

# 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)

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### Ask Your Questions, Share Your Experience

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#### Disaster Relief Loan Updates

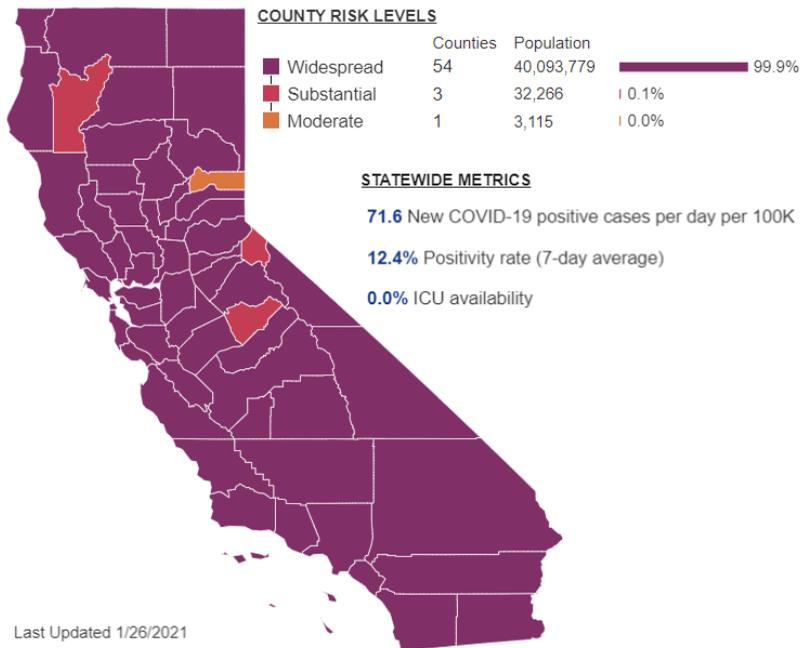
**Wednesday, February 3**

**10:30 am – Noon**

NorCal SBDC and California Small Enterprise Task Force (CASE Force) Advisors will answer questions on Small Business Administration (SBA) Economic Injury Disaster Loans (EIDL) and Paycheck Protection Program (PPP) loan forgiveness.

[Register for Free.](#)

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## State lifts emergency “Stay At Home Order”

On Monday (1/25), the state announced that the Regional Stay at Home order has ended and all counties are once again under the color-coded tier framework. However, countywide rates for new cases and positive tests are still extremely high, putting the City of Berkeley and Alameda County in the state’s most restrictive tier, “Purple.”

Effective immediately, the purple tier permits:

- Outdoor dining at restaurants
- Hair salons, barbershops, nail salons, piercing shops, tattoo parlors, and other personal care services to operate indoors
- Grocery stores to allow 50 percent capacity
- Hotels and short-term rentals for non-essential travel
- Gyms and fitness studios to reopen outdoors
- Outdoor religious and cultural activities.

As more options for public activities re-emerge, people should choose lower risk activities and budget their overall risk by being selective.

See the [latest Health Order](#) and [What's Open, What's Closed](#).

## California Small Business COVID-19 Relief Grant Program - Round 2

Applications for Round 2 of the State of California’s COVID-19 Relief Grant Program will be accepted from February 2 - 8. Prepare for Round 2 now by [watching a webinar](#) and gathering the necessary documents as outlined in the [program overview](#). If you applied during Round 1, do not re-apply during Round 2 as qualified applications will be rolled over into Round 2. The grant program, administered by the

### Pop-Up Small Business EIDL & PPP Update

**Thursday, February 4**  
**3:30 – 5:00 pm**

Get your questions and concerns regarding EIDL & PPP answered by Alameda County SBDC advisors.

[Register for Free.](#)

### PPP Forgiveness & Other Recovery Programs

**Tuesday, February 9**  
**Noon – 1:30 pm**

Hosted by NorCal SBDC and sponsored by Summit Bank, this workshop provides you with a detailed understanding of PPP loan forgiveness and terms and conditions for disaster recovery loan programs.

[Register for Free.](#)

### Every Business is Going Online - Thanks to the Pandemic, Part 2

**Tuesday, February 9**  
**3:00 – 5:00 pm**

What are payment gateways? How can your customer pay you online? Learn about online payment systems through the Alameda County SBDC.

[Register for Free.](#)

California Office of the Small Business Advocate and distributed by Lendistry, are for small businesses, non-profits, independent contractors, and sole proprietors impacted by COVID-19 and related health orders with gross revenue of \$2.5 million or less. Micro grant awards range from \$5,000 to \$25,000 depending on annual revenue.

Visit [CAReliefGrant.com](http://CAReliefGrant.com) for more details and to apply Feb. 2-8.

## Paycheck Protection Program - Round 2

Through March 31, the Small Business Administration's is accepting Paycheck Protection Program (PPP) First Draw and Second Draw loan applications for qualifying borrowers that have used all of their first loan amounts, have fewer than 300 employees and can demonstrate at least a 25% year-over-year drop in sales in at least one quarter.

