

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)

Congress passes new relief bill

Last night Congress passed a \$900 billion pandemic relief package that will deliver cash to businesses and individuals and provides resources to overcome the COVID-19 pandemic.

Highlights include:

- Second round of direct IRS stimulus checks at \$600/person
- \$325 billion in aid for small businesses including \$284 billion for Paycheck Protection Program (PPP) loans, \$20 billion to replenish US Small Business Administration Economic Injury Disaster Loan (EIDL) advances, \$15 billion to support live entertainment venues & cultural institutions, and \$12 billion for

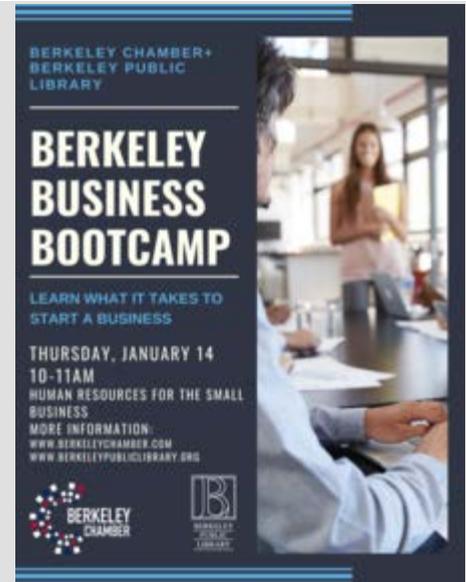
Ask Your Questions,
Share Your Experience

businesses in low-income and minority communities

- Ensures tax deductibility for business expenses paid with forgiven PPP loans, makes 501(c)(6) not-for-profit organizations eligible for loans, and offers businesses facing severe revenue reductions the opportunity to apply for a second loan
- Extends Unemployment Benefits for 11 weeks with an additional \$300/week and the Pandemic Unemployment Assistance (PUA) program with expanded coverage to the self-employed, gig workers, and other nontraditional employees
- Extends the Employee Retention Tax Credit through 7/1/2021
- \$25 billion in emergency rental assistance and national eviction moratorium extension through Jan. 31, 2021
- \$10 billion for the childcare industry
- \$28 billion for speedy, equitable and free COVID-19 vaccinations and distribution
- \$20 billion for states to expand COVID-19 testing.



Berkeley's art businesses keep the city's creative energy alive - find them, and more, in the BerkeleyHolidays Gift Guide



Berkeley Business Bootcamp: Human Resources For the Small Business

**Thursday, January 14, 2021
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 fourth session, "Human Resources For the Small Business", Eos Human Resources Consultant Sara Skowronski, SPHR, will discuss best practices for creating an HR strategy that aligns with business growth and new state and federal human resources requirements.

Register [HERE](#).



[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](#)

The City of Berkeley's #DiscoveredinBerkeley campaign continues to showcase unique and exemplary local businesses. Last Friday's [story in Berkeleyside](#) highlights how Berkeley curators and crafters bring holiday cheer to a community sheltered at home.

Check out the [#BerkeleyHolidays Gift Guide](#) and [social media contest](#) for incredible Berkeley gifts from the businesses featured -- and many more.

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.

Local health orders extended at least to Jan. 7

A surge of people critically ill with COVID-19 disease now leaves the Bay Area with less than 15 percent of intensive care beds available, a threshold that places the entire region under state restrictions already in place in Berkeley. Over 98 percent of Californians are now affected by the state order.

Emergency state orders will now mandate restrictions covering 11 Bay Area counties to remain in place until at least January 7.

The [emergency, temporary measures outlined in the state order](#) affect industries ranging from restaurants, which are limited to take-out and delivery, to hair salons and personal care services, which will remain closed. Everyone who can telecommute must do so.

[See the Emergency Stay Home Order here.](#)



GoGreen Financing for Energy Efficiency

For businesses impacted by COVID-19, it's more important than ever to reduce operating costs, including your energy bill. Administered by

[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

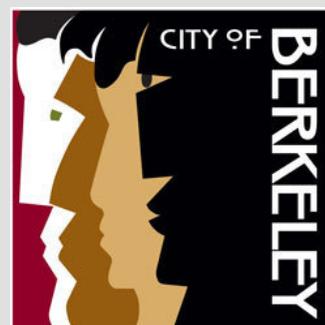
[US SBA Relief Options](#)

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

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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. Whether you need to replace a broken appliance, meet an energy savings goal or comply with local code, SBF's participating finance companies offer quick approval on leases, loans and service agreements with monthly payments that meet your budget. You can even use part of the financing for nonenergy upgrades, including repairs and remodels. The SBF program has helped grocery stores, bakeries, office buildings and other businesses install energy-saving equipment. Property owners and tenants are eligible, and participation is easy.

Learn more at [GoGreenFinancing.com](https://www.gogreenfinancing.com).

In case you missed it...

Berkeley City Council reduces fee cap for third-party delivery services

The charges that may be imposed by third-party delivery services on retail establishments for the duration of the COVID-19 local state of emergency has been **reduced to 15%**. The delivery fee cap is now 10% and there is a 5% limit on other fees and commissions.

See the ordinance adopted by Berkeley City Council [here](#).

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 \(up to \\$2,500\)](#).

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