

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)

New COVID-19 restrictions

Emergency rules seek to save lives amidst pandemic's worst phase yet.



OPEN

- ✓ critical infrastructure
- ✓ delivery & takeout
- ✓ childcare
- ✓ hotels (essential travel only)
- ✓ grocery stores (20% capacity)
- ✓ non-urgent medical & dental
- ✓ retail stores (20% capacity)

CLOSED

- ✗ dine-in restaurants
- ✗ playgrounds
- ✗ museums & galleries
- ✗ gyms & fitness
- ✗ hair & nail salons
- ✗ personal care services
- ✗ bars & wineries

Ask Your Questions, Share Your Experience

City Council Public Hearing on Adeline Corridor Specific Plan

**Tonight, December 8, 2020
6:00PM**

The Adeline Corridor Specific Plan, General Plan and zoning amendments along with environmental review documents will be considered for adoption by the City Council.

[See the special Council meeting agenda and participate virtually.](#)

New emergency COVID-19 restrictions take

hold

Due to a surge of COVID-19 hospitalizations threatening the regional health care system, the City of Berkeley, along with five Bay Area counties, has updated its [COVID-19 Health Order](#) to align with new State rules limiting certain activities that could further escalate the already rapid spread of the virus.

Determined by State of California, the rules affect industries ranging from restaurants, which are now limited to take-out and delivery, to hair salons and personal care services, which are required to close.

Local orders started on Monday December 7 at 12:01am and will last for four weeks until 11:59pm on January 4.

[Read about what's open, what's closed and what's changed in Berkeley here.](#)

CA Rebuilding Fund provides grants to businesses impacted by COVID-19

As businesses across the state face challenges brought on by COVID-19, Governor Newsom announced the opening of the California Rebuilding Fund, a public-private partnership that drives capital from private, philanthropic and public sector resources to help impacted small businesses. The Fund provides a \$25 million anchor commitment and \$50 million guarantee from the California Infrastructure and Economic Development Bank (IBank) to Community Development Financial Institutions (CDFIs). Grants (of up to \$25,000) will be distributed to underserved micro and small businesses while supplies last.

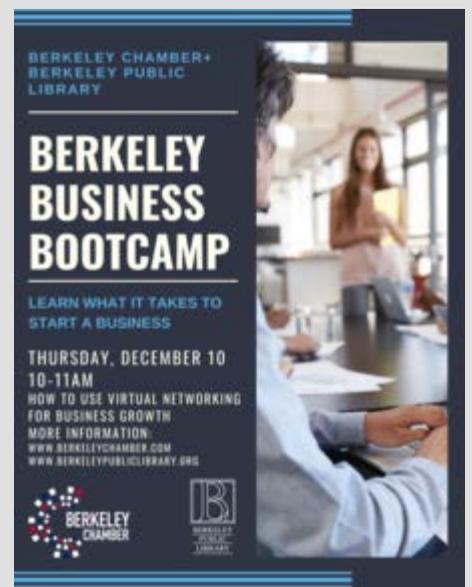
[Apply as soon as possible by submitting a pre-application.](#) (Your business will be prescreened for eligibility and, if eligible, matched with a local community lender.)

State of California provides temporary tax relief for eligible businesses impacted by COVID-19

The State of CA's temporary tax relief entails an automatic three-month income tax extension for taxpayers filing less than \$1 million in sales tax, extends the availability of existing interest and penalty-free payment agreements to companies with up to \$5 million in taxable sales, and provides expanded interest-free payment options for larger businesses particularly affected by significant restrictions on operations based on COVID-19 transmissions.

These options for tax relief build on the state's [Main Street Hiring Tax Credit](#), which authorizes \$100 million in hiring tax credit for qualified small businesses. The credit offers \$1,000 per qualified employee, up to \$100,000 for each small business.

[Make a tax credit reservation online now.](#)



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

**Thursday, December 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 Thursday's 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](#).