PPP loans are designed to provide a direct incentive for small businesses to keep their workers on the payroll. For most borrowers, the maximum loan amount is 2.5x average monthly payroll costs (up to \$2 million). For Accommodation and Food Services sector employers, the maximum loan amount is 3.5x average monthly payroll costs (up to \$2 million).

SBA will forgive loans if all employee retention criteria are met and the funds are used for eligible expenses.

Visit [www.sba.gov/ppp](http://www.sba.gov/ppp) for the most up-to-date documents.

Consult your bank to find out about their application process, see [SBA's Lender Match webpage](#), or [check with OED](#) if you still need help finding a lender.

## COVID-19 Outdoor Commerce Grant Support

The new [COVID-19 Outdoor Commerce Support Program](#) makes small grants available to City of Berkeley businesses that are operating permitted outdoor commerce operations due to City of Berkeley Health Orders. Businesses that installed outdoor commerce infrastructure from June 16, 2020 (the date when the local Urgency Ordinance for [Outdoor Commerce](#) went into effect) until the local declaration of emergency lapses (or is rescinded by Berkeley City Council) may be eligible for financial relief, up to \$800 for individual applicants and \$1600 for a group installation supporting more than one business. This program is being administered on behalf of the City of Berkeley by the North Shattuck Association (NSA).

[See program details and apply here](#) before the 5pm February 28, 2021 application deadline. For additional questions, please email: [info@northshattuck.org](mailto:info@northshattuck.org) with the subject line "outdoor commerce support grant program".

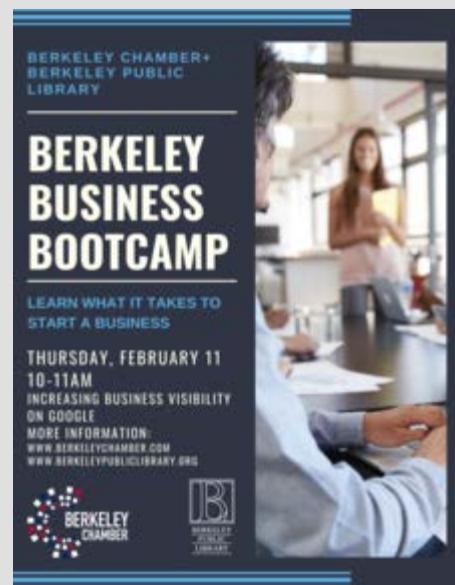
For additional resources on obtaining Outdoor Commerce

## How to Sell Your Art Online Part 1

Wednesday, February 10  
1:00 – 2:00 pm

This 2-day NorCal SBDC workshop will outline some smart, simple and budget strategies and systems designed to show artists how to make a living from their work.

[Register for Free.](#)



## Berkeley Business Bootcamp: "Increasing Business Visibility on Google"

Thursday February 11  
10:00 - 11:00 am

Learn digital marketing strategies to grow your online brand by leveraging Google Search Engine Optimization (SEO), content marketing and social media interactions across platforms including websites, blogs, video-sharing, review sites, email marketing and event sites. This keynote will provide an overview of the 9 Key Areas to measure and grow your online presence as defined by David Mitroff, Ph.D.

[Register here](#) for this FREE online class brought to you by the Berkeley Chamber and Berkeley Public Library.

permits visit the [City of Berkeley's Outdoor Commerce webpage](#).



## Berkeley Art Works Grants Coming Soon!

The City of Berkeley Civic Arts program will soon open the Berkeley Art Works grant program, which will provide funding for artists, performers, and community members who create publicly accessible artwork projects throughout Berkeley in order to contribute to our community's resilience and recovery from the effects of COVID-19.

[Sign up for the City of Berkeley Civic Arts Newsletter](#) to be notified when this program opens.

## Know when you are eligible to get the vaccine

With vaccine doses still limited nationwide, Berkeley Public Health is looking to vaccinate residents 75 and over as well as healthcare workers in the city who have not been able to get vaccinations through their health provider or workplace.

Those interested can sign up on a notification list, which will be used to prioritize vaccinations through the City of Berkeley or community partners. People who are not part of a group currently being vaccinated can sign up to be notified when eligibility expands, or when appointments become broadly available. Vaccinations administered by the City align with [state guidelines](#), which prioritize those most at risk of infection or serious COVID-19 illness.

## Shattuck Renaming Ribbon Cutting Ceremony

**Thursday, February 11**  
**3:00 pm**

The two-block stretch of Shattuck Avenue between Center Street and University Avenue will be renamed Kala Bagai Way.

