

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)

What's Open, What's Closed (new state guidelines and Berkeley's latest health order)

A new [City of Berkeley Health Order](#) went into effect on Friday September 4, incorporating new rules announced by the State of CA.

The City order now permits hair salons and barbershops to have customers indoors, following restrictions. Personal care services such as waxing, nail salons, skin care and cosmetology still must operate outdoors only. Merchants need permits to operate on outdoor streets

**Ask Your Questions,
Share Your Experience**

and sidewalks.

Per the [State of CA's new blueprint for a Safer Economy](#), grocery stores need to limit indoor occupancy to 50% capacity. Retail stores are limited to 25% of total indoor capacity.

Alameda County is classified as [Tier 1](#), described as “widespread risk” (for having more than 7 COVID-19 daily cases per 100,000 people or a rate of positive COVID-19 tests greater than 8%).

For a list of activities permitted in Berkeley as of September 4, 2020 see the [City's list of What's Open, What's Closed](#).

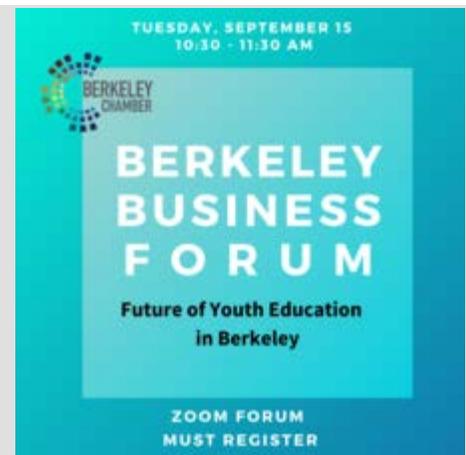
For merchants interested in outdoor commerce (including partial street closures, sidewalk seating, parklets, and new uses for private outdoor space), please see the City's [Outdoor Commerce web page](#) for guidance.

Items of note on Berkeley City Council agendas this month

Berkeley City Council is back in session. Meetings this month will include the following items of relevance to Berkeley business leaders:

- Tomorrow, Sept. 15, Item #11: [Renaming Shattuck Avenue 'East' to Kala Bagai Way](#) (and affirming the western segment of Shattuck Avenue will be known as Shattuck Ave)
- Tuesday, Sept. 22 Item #14: [Approving Berkeley's Civic Center Vision and Implementation Plan](#)
- Tuesday, Sept. 22 Item #16: [Adopting a Healthy Checkout Ordinance to require retailers over 2,500 square feet in size to sell more nutritious food and beverage options in their checkout areas](#) and ask the City Manager and Sugar Sweetened Beverage Product Panel of Experts to determine protocols for implementation, education, and enforcement, related City staffing needs, and sources of funding.

Check out upcoming Berkeley City Council agendas [here](#) and share your perspective on these topics by attending the (virtual) meetings or [emailing Berkeley City Council](#).



Future of Youth Education in Berkeley

Tuesday, Sept. 15
10:30-11:30am

Join the Berkeley Chamber and City of Berkeley for a discussion regarding the challenges facing our city's youth education industry -- and all those who rely on it. Elizabeth Redman Cleveland, the Chief Strategist of Sustainable Growth for the City's Office of Economic Development, will share the results of the City's recent survey of local childcare centers, private schools and camps. She'll also point out ways Berkeley business leaders can contribute to local students' learning and career exposure during a period of distance learning.

[Free registration here.](#)



How to SEO like a Pro

Tuesday, Sept. 15
10:00 - 11:30am

Join us as we discuss the basics of Search Engine Optimization (SEO). Get over a dozen helpful tips to get



BERKELEY RESTAURANT WEEK

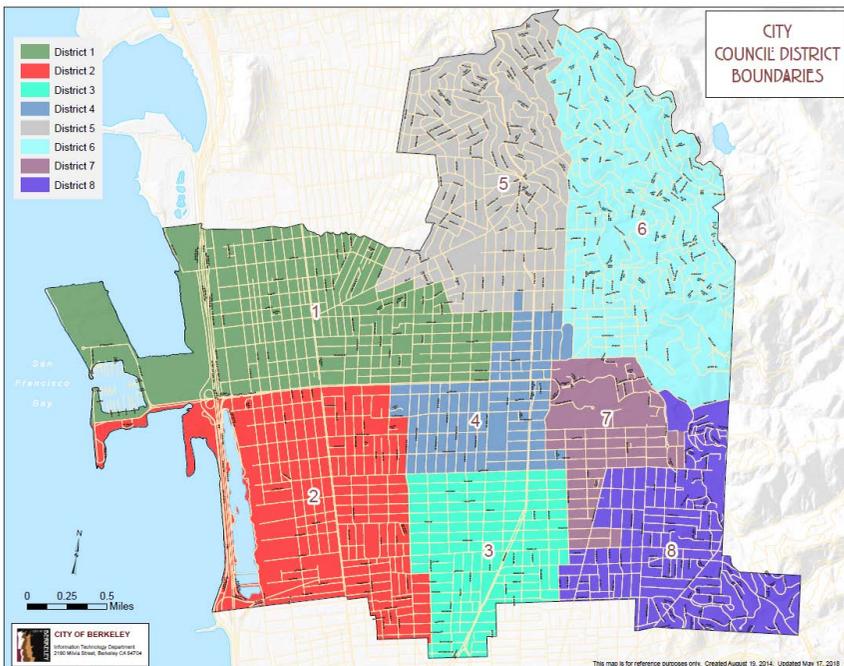
BRWTOGO.COM SEPT 15-30

Berkeley Restaurant Week To Go

To help support local restaurants, order food during [Berkeley Restaurant Week To Go](#), September 15-30th! #BRWToGo

