Updates on Business Resources

Business Grants, Loans and Tax Credits:

- **California Small Business COVID-19 Relief Grant Program:** The Governor's Office of Business and Economic Development has launched the California Small Business COVID-19 Relief Grant Program to provide \$500 million in grant relief to small businesses and nonprofits. Applications are now open and close on Wednesday, Jan. 13 at 11:59 p.m. Anaheim and Orange County businesses can apply through a partner website by county [here](#) or by language [here](#). Grants from \$5,000 to \$25,000 are available for small businesses and nonprofits impacted by coronavirus. Businesses and nonprofits must be operating since at least June 1, 2019, to qualify. Grants are not on a first-come, first-served basis. For assistance in applying for this grant, connect with an Orange County Inland Empire SBDC Business Consultant [here](#) or view the [business](#) or [nonprofit](#) application guides. Find more information on this program [here](#).
- **California Rebuilding Fund:** The California Rebuilding Fund is a loan program supporting California's small businesses and promoting equity and resiliency in business recovery. Businesses with 50 or fewer full-time equivalent employees and gross revenues of \$2.5 million or less in 2019 are eligible to apply. Loans are flexible and designed to help businesses access the capital and advisory services needed to get through these challenging economic times. Businesses can fill out a pre-application [here](#) and be matched with a participating community lender. This program is meant to be a resource in the market for the next year as businesses pivot and recover. This fund will help impacted small businesses rebuild from the economic crisis and keep local economies strong. Find more information on this program [here](#).
- **Extension of Economic Injury Disaster Loans:** SBA recently announced the extension of the Economic Injury Disaster Loan application deadline to Dec. 31, 2021. SBA's Economic Injury Disaster Loan program provides small businesses with working capital loans up to \$2 million that can provide vital economic support to small businesses to help overcome the temporary loss of revenue. For more information, visit SBA'S website [here](#).
- **Small Business Hiring Tax Credit:** California Department of Tax and Fee Administration is accepting applications for tentative small business hiring credit reservation amounts through an

online reservation system. The credit reservations will be allocated to qualified small business employers through Jan. 15 on a first-come, first-served basis. Employers must have 100 or fewer employees as of Dec. 31, 2019 and suffered a 50% decrease or more in income tax gross, when comparing second quarter of 2020 to second quarter of 2019.

Anaheim Business Resources Q&A Series:

New year, new opportunities! Anaheim's Economic Development Team, in collaboration with our resource partners, is hosting its first ever Anaheim Business Resources Q&A Series. Starting Feb. 4, join us for weekly webinars on accessing capital, business consulting, marketing and more. Stay tuned to our Business Seminars and Events [webpage](#) for more details on our 2021 events.

Business Tools:

- **Get Digital CA!**: California's Office of the Small Business Advocate recently launched the Get Digital CA [website](#). This initiative promotes small-business tools and training programs to assist business in developing the skills necessary to compete in an online marketplace and drive Californians to support small businesses through digital pop-up festivals. Explore its website [here](#).
 - **Resources for Spanish-Speaking Business Owners**: Orange County SCORE recently launched a bilingual webpage in Spanish and English to assist Spanish-speaking business owners. The website provides links to connect with bilingual mentors, an overview of Small Business Administration funding, webinars taught in Spanish and more. For more information, visit the webpage [here](#).
 - **Recursos Para Dueños de Negocios Pequeños de Habla Hispana**: Recientemente, SCORE del Condado de Orange lanzó una página web bilingüe en español e inglés para ayudar a los dueños de negocios hispanohablantes. El sitio web proporciona enlaces para conectarse con mentores bilingües, una descripción general sobre financiación de la Administración de Empresas Pequeñas (Small Business Administration), seminarios web impartidos en español y más. Para más información, visite la página web [aquí](#).
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Freshen Up Your Business With an Air Purifier and Receive a Rebate:

Anaheim Public Utilities offers business customers rebates for Energy Star certified air purifiers, which may be up to 40% more efficient than standard models. Air purifiers are portable appliances that remove fine particles, such as pollen, dust and unpleasant odors from the air. Using Energy Star portable air purifiers is a great way to improve indoor air quality in a single room or area while using energy efficiently. Rebates range from \$50 to \$75, depending on the type of system. For more information, visit its [website](#).



City Updates

Reopening Update for Businesses:

Anaheim, Orange County and all of Southern California are under a regional stay home order that took effect on Dec. 6 and was extended on Dec. 29.



The regional stay home order is in place until a projection looking four weeks out projects a return to 15 percent or higher for ICU capacity. Our region's projected ICU capacity will be evaluated daily looking at current ICU capacity, rate of cases, rate of transmission and the rate of ICU admissions.

If conditions improve, we could move out of the stay home order sooner. If they don't, we will continue under the order. Orange County and our Southern California region are currently at 0 percent adjusted ICU capacity.

The regional stay home order brings the following operational changes for businesses:

- Closure of bars, wineries, breweries, distilleries (except for production and retail)
- Closure of nail, hair salons, barbers, other personal care services
- Closure of indoor recreation facilities
- Closure of movie theaters (except drive-in)
- Closure of museums, zoos, aquariums
- Closure of family entertainment centers
- Closure of limited services, including car washes, pet groomers, dog walkers
- Closure of theme parks
- Restaurants: takeout only, no more outdoor dining
- Stores, shopping centers: 20 percent capacity, or 35 percent for stand-alone grocery store, with entry metering
- Gyms and fitness centers: outdoor only, if possible to do so; no indoor

It's critical that businesses and all of us keep doing all we can to prevent the spread of cases in Anaheim and across the county.

Find the latest information and guidelines at Anaheim.net/reopening.

