

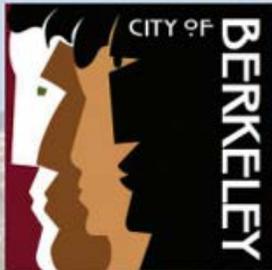
SERVICES. RESOURCES. COMMUNITY.

# News *from the* City of Berkeley

## 'shots in arms' is the rallying cry

City of Berkeley sent this bulletin at 03/03/2021 09:31 AM PST

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OFFICE OF  
ECONOMIC DEVELOPMENT  
SUPPORTING BERKELEY BUSINESSES

Our mission is to assist businesses, entrepreneurs, artists, and community organizations to access services, feel welcome in Berkeley, and thrive.

## Updates from the Office of Economic Development (OED)

### More business openings expected ahead

Starting next Wednesday, 3/10, Alameda County (and the City of Berkeley) will likely move into the State of CA's "red tier" (pending our city still meets the State's COVID-19 reopening metrics). Implications for businesses include:

- Indoor dining at 25% capacity or 100 people, whichever is fewer
- Retail restricted at 50% capacity
- Grocery stores up to 100% capacity
- Indoor gyms at 10% capacity
- Galleries/museums at 25% capacity
- Movie theaters at 25% capacity or 100 people, whichever is

## Ask Your Questions, Share Your Experience

Every Business is Going  
Online - Thanks to the  
Pandemic, Part 3

**Tuesday, March 9 3:00 – 5:00 pm**

What are chatbots? What is Artificial Intelligence? How can you educate yourself to thrive in 2021? Educate yourself to use these new technologies through the Alameda County SBDC.

[Register for Free.](#)

**Free legal workshops by  
the Startup Law Initiative at**

fewer

- All schools allowed to open.

Stay abreast of the latest [local Health Orders](#) and [activities allowed in each color tier](#). [Click here](#) for a detailed comparison chart that shows what is allowed in each tier.

## COVID-19 vaccine coverage in Berkeley has expanded - know when you are eligible

Everyone who lives or works in Berkeley in the following sectors -- and is at risk of exposure during work -- is eligible for the vaccine:

- food and agriculture
- education and childcare
- emergency services
- healthcare.

With vaccine doses still limited nationwide, Berkeley Public Health is offering COVID-19 vaccine appointments to people in these sectors as well as residents 65+ who have not been able to get vaccinations through their health provider or workplace. City-administered vaccinations align with [state guidelines](#), which prioritize those most at risk of infection or serious COVID-19 illness.

Sign up for [the City of Berkeley Vaccine Interest List](#) to find out when you are eligible or slots for shots open up.

## PPP Loans Targeting Small Businesses

Until March 10, the [Paycheck Protection Program](#) (PPP) will only be available to firms of 20 people, one of the steps the Biden-Harris Administration and the [U.S. Small Business Administration](#) (SBA) are taking to offer equitable relief for America's mom-and-pop businesses. Other exclusionary restrictions on PPP access for small business owners will also be eliminated and the SBA will be revising the PPP's funding formula to allow sole proprietors, independent contractors, and self-employed individuals to receive more financial support.

[Read the full details here.](#)

## State and federal relief plans

CA Governor Newsom authorized a relief package that will offer \$600 stimulus payments, \$2 billion in relief grants for businesses with annual revenues between \$1,000 and \$2.5 million, and \$400 million in federal funds for childcare providers. Another bill is expected soon that will let businesses deduct more than \$150,000 from their taxes, bringing the state stimulus package to just under \$10 billion.

## Berkeley Law

**Friday, March 12 at 5:00 PM & Saturday, March 13, 2021 at 2:30 PM**

The Startup Law Initiative (SLI) at Berkeley Law will be holding free workshops that cover legal, financial, and organizational issues surrounding the formation of startup ventures. Berkeley Law students will lead the workshops, and founders will have the opportunity to ask questions to corporate lawyers based in the Bay Area. SLI aims to help low income and underrepresented founders who may lack access to sophisticated legal services.

[Sign up here.](#)



**Berkeley Restaurant Week (March Munch Madness)**

**March 18-31, 2021**

[Berkeley Restaurant Week](#) tips off this month with a basketball-inspired theme, "March Munch Madness," and creative offers from the famed Berkeley culinary scene. Special value offerings range from \$10 to \$40+ to for a variety of budgets and appetites.