The campaign, organized by Visit Berkeley, lets people order food TO GO that can be enjoyed in Berkeley parks, backyards and other outsi.

[See what restaurants are participating and order a meal!](#)



Volunteer to help Berkeley draw new City voting boundaries

you started — or take your SEO strategies to the next level.

Learn more & register [here](#).

How to Manage and Forecast Cash Flow in a COVID World

Tuesday, Sept. 15
3:00 - 5:00pm

Paul Bozzo, SBDC Regional Advisor, will focus on proven strategies and practical techniques to help small business owners manage and forecast cash flow. Participants will walk away with a custom template they can use to forecast cash flow for up to 12-months in the future.

[Register here for free.](#)

Developing a Web Presence (Website Development & Hosting)

Thursday, Sept. 17th
3:00 - 4:30pm

This webinar will introduce best practices for website design, development and hosting, covering both how to improve an existing website and how to design and build a new one. It will cover domain registration pitfalls, hosting options, website design tools and user experience guidelines.

[Register here for free.](#)

Online Legal Cafe for Berkeley Residents and Businesses

Thursday, Sept. 17th
12:00-1:30pm

The [Sustainable Economies Law Center](#) provides direct legal support to individuals and groups who are working to create new solutions for resilient local economies, with a special focus on Black, Indigenous, people of color, and low-income

Help ensure fair representation for Berkeleyans by applying to serve on a City commission that will create new City Council Districts using factors such as population, geography, and demographics.

The City of Berkeley needs 13 dedicated residents from Berkeley's diverse population to join an Independent Redistricting Commission in 2021-2022. This new commission was created by City voters in 2016 in an effort to have the City's eight districts shaped independently of the elected officials who will serve in them.

Commissioners will hold public meetings, review draft maps, and ultimately create a new district map for formal adoption by Berkeley City Council. No experience or technical knowledge is needed; support and training will be provided.

[Apply online](#) by October 9 to join the Independent Redistricting Commission. Or [download an application form](#) and submit it to the City Clerk Department at redistricting@cityofberkeley.info. (You'll need to meet the [eligibility requirements](#) and consent to a background check if appointed.)

Berkeley's building electrification leadership and corresponding entrepreneurial opportunities highlighted by *Forbes*

A recent article in *Forbes* highlights how the City of Berkeley --and the State of California -- have been leaders of decarbonisation efforts, thereby creating new opportunities for renewable energy entrepreneurs to build electrification products and other low-carbon alternatives for buildings and construction.

[Read more in Forbes.](#)

Other COVID-19 Business Resources

Local

[City of Berkeley - Coronavirus page](#)

[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](#)

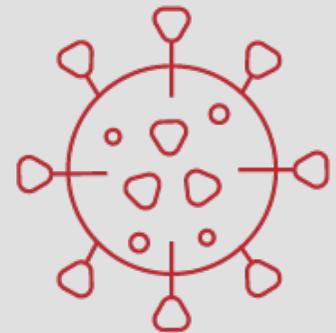
[Pandemic Unemployment Insurance](#)

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

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

communities. The Resilient Communities Legal Cafe can help you get advice about worker-owned cooperatives, legal formation for small businesses, contracts, liability issues, and employment, tax, and environmental Law. *This Legal Cafe was made possible by Project Equity and the City of Berkeley OED.*

[RSVP here.](#)



COVID-19 Small Business Update and Q & A

**Monday, Wednesday & Friday
10:30am**

[SBDC Zoom Calls](#)

Join the SBDC for a discussion about EIDL and PPP updates and information specific to reopening businesses in Northern California.

You can also **call 833-ASK-SBDC (833.275.7232)** for SBDC business support and financial urgent care.

Register [here](#) to attend.

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

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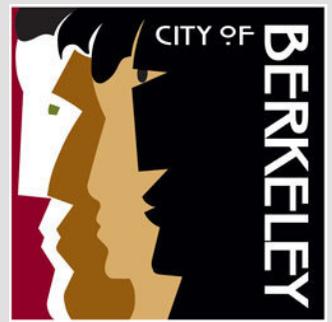
Email: ecodev@cityofberkeley.info

Website: www.cityofberkeley.info/oed/

[19 Resources](#)

Federal

[US SBA Relief Options](#)



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