Anaheim Businesses Give Back

Anaheim is a thriving community rooted in its support of its residents, neighbors and local businesses. Through these difficult times, we are proud to see several Anaheim businesses give back in an effort to take care of our community, our home. Read more below on how Anaheim companies are meeting current challenges and finding new ways to help our community.

- **The Fifth Rooftop Restaurant & Bar** recently donated fresh produce to Mary's Kitchen to serve those in need in Orange County. Stay tuned to The Fifth's [website](#) and social media for updates on when they open again.
- Giving back to the frontlines, **Gencor** along with **Pandor Artisan Bakery & Cafe** and Operation Be Kind donated hundreds of fresh sandwiches to healthcare workers at several Orange County hospitals. Learn more about Gencor's work in Anaheim [here](#) and try something new from Pandor Bakery by exploring their [menu](#) and ordering takeout.

Did You Know?

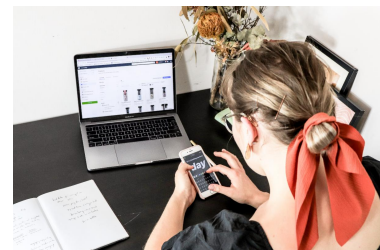
You can have your business featured in an upcoming issue of The Anaheim Business Connection! Email us at economicdevelopment@anaheim.net.

Upcoming Webinars



Creating Content for a New Year:
Apps That Make It Easy
Thursday, Jan. 7 | 10-11 a.m.

Start the new year with fresh content for your social media! Participants will learn how to create engaging, share-able posts with photos, graphics and videos to boost your 2021 marketing.



This webinar will cover:

- How to effectively use filters and apps
- How to easily create great graphics and images
- Best tips on how to share content
- Latest visual trends and how to apply them to your business marketing

[Register Here](#)



10 Steps to Developing the Right Succession or Transition Plan for You

Tuesday, Jan. 12 | 10–11 a.m.

Effective succession planning is essential for every business, especially in times of crisis. No matter the size of your organization, it is imperative to have talented and trained employees ready to fill key roles.

Attendees will hear information on how to prepare for an eventual transition or succession, whether it is to a family member, management or a third-party buyer. Additionally, all attendees will be eligible to receive a complimentary assessment session, along with a custom report with recommended actions for your business.

This webinar will cover the following topics:

- How to choose between succession, transition, or a sale
- Employee stock ownership plan and other financing options
- Nine key drivers to maximize the value of your business
- Five factors to consider while selling your business

[Register Here](#)



Digital Bootcamp

Tuesday, Jan. 19 – Feb. 9 | 10–11:30 a.m.

Register for the Digital Bootcamp webinar series to expand your online presence by launching and growing your online e-commerce store. Business owners will develop the skills to drive traffic, grow on brand exposure and reach larger audiences. Participants will also develop a strong understanding of the key elements needed to build and expand a robust e-commerce portal for their business.



These sessions will cover:

- Your website
- Driving traffic
- Marketplaces
- Scalability key performance indicators for your return on investment

[Register Here](#)



SBA Certification Webinars
Wednesday, Jan. 20 – May 19 | 9:30–11:30 a.m.

Join the SBA for an informational webinar and learn more on Federal contracting certification programs including the Woman-Owned Small Business Set-Aside Program, the HUBZone Program, and the 8(a) Business Development Program. Each webinar discusses the eligibility criteria, programmatic benefits for participants and process to pursue the certification.

Find an overview for each program below and register for an upcoming webinar [here](#).

- 8(a) Business Development Program is a business development program created to help small, disadvantaged businesses compete in and access the federal procurement market.
- SBA's HUBZone Program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.
- SBA's Woman-Owned Small Business Set-Aside Program is designed to help more women-owned small businesses win federal contracts by providing a level playing field for woman-owned small businesses to compete in contracting opportunities.

[Register Here](#)



SHE-Commerce
Wednesday, Jan. 20 – Feb. 3 | 10–11 a.m.

SHE-commerce is designed to assist female entrepreneurs and business owners launch and grow their business online on a national scale. Entrepreneurs will have the opportunity to launch their first business online. Established businesses will be able to expand into a new e-commerce platform, TheWMarketPlace, reaching a new audience and increasing their sales. Through this program, entrepreneurs will learn the core concepts of becoming an online seller while joining an empowering and supportive digital community to grow their business. Applications are due by Jan. 14. Space is limited, register today!



[Register Here](#)

Website owners looking to grow traffic and leads for their business can gain profitable insights about their website performance by utilizing Google Analytics. Business owners will learn how to understand their website performance and identify new opportunities using this powerful tool.



Participants will learn basic navigation of Google Analytics as well as how to measure key performance indicators. Each attendee will receive instructions on how to set up a dashboard in their Google Analytics account and learn how to import existing reports from the Google Solutions Gallery.

This webinar will cover the following topics:

- Website audience
- What webpages visitors spending time on
- When it's time review underperforming content or update your website design
- Where your website traffic is coming from
- Why mobile traffic performs differently than desktop
- How well your blog content converts visitors into engaged prospects

[Register Here](#)

Upcoming Digital Events

Jan. 6

Event: How to Start a Small Business Webinar
Time: 10–11 a.m.
Host: Orange County SBDC
[Learn More Here](#)

Jan. 8

Event: Women in Business Virtual Breakfast Series
Time: 8:30–10:30 a.m.
Host: SCORE Orange County
[Register Here](#)

Jan 19

Event: Small Business Taxes Made Simple
Time: 3–4 p.m.
Host: Orange County SBDC
[Learn More Here](#)

Jan. 27

Event: Why Your Website Should be a TOP Marketing Priority
Time: 9–10 a.m.
Host: SCORE Orange County
[Register Here](#)

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