**ALL forms of food- and drink-based businesses are invited to [sign up for free](#) as soon as possible!**

## BHS College & Career Month

**throughout March on Zoom (likely at either 2 or 3pm)**

Berkeley High School (BHS) continues to operate in distance learning mode

President Biden's American \$1.9 trillion package COVID-19 stimulus package has also passed the House but is now being debated by the Senate. It includes stimulus checks, expanded weekly unemployment insurance benefits, a restaurant revitalization fund, money for reopening schools, expanded eligibility for the [PPP](#) to include nonprofits, \$15 billion toward the [Economic Injury Disaster Loan](#) program for businesses impacted by the pandemic, \$1.25 billion toward the SBA's program for shuttered venue operators, and funding for state and local governments, among other items.

## Federal Grants for Shuttered Venues

The Shuttered Venue Operators (SVO) Grant program was established by the federal Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, signed into law on December 27, 2020. \$15 billion in grants to shuttered venues will be administered by the [SBA's Office of Disaster Assistance](#).

Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. \$2 billion is reserved for eligible applications with up to 50 full-time employees.

[Sign up for email alerts about the Shuttered Venue Operators Grant program.](#)

## Grant Funding to Reduce Business Waste

Do you know a Berkeley business or nonprofit that has an innovative idea to prevent waste? StopWaste (the Alameda County agency focused on waste prevention) is offering up to \$475K in funding for innovative projects that reduce waste. Grant amounts range from \$10K to \$20k per project, in the following categories:

- Repair and Reuse,
- Food Waste Prevention,
- Surplus Food Donation Equipment, and
- Reusable Transport Packaging.

[Learn more about the grants and apply before the March 15, 2021 5:00 pm deadline.](#)

with student/teacher interactions occurring via Zoom. This year BHS' annual College and Career Week panels will be facilitated by a BHS staff member and involve two to four professionals explaining their background and their current work, followed by Q & A.

[Sign up here to tell your career story.](#)

## Website Development & Optimization Webinar Series - Part II

**Thursday March 18 1:00 - 3:00 pm**

This three-part series will introduce small business owners to best practices for website design, development, and optimization, discussing both how to improve an existing website and how to design and build a new one. The webinars will cover domain registration pitfalls, hosting options, website design tools & best practices, and user experience guidelines.

[Register for Free.](#)



[Check out other workshops hosted by the Alameda County Small Business Development Center.](#)

## Other COVID-19 Business Resources

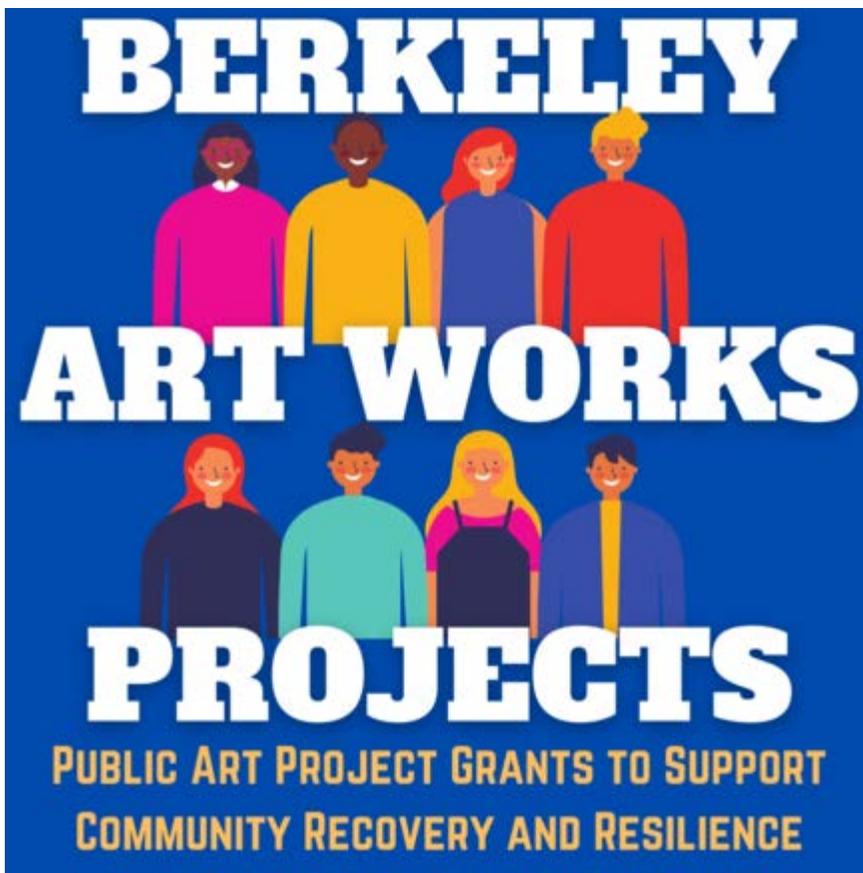
*Local*

[City of Berkeley COVID-19 information](#)

