



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)

Recovery continues as we move to "orange"

Alameda County - including Berkeley - moves into the "orange tier" of the [California Blueprint for a Safer Economy](#) this week. The following changes to allowed activities are effective 12:01am Wednesday, March 31:

- Retail permitted at 100% capacity
- Restaurants can open for indoor dining at 50% capacity
- Wineries, breweries, and distilleries may operate indoors at 25% capacity
- Bars may operate outdoors with modifications
- Gyms permitted at 25% capacity, indoor pools allowed

Ask Your Questions, Share Your Experience

Safe reopening - learning from each other

TODAY, Tuesday, 3/30

3-4:00pm (Arts)

4-5:00pm (Office-based businesses)

OED will hold virtual "peer-sharing sessions" for Arts & Office-based businesses to discuss reopening plans and get the latest guidance from the City of Berkeley's Public Health Officer, Dr. Lisa Hernandez.

Register to attend the [session for Office-based businesses](#) or the

- Offices can open with modifications, although telework remains encouraged whenever possible

For a side-by-side list of what's allowed in each tier, see the California Department of Public Health [tier comparison chart](#).

Stay abreast of current COVID-19 restrictions and allowed activities [on the City's website](#).

Accessing federal relief funding

President Biden's American \$1.9 trillion COVID-19 stimulus package includes \$1,400 stimulus checks for many Americans, an extension of unemployment benefits through September 6, and \$50 billion in new small-business aid including:

- An **extension of the deadline for filing a [Paycheck Protection Program \(PPP\)](#) to May 31** (from March 31) and a \$7.25 billion boost to funds available.
- \$1.25 billion for shuttered venue operators through the **[Shuttered Venue Operators Grant \(SVOG\)](#) grant program-*which will officially open for applications on Thursday, April 8, 2021.***
- An extension through the end of the year of the **refundable [Employee Retention Credit](#)** aimed at helping employers keep workers on the payroll
- \$15 billion in targeted aid for businesses seeking **[Economic Injury Disaster Loans \(EIDL\)](#)**
- \$28.6 billion in grant money for the **[Restaurant Revitalization Fund](#) which the Small Business Administration plans to roll out in April**

Rental relief for tenants and landlords

Low-income tenants or small landlords in Berkeley struggling to pay rent or utilities because of the pandemic can apply online for assistance to cover both past and future costs. Qualifying landlords in this phase are those who have 5 units or less.

See [Alameda County's Emergency Rental Assistance Program website](#) for the application for Tenant or Landlord Assistance.

0% interest loans for small businesses

[BayREN](#) is working with the non-profit Mission Asset Fund ([MAF](#)) to offer businesses 0% interest microloans (\$500 to \$2,500) for energy-saving upgrades. This program helps small business customers tackle cost-saving small facility upgrades with low-risk financing.

[meeting for Arts-related activities](#).

See also [industry-specific guidance from the State of CA](#).

California COVID-19 Relief Grant Program Round 5 and other relief programs for small business

TOMORROW, March 31 at 1:00pm

Join Small Business Majority to learn about [Round 5 of the State of CA's COVID-19 Relief Grant Program](#) (due **TOMORROW**) and other capital resources available to California entrepreneurs.

[Register now](#).



Berkeley Restaurant Week (March Munch Madness)

through **TOMORROW, March 31**

[Berkeley Restaurant Week](#) tipped off this month with a basketball-inspired theme, "March Munch Madness," and creative offers from the famed Berkeley culinary scene. Special value offerings range from \$10 to \$40+ to for a variety of budgets and appetites.



To learn more, visit missionassetfund.org/bayren.

Health insurance coverage for small businesses

Open enrollment for [Covered California](#) health, dental and vision insurance coverage, including [plans for small businesses](#), will run through May 15 for Californians who have been impacted by the pandemic. The new special-enrollment period will allow small business owners, self-employed individuals or small business employees to sign up for coverage and have their coverage begin on the first of the following month.

[Learn more and sign up for CoveredCA.com.](#)

In case you missed it...

Free advisory for small manufacturers

The California Manufacturers Accelerator Plus (CMA+) is the only technical assistance program designed specifically for small manufacturers (3-20 employees) with at least one production facility in the Bay Area. With staff from the nationally acclaimed SF Made, the CMA+ program provides tailored advising to help manufacturers revamp their facilities, financials, administration, e-commerce and HR processes or otherwise sustainably grow their businesses.

[Learn more about the CMA+ Program's Advisory Services](#) or [contact Martine Neider](#) with questions.

COVID-19 Outdoor Commerce Grant Support

The [COVID-19 Outdoor Commerce Support Program](#) makes small grants available to Berkeley businesses that are operating permitted outdoor commerce operations due to City of Berkeley Health Orders.

[See program details and apply here.](#) For additional resources on obtaining Outdoor Commerce permits visit the [City of Berkeley's Outdoor Commerce webpage](#).

Berkeley's economy- how did it fare 2020?

OED's [2020 citywide economic dashboard](#) and [commercial district dashboards](#) summarize how key Berkeley industries and shopping areas were impacted by the COVID-19 pandemic last year.

[Download the reports on the City of Berkeley website](#) or [watch OED's presentation at the March 9 City Council meeting](#) (from the timestamps of 2:03 to 3:15).

Berkeley Business Networking & Women Entrepreneurs of Berkeley Fireside Chat Series

Network with fellow Berkeley business owners through 10-minute online breakout sessions, and 20-minute fireside chats with the following amazing women in business:

April 13 9-10am (Morning Break)

- *Jennifer Iannolo*, US State Dept. Advisor on Women's Entrepreneurship

May 18 12-1pm (Lunch-n-Learn)

- *Sarah Placella*, Founder of [Root Applied Sciences](#)

June 15 4-5pm (Happy Hour)

- *Diana Gordon*, Founder of [Keter Salon](#)

[Register through the Berkeley Chamber website to join all three -- or just one.](#)



[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](#)

Berkeley Business Beat podcast highlights Downtown Berkeley

[Episode 3 of the Berkeley Business Beat](#) highlights the exciting events, restaurants, improvements and staff that make Downtown Berkeley such an awesome place, in addition to the official launch of [Berkeley Restaurant Week 2021!](#)

[Watch, like, share and subscribe.](#)

Berkeley Arts Works Project Grants

Berkeley artists, performers, and community members may apply now for grant funding for temporary creative projects that bolster collective resilience and recovery from the effects of COVID-19.

[Learn more and apply.](#) Applications are being accepted on a rolling basis.

[State of CA COVID-19 site](#)

[Governor's Office of Business and Economic Development - COVID-19 Resources](#)

Federal

[US SBA Relief Options](#)

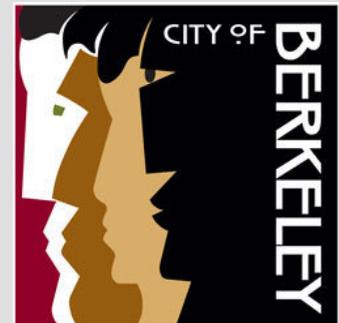
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