

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)

Ask Your Questions, Share Your Experience

COVID Liaison Training Session for Child Care and Youth Providers

Nov. 30, Dec. 7 and Dec. 14

10:00 – 11:30 AM

[Zoom call](#)

The City of Berkeley has scheduled three upcoming sessions on preparing your organization to respond to COVID. If you are unable to attend at these times, see the City of Berkeley's [COVID liaison toolkit for school and childcare settings](#).

BERKELEYHOLIDAYS.COM

Gift Guide

Shop Local and Support
Berkeley's Small Businesses!



Participate in the #BerkeleyHolidays campaign

OED, the Berkeley Chamber, Visit Berkeley, and commercial districts citywide have launched the #BerkeleyHolidays campaign to encourage Berkeley residents and visitors to shop locally this holiday season. Free for participating Berkeley businesses, it includes:

- a digital [BerkeleyHolidays Gift Guide](#),
- [Visit Berkeley's calendar of holiday events](#), and
- the [Berkeley Chamber's social media contest](#) for incredible prizes from more than two dozen stores, including Fill Good, Uchi House, Keter Salon, 4th St Fine Art, Donkey & Goat Winery, Five Little Monkeys, Fern's Garden, Bombay Jewelry Co., Games of Berkeley, Metro Lighting, Cult Crackers, and others.

[Check it out!](#) If your business would like to participate, [contact the Berkeley Chamber](#) before Dec.1.

Join the Zoom call.

City of Berkeley contracting processes & opportunities

[Dec. 1, 10:00 AM – 12:00 PM](#)

[Dec. 3, 2:00 – 4:00 PM](#)

Consultant Mason Tillman is conducting a study of the City's contracting to review disparities in contract awards that affect local, small, emerging, minority, and women-owned enterprises. These open meetings will give participants a chance to discuss the disparity study, the City's contracting process, and share any current contracting opportunities known at the time.

Join directly through the meeting links above - or [email the City of Berkeley Procurement Department](#) for more information.

**Women Business Owners
Virtual Town Hall -- Insurance
Issues During the Pandemic**

**Wednesday, December 9
1:30 – 2:30 PM**

Join the National Association of Women Business Owners California (NAWBO-CA) President Vikita Poindexter and CA Insurance Commissioner Ricardo Lara for a virtual town hall on insurance issues for Women Business Owners during



Discovered in Berkeley spotlights women entrepreneurs in Berkeleyside

The City of Berkeley's #DiscoveredinBerkeley campaign continues to highlight unique and exemplary local businesses. In celebration of the launch of the citywide [#BerkeleyHolidays campaign](#), the latest article in *Berkeleyside* highlights how community, connection and craft enable Berkeley's women entrepreneurs to sustain their businesses, despite a global pandemic. The Berkeley Chamber's [Women Entrepreneurs of Berkeley](#) and the [BerkeleyHolidays Gift Guide](#) (both programs supported by OED) are mentioned as tools these women are using to build lasting relationships and attract new customers.

Check out [DiscoveredInBerkeley.com](#) to see more about Berkeley's incredible businesses, follow the campaign on [Instagram@DiscoveredinBerkeley](#), or use [#discoveredinberkeley](#) in your own social media posts.

Alameda County CARES Grant Program

Authorized by the Alameda County Board of Supervisors on November 10, Alameda County CARES grants are available to assist small businesses with covering necessary costs due to the COVID-19 public health emergency incurred between March 17 and December 30, 2020. Eligible businesses can receive a one-time grant of up to \$5,000, no matching contributions required.

[See program details and the online application here.](#)

Submit an application before **Monday, November 30 at 11:30 pm.**

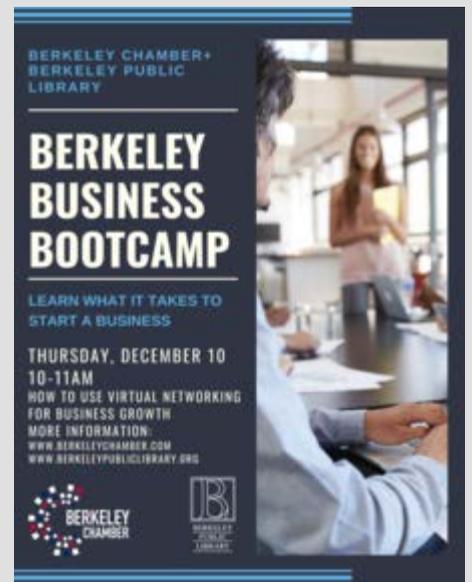
As cases surge, state restricts indoor activities in Berkeley and throughout state

State officials, noting a surge in COVID-19 cases locally, moved Berkeley and the rest of Alameda County into the more restrictive tier that requires certain businesses to only operate outdoors.