Virtual Town Hall on COVID-19

**Thursday, December 10, 2020
6:00 PM**

Join City of Berkeley Mayor Jesse Arreguin, City Manager Dee Williams-Ridley, Berkeley Health Officer Dr. Lisa Hernandez and Health, Housing and Community Services Director Dr. Lisa Warhuus for updates on the city's response to COVID-19 and [get answers to your questions](#)

Watch live at [jessearreguin.com](#).
Ask questions by Thurs at 3pm.

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

On Tuesday, December 1, 2020, Berkeley City Council adopted an urgency ordinance revising 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. Effective immediately, the delivery fee cap has been **reduced to 10%**. There is also a 5% limit on other fees and commissions. **The resulting total amount that can be charged by a third-party delivery service is 15%.**

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

Provide input on the City of Berkeley's outdoor dining and commerce permit program

So far, outdoor dining and commerce permits have been created as a temporary measure to allow merchants and restaurateurs to conduct business outdoors, an environment that significantly reduces risk of COVID-19 exposure.

The City Council proposal seeks to develop a program transitioning these permits to a permanent status and welcomes any and all suggestions to make temporary spaces permanent.

[Use the City of Berkeley's online forum, Berkeley Considers, to weigh in on this City Council proposal to develop a program to create permanent outdoor dining and commerce permits.](#)

Learn more by reading [Item 39](#) on the [December 15, 2020 City Council agenda](#).

Redefining R&D in Berkeley

At the Dec. 16, 2020 City of Berkeley Planning Commission meeting, commissioners will discuss City Council's referral requesting an update to the definition of "Research and Development" as a land use. The staff report and presentation will cover analysis and research of the referral request, recommended modifications for consideration, and ideas for next steps.

See the 12/16 agenda item [on the Planning Commission website](#) after it is posted this Friday, 12/11.

City of Berkeley provides \$200k funding match for Alameda County's CARES Grant Program for local business support

Alameda County launched a CARES Grant program last month to

COVID Liaison Training Session for Child Care and Youth Providers

Monday, December 14, 2020
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](#).

[Join the Zoom call.](#)

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

Wednesday, December 16
1:30 – 2:30 PM
Zoom webinar

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

[Register in advance 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](#)

provide grants to local businesses with an allocation of \$5 million from the County's CARES Act funding allocation. To take advantage of an additional \$3 million that the County set aside to match any city willing to pledge funds to the grant program, the City of Berkeley approved an allocation of \$200,000 of funds raised by the Berkeley Relief Fund as matching funds on December 1, 2020. The East Bay Economic Development Alliance is administering the grant program and funds will be dispersed to qualifying businesses before the end of the year.

On the same date, Berkeley City Council also approved an allocation of \$50,000 (\$32,500 from East Bay Community Foundation and \$17,500 from the prior phase of Berkeley Relief Fund) to provide grants to enable businesses to transition to outdoor commerce.

In case you missed it...



BerkeleyHolidays gift guide encourages safe, local shopping

The #BerkeleyHolidays campaign encourages online shopping *locally* this holiday season. [Check out the gift guide and social media contest for incredible Berkeley gifts!](#)

City of Berkeley Resiliency Loan Program

The City of Berkeley is now accepting applications for its 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](#)

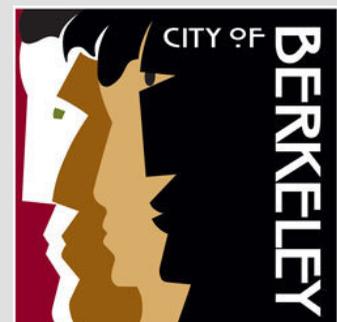
If you were forwarded this newsletter, you can directly [SUBSCRIBE HERE](#).

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/



Resiliency Loan Program (RLP) to help existing Berkeley small businesses, non-profits and cooperatives to sustain their operations in Berkeley. [Learn more & submit an application by Dec.18 at 5pm.](#)

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. [Learn more about the fund and how to apply for a grant \(for up to \\$2,500\).](#)

Survey for office-based businesses

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 future office needs in the Office of Economic Development's survey for office-based businesses.](#)

Subscribe to updates from City of Berkeley

Share Bulletin



POWERED BY

GOVDELIVERY 

[Privacy Policy](#) | [Cookie Statement](#) | [Help](#)