

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)

California Small Business COVID-19 Relief Grant Program - application deadline extended

The \$500 million COVID-19 Relief Grant Program offered by the Governor's Office of Business and Economic Development (GO-Biz) will provide **micro grants ranging from \$5,000 to \$25,000** to eligible small businesses and nonprofits impacted by COVID-19 and related health orders. Since the application period opened on Dec. 30, the program received thousands of applications and its website experienced high traffic causing technical issues for many applicants.

Adjustments to the program's website have been made and the **application deadline for Round 1 has been extended to 11:59 pm on Wednesday, January 13th, 2021.**

Ask Your Questions, Share Your Experience

How to Negotiate a Lease

TODAY, January 8, 2021
1:30 PM - 3:30 PM

Learn from SBDC Advisor Frank Cancilla how to negotiate a lease amidst the COVID-19 Crisis. Frank is a Real Estate Broker and Owner of FCC Realty Group. He has gained financial experience by doing loans for 3 years and he has also owned and operated a large restaurant.

[Register now.](#)

This grant program is not using a rolling approval process so all applications will be reviewed following the new application deadline.

Visit CAReliefGrant.com to apply. [Register here](#) for a daily 11am webinar briefing on grant program details.

Paycheck Protection Program - Round 2

The \$900 billion Coronavirus Relief Bill—passed on December 27th, 2020—made additional funding available to small businesses by extending the Paycheck Protection Program (PPP), expanding borrower eligibility, and creating an option for a "second draw". With the changes, borrowers can now qualify for up to \$10 million (\$2 million for repeat borrowers).

PPP forgivable loans are available to first-time borrowers from the following groups:

- Businesses with 500 or fewer employees that are eligible for other SBA 7(a) loans;
- Sole proprietors, independent contractors, and eligible self-employed individuals;
- Non-profits, including churches;
- Accommodation and food services operations with fewer than 300 employees per physical location.

In order to receive a PPP second draw loan, eligible entities must:

- Employ no more than 300 employees (as opposed to 500 employees in the first round of PPP);
- Have used or will use the full amount of their first PPP loan; and
- Demonstrate at least a 25% reduction in gross receipts in the first, second, or third quarter of 2020 relative to the same quarter in 2019.

Consult your bank to find out about their application process, [check with OED](#) if you need help finding a lender, or check out online lenders that have begun accepting applications like [Divvy/Lendio](#). You can also [see the 82-page interim final rules \(IFRs\)](#) for first-time borrowers or the [42-page IFR guidelines](#) for businesses that previously received a PPP loan issued this week by the U.S. Small Business Administration (SBA) and Treasury.

Regional Stay at Home Order continues

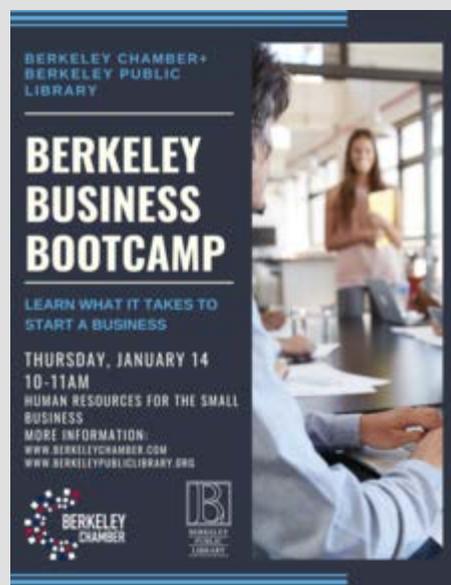
The entire Bay Area, including the City of Berkeley, is currently under a [Regional Stay at Home Order](#), imposed by the California Department of Public Health. While this Order remains in effect, everyone should stay home except for essential needs and avoid gathering with anyone outside their household.

Every business is going online – thanks to the pandemic

Tuesday, January 12, 2021
3:00 - 5:00 PM

How much should you be spending on Online Resources? What are the various Online areas that you should be investing in for the future? Alameda County SBDC Advisor Indu Jayakumar will present various options for business owners to equip themselves for future success in a digital world.

[Join the wait list for this full event.](#)



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](#).

When you leave for work, groceries, or other essential errands, you greatly reduce potential exposure -- and chances you'll need to quarantine -- by keeping your trip short, wearing a face covering, and staying at least six feet away from those outside your household.

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

Berkeley COVID-19 testing opportunities

The City of Berkeley has arranged COVID-19 testing opportunities on a mobile testing bus that can provide over 500 tests daily.

Testing locations and times include:

- **Tuesday, Jan 12, 2021:** Allston Way between MLK & Milvia, Berkeley, CA 94701 (0800-2000 PST)
- **Weds, Jan 13, 2021:** Berkeley Bowl Grocery, 2020 Oregon St. Berkeley CA 94703 (0800-2000 PST)
- **Tuesday Jan 19, 2021:** Berkeley Business Association Harold Way, between Kittredge and Allston (0800-2000 PST)
- **Weds, Jan 20, 2021:** Berkeley Bowl Grocery 920 Heinz Ave. Berkeley, CA 94710 (0800-2000 PST)

[Schedule a test here.](#)

In case you missed it...

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 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.

Business Damage Mitigation fund

The City of Berkeley's COVID-19 Business Damage Mitigation Fund

Disaster Relief Loan Updates

Wednesday, January 20, 2021

10:30 AM- 12:00 PM

Join the Northern California SBDC Finance Center team and the U.S. SBA as they share updates and provide a Q&A forum for attendees.

Experienced attorneys with the California Small Enterprise (CASE) Task Force will join the second half of these calls to answer legal questions relating to the COVID-19 Pandemic.

[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](#)

[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](#)

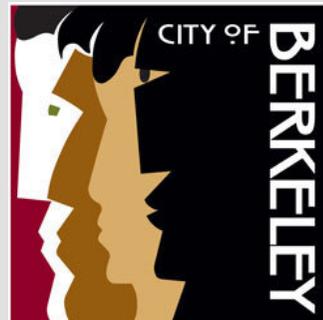
has funds available to help small businesses that have sustained damages during the Shelter-in-Place period ***with a rolling deadline until all funds are exhausted.*** [Learn more about the fund and apply for a grant \(up to \\$2,500\).](#)

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

Office of Economic Development

2180 Milvia Street
Berkeley, CA 94704
TEL: (510) 981-7530
TDD: (510) 981-6903
FAX: (510) 981-7099

Email: ecodev@cityofberkeley.info
Website: www.cityofberkeley.info/oed/



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