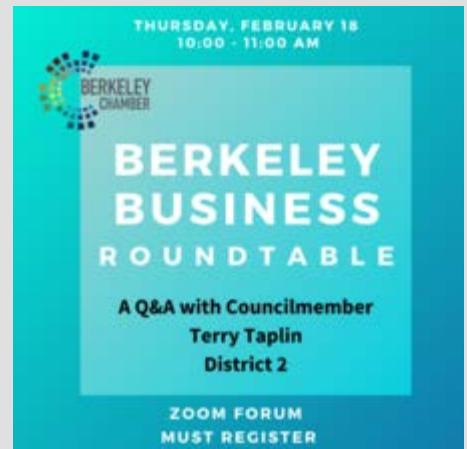
**Save the date.**

## Increasing Restaurant Online Food Orders

**Wednesday, February 17**  
**1:00 – 3:00 pm**

Hosted by NorCal SBDC, David Mitroff, Ph.D. discusses the ways restaurants and food businesses can increase sales during the COVID-19 outbreak through online food orders.

[Register for Free.](#)



## Berkeley Chamber Business Roundtable: Meet District 2 Councilmember Terry Taplin

**Thursday February 18**  
**10:00 -11:00 am**

The Berkeley Chamber is hosting a roundtable with Berkeley's newest Councilmember, Terry Taplin, from District 2. During this time, hear about his goals and aspirations for his first year in office-- and ask questions.

[Submit questions in advance.](#)

Sign up for [the City of Berkeley Vaccine Interest List](#).

## 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.](#)



## Shop the Berkeley Holidays Gift Guide for Valentines Day!

With Valentine's Day right around the corner, the Berkeley Chamber is inviting local businesses to update their current listing (at no cost) on [BerkeleyHolidays.com](#) with any new promotions or a Valentine-themed feature photo.

To participate, please [send an updated promotion and/or photo \(jpeg or png only\) to the Berkeley Chamber](#).

Encourage your community members to find that special gift for loved ones through the [Berkeley Holidays Gift Guide!](#)

[Register here to attend for free.](#)

## Website Development & Optimization Webinar Series - Part I

Thursday February 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 Development Center](#)

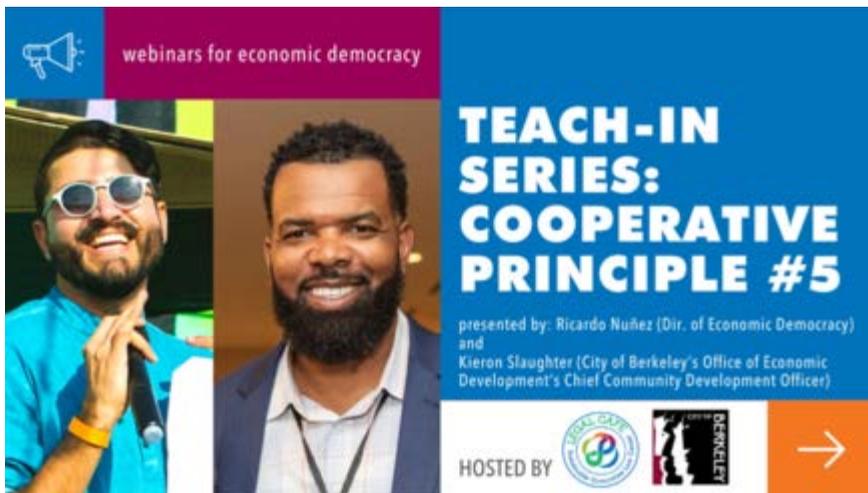
*State of CA*

[Pandemic Unemployment Insurance](#)

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

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

## In case you missed it...



### Entity Formation Options for Cooperatives

In this webinar, the [Sustainable Economies Law Center](#) Director of Economic Democracy, Ricardo Nuñez, and City of Berkeley Chief Community Development Officer, Kieron Slaughter, explained the benefits of converting a business to a Worker Owned Cooperative. They also explain the pros and cons associated with different legal entities in California.

[Watch the free webinar recording](#) or [see the slides shared](#).

### GoGreen Financing for Energy Efficiency

Administered by the State of California and supported by the state's investor-owned utilities, the Small Business Financing (SBF) program offers financing with attractive terms for energy efficiency improvements to businesses and nonprofits, including both property owners and tenants.

Learn more at [GoGreenFinancing.com](#).

### Business Damage Mitigation fund

The City of Berkeley's COVID-19 Business Damage Mitigation Fund has funds available to help small businesses that have sustained damages during the Shelter-in-Place period **with a rolling deadline until all funds are exhausted**. [Learn more about the fund and apply for a grant \(up to \\$2,500\)](#).

#### [Resources](#)

[Federal](#)

[US SBA Relief Options](#)

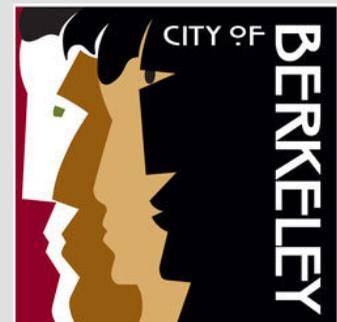
If you were forwarded this newsletter, you can directly [SUBSCRIBE HERE](#).

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