[Berkeley Chamber COVID-19 Resources pages](#)

[Visit Berkeley's Food & Drinks To-Go website](#)

[Alameda County Small Business](#)



## Berkeley Arts Works Project Grants

Berkeley artists, performers, and community members may apply now for grant funding for temporary creative projects that bolster collective resilience and recovery from the effects of COVID-19. The City of Berkeley's Civic Arts Program invites City Health Order-compliant proposals for projects responding to the following themes:

- Public health & wellbeing
- Economic recovery & resilience
- Community connection & belonging

This program will support Artist/Performer-Initiated projects with budgets between \$1,000 and \$10,000 and smaller microgrants (up to \$500) will also be available to Berkeley residents to support publicly accessible creative projects throughout Berkeley's neighborhoods.

[Learn more and apply](#). Applications are being accepted on a rolling basis.

## Free advisory for small manufacturers

The California Manufacturers Accelerator Plus (CMA+) is the only technical assistance program designed specifically for small manufacturers (3-20 employees) with at least one production facility in the Bay Area. With staff from the nationally acclaimed SF Made, the CMA+ program provides tailored advising to help manufacturers

[Development Center](#)

[State of CA](#)

[Pandemic Unemployment Insurance](#)

[State of CA COVID-19 site](#)

[Governor's Office of Business and Economic Development - COVID-19 Resources](#)

[Federal](#)

[US SBA Relief Options](#)

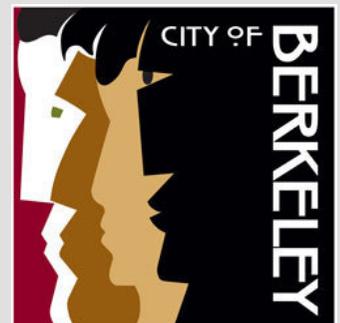
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### Office of Economic Development

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revamp their facilities, financials, administration, e-commerce and HR processes or otherwise sustainably grow their businesses, even during the current crisis.

[Learn more about the CMA+ Program's Advisory Services](#) or [contact Martine Neider](#) with questions.

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## **Berkeley's economy- how did it fare 2020?**

OED has published an [updated citywide economic dashboard](#) and [commercial district dashboards](#), which answer key questions about how Berkeley's economy withstood the impacts of the COVID-19 pandemic throughout 2020.

[Download the reports from the OED website](#) or [attend the March 9 City Council meeting \(virtually\)](#) to hear a summary.

Additionally, [check out the interactive map on the Berkeley Startup Cluster \(BSC\) website of innovation businesses!](#)

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## ***In case you missed it...***

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### **Shattuck Ave East renamed Kala Bagai Way**

Hear from elected officials, historians and City staff on how Berkeley renamed a significant street for the first time in nearly 40 years!

[Watch the Shattuck Reconfiguration Kala Bagai Way Ribbon Cutting Naming Dedication ceremony.](#)

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### **Employee Ownership Strategy: Unlocking the benefits for you and your employees**

Are you a business owner or do you have business owner clients looking for options in succession planning?

The City of Berkeley OED partnered with [Project Equity](#), an Oakland-based national nonprofit leader in employee ownership transitions, to help businesses explore the options, measure feasibility, and effectively integrate employee ownership into their companies. In this recorded webinar, learn the different models of employee ownership, how transitions work and financing options for maximum flexibility.

[Watch the recording.](#)

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### **COVID-19 Outdoor Commerce Grant Support**

The [COVID-19 Outdoor Commerce Support Program](#) makes small grants (up to \$800 for individual applicants and \$1600 for a group installation supporting more than one business) available to City of

Berkeley businesses that are operating permitted outdoor commerce operations due to City of Berkeley Health Orders.

[See program details and apply here.](#) For additional resources on obtaining Outdoor Commerce permits visit the [City of Berkeley's Outdoor Commerce webpage](#).

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## Workplace Exposure Guide on City website

What should you do when an employee tests positive for COVID-19? See the City of Berkeley's updated [Employer Guide for COVID-19 Worksite Exposure](#) to help keep you, your customers, and your employees safe.

[Learn how to handle a confirmed COVID-19 case at your workplace on the City of Berkeley's website.](#)

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