



ECONOMIC DEVELOPMENT TEAM

*Our Team. Your Business. Working Together.*



April 2021

# The Anaheim Business Connection



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://Anaheim.net/coronavirus) and business resources at [Anaheim.net/economicdevelopment](https://Anaheim.net/economicdevelopment).

Anaheim's Economic Development Team is happy to share available business resources including the Emergency Small Business Assistance program, Anaheim restaurant assistance programs and Shuttered Venues Operator Grant. See more under "Latest Updates on Business Resources."

Businesses hiring and training new employees can connect to workforce development opportunities through Anaheim Workforce Connection's On-The-Job training program. Read more under "Latest Updates on Business Resources."

Anaheim and Orange County recently entered orange Tier 3, the second most permissive in the state's reopening framework, bringing greater reopening for businesses. Read more under "City Updates" or go to [Anaheim.net/reopening](https://Anaheim.net/reopening).

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

### Emergency Small Business Assistance Program

Anaheim small businesses and nonprofits play an important role in our community and **Anaheim Public Utilities**

is here to help. **Apply now** through April 30 for the Emergency Small Business Assistance program. Eligible applicants can receive a \$1,000 electric bill credit.



Businesses must be:

- An Anaheim Public Utilities electric account holder for at least 12 months
- On a small business rate plan
- On a payment plan or current on their electric bill
- Able to demonstrate financial hardship from the coronavirus crisis
- Continuing to provide services benefitting the Anaheim community

Find more information on the program [website](#).

### Anaheim Restaurant Assistance

We've all been struggling under the restrictions and lifestyle changes caused by coronavirus.



Restaurants have had to comply with many new regulations, including increasing outdoor dining options as well as ensuring social distancing, proper sanitation and providing personal protective equipment for employees.

Anaheim has two programs to help local restaurants ensure employees and diners are safe.

- **Take It Outdoors: Restaurant Relief Grant Program:** Anaheim restaurants can receive up to \$2,000 to pay for current or previous expansion of their outdoor dining space. This could include purchase of shade structures or umbrellas, decor, barricades or even renting tables and chairs.

- **Anaheim Restaurant Safe:** With a gradual return to indoor dining, Anaheim is helping eligible restaurants by providing free face masks and other protective gear as part of a program known as Restaurant Safe. The Restaurant Safe package is designed to keep customers and employees safe as we all support the economic recovery of Anaheim restaurants. The package includes: 400 disposable masks, 200 disposable gloves, 32 hands sanitizer bottles and one contactless thermometer. Eligible restaurants must be based in Anaheim, licensed by the city and adhere to California's reopening guidelines for restaurants.

For more information or to apply, visit the program [website](#).

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### Shuttered Venues Operators Grant



The Shuttered Venues Operators Grant, offered by the U.S. Small Business Administration, provides emergency assistance to live venue operators or promoters, theatrical producers, live performing arts organization operators, museum operators, zoos, aquariums and others that meet specific criteria.

Applications open on Thursday, April 8. Applicants must have been in operation as of Feb. 29, 2020. The grant amount will be determined by earnings and losses related to the pandemic.

For venues or promoters that received a Paycheck Protection Program, also known as PPP, loan on or after Dec. 27, 2020, the grant award will be reduced by the PPP loan amount received.

Visit SBA's [website](#) for more information.

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### Are you Hiring and Training a New Employee?



If you are in the process of hiring an employee who will require training, the **Anaheim Workforce Connection** offers funding to offset costs through their On-The-Job Training program. This is available to local businesses seeking to fill full-time positions.

For eligible candidates, employers are reimbursed up to 50 percent of the employee's wages during a predetermined training period. If the employer is willing to work with specific populations, such as the justice-involved, reimbursement may be up to 75 percent of employee wages during the approved period.

Join other Anaheim businesses that have benefited from ongoing support by a Business Services Representative. Reach out to Anaheim Workforce Connection today at (714) 765-4350 or visit their website at [anaheimworkforce.net](http://anaheimworkforce.net) to determine if your organization and positions are eligible.

# City Updates

## Reopening Update for Businesses

Anaheim and Orange County entered California's orange Tier 3 on March 31. This is the second most permissive tier in California's color-coded, four-tier reopening system.



Anaheim businesses and organizations now follow guidelines for orange Tier 3:

- Bowling alleys: allowed to reopen at 25 percent capacity
- Breweries without food: indoor operations at 25 percent capacity of 100 people, whichever is fewer
- Gyms, fitness, dance studios: indoors at 25 percent capacity
- Hotels: can continue hosting guests; gyms open at 25 percent capacity, indoor pools open
- Restaurants: indoor dining at 50 percent capacity, continue outdoor dining and takeout
- Disneyland theme parks: 25 percent capacity, up from 15 percent in red Tier 2

We encourage you to take this opportunity to support local businesses that have been suffering amid coronavirus closures, while continuing to keep coronavirus safety protocols in mind.

Find the latest information and guidelines at [Anaheim.net/reopening](https://Anaheim.net/reopening).

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## Did You Know?

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

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## Upcoming Webinars

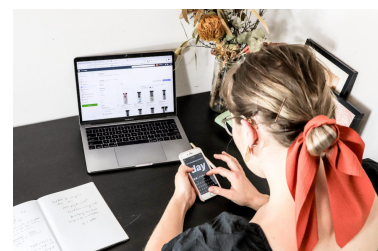


Generate New and Repeat Business on  
Autopilot with Email Marketing  
Wednesday, April 7 | 10 a.m.

Is your business looking to bring in sales from new and existing customers? Explore email marketing tools that can help drive sales and reach customers.

This webinar will cover:

- The difference between automated messages and autoresponder campaigns
- Where autoresponders can help with marketing communications



- Key actions where an autoresponder email is sent
- Steps to design effective autoresponder campaigns
- How to design content that fits your business' target audience

[Register Here](#)



**SBA Certification Webinars**  
Wednesday, April 21 – May 19  
9:30–11:30 a.m.

Join the U.S. Small Business Administration for an informational webinar to learn more about federal contracting certification programs such as the Woman-Owned Small Business Set-Aside Program, the HUBZone Program and the 8(a) Business Development Program. Each webinar discusses the eligibility criteria, 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, April 28 – May 19 | 10 a.m.

ShE-commerce is designed to help female entrepreneurs and business owners launch and grow their business online at a national scale. Entrepreneurs will have the opportunity to launch their first business online.

Established business will be able to expand into a new e-commerce platform, TheWMarketPlace, reaching new audiences, and increasing their sales. Through this program, entrepreneurs will learn core



concepts of becoming an online seller while joining an empowering and supportive digital community to grow their business. Applications are due by April 21. Space is limited, register today!

[Register Here](#)

## Upcoming Digital Events

**April 5**

Event: Maintaining Lead Generation During Disruptive Times  
Time: 10 a.m.  
Host: SCORE Orange County  
[Learn More Here](#)

**April 12**

Event: From Surviving to Thriving  
Time: 1 p.m.  
Host: Orange County SBDC  
[Register Here](#)

**April 13**

Event: Create Compelling Slides That Convert  
Time: 3 p.m.  
Host: SCORE Orange County  
[Learn More Here](#)

**April 29**

Event: Video for Business  
Time: 10 a.m.  
Host: SCORE Orange County  
[Register Here](#)

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