As such, the [new City of Berkeley Health Order](#) (effective Nov. 18), prohibits certain indoor activities while allowing others to operate with

the COVID-19 pandemic emergency. It will provide timely information on services and resources.

[Register here.](#) Email your questions to crb@insurance.ca.gov no later than 5:00 p.m. on Monday, Nov. 30.



Berkeley Business Bootcamp: How to Use Virtual Networking for Business Growth

**Dec. 10, 2020
10:00 - 11:00 AM**

The Berkeley Chamber and Berkeley Public Library have teamed up to offer the Berkeley business community 6 FREE online classes. In the next session, "How to Use Virtual Networking for Business Growth", business expert David Mitroff, Ph.D., will teach how to leverage the internet and social media to expand your professional and personal brand.

Register [HERE](#).

capacity limits and other restrictions.

The following businesses must only operate outdoors: restaurants, wineries, museums, galleries, botanical gardens, movie theaters, family entertainment centers, exhibition spaces, gyms, fitness centers, dance studios, yoga centers, churches, swimming pools.

Retail stores, shopping centers, and strip malls remain open indoors, but limited to 25 percent capacity. Grocery stores and convenience stores can open at 50 percent capacity.

Many businesses that operate indoors with restrictions – like nail salons and barbers – will remain open, but will need to continue to follow the City's Health Order and state guidance.

See [what's open or closed in Berkeley](#).

Find the latest City of Berkeley Health Orders [here](#) or [subscribe to City news releases](#) to be the first to know when they change.



Berkeley manufacturer partners with Telegraph Business Improvement District to improve worker and customer safety

As small businesses in Berkeley face rollbacks in COVID restrictions, they have to navigate the challenge of increasing safety measures while confronting serious financial stress. With that in mind, the [Telegraph Business Improvement District \(TBID\)](#) dedicated a portion of their relief funds towards supplying PPE and related equipment to its businesses. The partnership with [GoodGuards](#), a Berkeley manufacturer of acrylic sneeze guards and partitions, is designed to make high-quality and practical products more accessible to small businesses. TBID Executive Director Alex Knox explains, "I learned

[**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 Resources](#)

Federal

[US SBA Relief Options](#)

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

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about GoodGuards through the [Berkeley Chamber's COVID-19 Resources webpages](#) and the company showed a genuine interest in working together to help our businesses. By partnering, we have been able to enhance our relief efforts through a meaningful subsidy for a product that is catered to each situation."

[Learn more about how GoodGuards could work for your business or commercial district.](#)

City of Berkeley Resiliency Loan Program

The City of Berkeley is now accepting applications for its [COVID-19 Resiliency Loan Program \(RLP\)](#) to help existing Berkeley small businesses, non-profits and cooperatives to sustain their operations in Berkeley. Funded by the CARES Act, and further capitalizing the [City's existing Revolving Loan Fund \(RLF\) program](#), RLP Fixed Interest Rate Loans may be used to cover business operating expenses like payroll, rent, and utilities.

[Learn more about the loan terms and submit an application by 5pm on December 18, 2020.](#) For questions on the application process please [email the Office of Economic Development](#) or call (510) 981-7530.

Business Damage Mitigation fund

In case you missed it in the last OED newsletter, Berkeley City Council approved \$25,000 in funding to establish the COVID-19 Business Damage Mitigation Fund to help small businesses in the City of Berkeley that have sustained damages after the City's Shelter-in-Place order was issued. All Berkeley businesses can apply for a grant (for up to \$2,500) to cover the cost of repairs and/or cleaning due to business vandalism or other property damage experienced in the months since the Shelter in Place Order was established on March 16, 2020.

[Learn more about the fund and how to apply before 5pm on Wednesday, Nov. 25 here.](#)

Survey for office-based businesses

Also mentioned previously, OED is conducting a survey to have a greater understanding of how office-based businesses' commercial real estate needs may have changed in light of the COVID-19 pandemic and how our staff can support commercial tenants as well as property owners.

If you own or manage an office-based business in Berkeley, please take a few minutes *before noon on Monday, 12/14*, to [share your thinking regarding your current and future office needs](#).

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