

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

#BERKELEY HOLIDAYS

Increase the reach of your holiday marketing

OED, the Berkeley Chamber, Visit Berkeley, and commercial districts
citywide will be launching a #BerkeleyHolidays campaign to

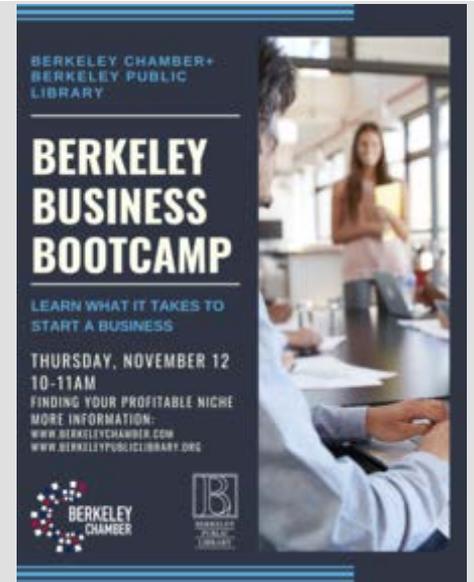
encourage Berkeley residents and visitors to shop locally this holiday season. It will include a gift guide, social media campaign, & contest for local prizes (led by the Berkeley Chamber); [Discovered in Berkeley](#) articles & ads in *Berkeleyside* + [Instagram](#) posts; and [Visit Berkeley's calendar of holiday events](#) -- all at no cost to participating Berkeley businesses.

See campaign details [here](#). Submit an [online form with business details and photos](#) before Monday, November 16 for your business to feature in the gift guide at campaign launch. [Contact the Berkeley Chamber](#) to confirm your participation or with additional questions.



Introducing the City of Berkeley's Resiliency Loan Program (RLP)

Starting next week, the City of Berkeley will accept applications for its [new 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.



Berkeley Business Bootcamp: Finding Your Profitable Niche

Thursday, November 12, 2020
10:00 - 11:00 AM

The Berkeley Chamber and Berkeley Public Library have teamed up to act as a resource for the Berkeley community with a 6-part series of FREE online classes. In the next session, "Finding Your Profitable Niche", small business marketing expert and MarketingU founder Lisa Cain will help participating businesses to understand their target audiences and how to best match their offer to what the audience wants to buy!

Register [HERE](#).



Black Women in Business Surviving Covid-19 Impact

Thursday, November 12, 2020
1:30-3:30 PM

41% of African American businesses have been closed due to COVID-19. Join this discussion with Margaret Jackson, Program Director of the Alameda County SBDC.

[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 June, the 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 on March 16.

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.

If your Berkeley business has sustained damage and made repairs, you can submit a grant application for qualifying reimbursable expenses to the Downtown Berkeley Association (DBA) at damage@downtownberkeley.com by 5pm Wednesday, November 25. In your email application please include:

- (1) Business name;
- (2) Photos (if available) and description of damage sustained; and description/ photos of repairs or cleaning made;
- (3) Receipts or other proof of payment of eligible expenses documenting the vandalism/ property damage;
- (4) Statement that you have not already been reimbursed for these expenses by your insurance company or other third party.

An independent non-profit, DBA is administering the COVID-19 Business Damage Mitigation Fund on behalf of the City gratis and plans to issue reimbursement checks to qualifying businesses by December 16, 2020.



[Register HERE.](#)

[Join the Alameda County Small Business Development Center for this workshop -- or others.](#)

Effective Marketing Strategies to Manage Customer Pitfalls and Boost Loyalty

Monday, November 23, 2020

3:00 -5:00 PM

Hosted by the Alameda County SBDC, learn how to promote and host events tailored to your customers and how to follow up after events to maintain the customer's attention. The audience will learn the tips and tricks when it comes to common drawbacks and successful techniques of customer loyalty from marketing expert, David Mitroff, Ph.D.

[Register for free here.](#)

Open meetings regarding City of Berkeley contracting processes & opportunities

[Meeting #1: Dec. 1 10AM – 12 PM](#)

[Meeting #2: Dec. 3 2 – 4 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.

COVID19 Business Reopening -Understanding and Managing the Process

Multiple dates & times

Presented by AnewAmerica Women's

How will commercial real estate change in the City of Berkeley due to the COVID-19 pandemic?

As we plan for the years ahead, OED seeks to have a greater understanding of how 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 to complete this OED survey to [share your thinking regarding your current and future office needs](#).

Arts Relief Grant Program

Managed by the Office of the Alameda County Arts Commission, the Arts Relief Grant Program will award grants between \$5,000 - \$25,000 to nonprofit arts and cultural organizations providing arts programs and services in the areas of visual art, dance, theater, music, literature, poetry, cultural traditions, and other related forms of arts, culture and creativity. This grant program is intended to provide support for expenses and income loss from business interruption due to COVID-19 between March through December 2020.

See [Program Guidelines](#) for all eligibility and application requirements. [Applications will be accepted online](#) until Friday, November 20, 5:00 pm.

Middle and high schools permitted to open in the latest health order

Berkeley's Health Officer permitted middle and high schools to open if they create and post site-specific plans that incorporate City criteria to reduce spread of COVID-19 among students, faculty and staff. Elementary schools were [already able to open with restrictions](#).

Wearing face coverings, physical distancing, and frequently washing hands continue to be critical. As more options for public activities open, so do opportunities for virus spread. Rather than partaking in every activity available, try to stay within a budget of exposures.

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

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

Business Center's COVID 19 East Bay Response team, this seminar will cover the current guidelines businesses need to know as they prepare to open their businesses with a focus on the State of CA rules and the guidance for Alameda and Contra Costa counties.

[Register here.](#)

Other COVID-19 Business Resources

Local

[City of Berkeley - Coronavirus page](#)

[Berkeley Chamber COVID-19 Resource page](#)

[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](#)

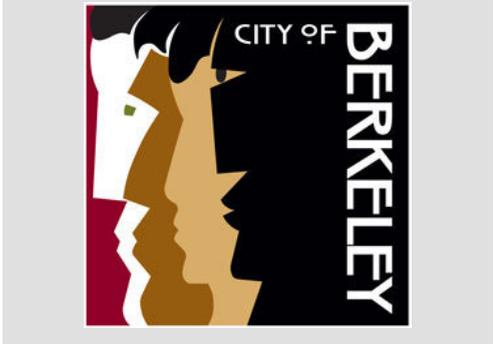
Federal

[US SBA Relief Options](#)

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