



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

As the rate of COVID-19 spread slows, more public activities to open with restrictions

Collective actions taken by people in Berkeley and Alameda County, along with diligent public health work, have led to decreasing daily COVID-19 case rates and lower test positivity, allowing the City and County to plan to open additional activities in a phased manner that minimizes potential for a surge of cases, hospitalizations and deaths.

The following will be permitted in the forthcoming Health Order:

- Indoor dining up to 25% capacity or less than 100 people, whichever is less
- Indoor worship services up to 25% capacity or less than 100

people, whichever is less

- Indoor movie theaters up to 25% capacity or less than 100 people, whichever is less
- Expansion of indoor retail and malls at up to 50% of capacity and permitting food courts

Elementary schools, personal care services, gyms and indoor museums and galleries [can already open with restrictions](#).

Just because an activity is permitted doesn't eliminate risk of infection. Everyone should [ask three questions when considering a public activity](#). Instead of doing all public activities, [budget your risk](#) by prioritizing which ones are the most important and forgoing others.

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



The East Bay Innovation Awards annually celebrate and honor extraordinary East Bay companies and organizations. As detailed in the [San Francisco Business Times](#), the companies nominated in 2020 are all making impressive strides in their respective award categories.

Five Berkeley companies were in the running for an award this year.

Congrats to the [Berkeley Rep](#), [EnChroma](#) and [Medinas Health](#) for their 2020 iAwards in the Arts, Life Sciences and Technology



Berkeley Business Bootcamp: Why You Need a Business Plan and How to Write One

Thursday, October 22, 2020
10:00 - 11:00 AM

The Berkeley Chamber and Berkeley Public Library have teamed up to serve as a resource for the Berkeley Community with a 6-part series of FREE online classes. These webinars will cover business basics like creating an impactful business plan, marketing & online sales, HR for the small business, and best networking practices. In the first session, "Why You Need a Business Plan and How to Write One", Business Plan expert Pete Kremer will walk us through the basics of creating and implementing a successful business plan.

Click [HERE](#) to register.



Join the Alameda County Small Business Development Center for the following workshops -- [and others](#).

Small Business Negative Credit Repair

categories, respectively! The equally-as-impressive runners up included [Perfect Day](#) (Food) and [Pivot Bio](#) (Life Sciences).

In case you missed it, you can [view the recording here](#). And, as a reminder, you can [read more about winner EnChroma on the DiscoveredinBerkeley website!](#)



Looking for ways to lessen your business impact on climate change?

As we witness first-hand the effects of climate change on our state, many businesses are considering what they can do to operate in more environmentally responsible ways. The Green Business Program can provide free technical assistance to help you, along with a rebate of up to \$500 to offset any expenses you might encounter.

Visit the [Green Business Program website](#) to learn more.

Civic Arts Grant Applications open this month

Starting October 26, Berkeley artists, nonprofit arts organizations and festival producers can apply for Civic Arts grants to support arts activities and cultural productions in Berkeley.

Arts organizations can receive grants of up to \$12,000 (depending on the organization's size). Individual artists can receive grants of \$4,000 to produce new work in a variety of disciplines including visual arts, dance, music, theater, and literary arts. Festival producers can access up to \$7,000 in funding (depending on the event's budget size) to support Berkeley events ranging from small-scale gatherings to large-scale established festivals.

All grant-funded activities must take place within the City of Berkeley between July 1, 2021 and June 30, 2022. Applications are due by 5 pm on January 19, 2021.

Learn more on the [Civic Arts Grant Program page](#). [Email OED's Civic Arts division](#) or call (510) 981-7539 with questions.

TODAY, October 20
3:00-5:00 PM

Learn how to understand your credit, fix your credit, and settle your debt during the COVID-19 Credit Repair webinar with the Bay Area's leading expert on Credit Repair, Restoration, and Debt Settlement.

[Register here.](#)

Restaurant & Bars COVID-19 Re-Open Readiness Trainer

October 21
11AM

Streetsense Consulting, LLC will offer a training and downloadable guide that will help Restaurant & Bars to reopen safely, including info on Capital Planning, Staffing Policies & Operational Best Practices, Social Distancing Guidelines, Safety & Sanitation Best Practices and Messaging & Communications, among other planning tools.

[Register here.](#)

Retail COVID-19 Re-Open Readiness Trainer

October 23
11AM

Streetsense Consulting, LLC will offer a training and downloadable guide that will help Retail Stores to reopen safely, including info on Capital Planning, Staffing Policies & Operational Best Practices, Social Distancing Guidelines, Safety & Sanitation Best Practices and Messaging & Communications, among other planning tools.

[Register here.](#)

Other COVID-19 Business Resources

Local

[City of Berkeley - Coronavirus page](#)



CITY OF BERKELEY

COVID-19 SMALL BUSINESS & ARTS ORGANIZATION EMERGENCY RELIEF GRANTS

PROGRAM IMPACT

MARCH 2020



- Berkeley City Council allocates \$2,000,000 for the Business and Arts Continuity emergency relief grant program

1,058 Business Grant Applications Received

APRIL 2020



- Grant applications go Live
- Berkeley Relief Fund campaign raises additional \$842,000 in private donations for the relief grant program

71 Arts Grant Applications Received

700 Business Grants Awarded Totaling \$1,669,999

MAY 2020



- Grant awards are processed and recipients receive funding

63 Arts Grants Awarded Totaling \$954,542

SMALL BUSINESSES & ARTS ORGANIZATIONS SUPPORTED BY THE COVID-19 EMERGENCY RELIEF GRANTS

SMALL BUSINESS CONTINUITY GRANTS BY SECTOR

251

RESTAURANTS

85

PERSONAL SERVICES

142

RETAIL

222

OTHER SERVICES

TOTALING: **\$1,669,999**

ARTS ORGANIZATION CONTINUITY GRANTS BY SECTOR

20

COMMUNITY ARTS

5

LITERARY ARTS

31

PERFORMING ARTS

7

VISUAL ARTS

TOTALING: **\$954,542**

CITY OF BERKELEY OFFICE OF ECONOMIC DEVELOPMENT
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Read more about [City of Berkeley Business and Arts](#)

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

[Visit Berkeley's Food & Drinks To-Go website](#)

[Open East Bay Restaurants- from Berkeleyside](#)

[Alameda County Small Business Development Center](#)

State of CA

[California Rebuilding Fund](#)

[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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