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LSLC LOS ANGELES

**KEEPING OUR
SHOPS ON THE
BLOCK DURING
COVID-19**

RESOURCES FOR SMALL BUSINESSES



HOW TO USE THE GUIDE

We know that COVID-19 has had a devastating impact on many small businesses in our community. In a world where social distancing is the new norm, we encourage you to think outside the box, pivot your businesses plans, and develop new strategies to serve your clients. Most importantly we hope you stay connected to your community- your neighbors, customers, and fellow businesses owners- we are all in this together!

At LISC LA, we've talked to business owners in our neighborhoods, brainstormed with partners, and scoured the internet to put together this guide that provides key learnings in 5 categories and links to local resources to help you get through these tough times.

To get individualized assistance, reach out to your local Business Source Center, Small Business Development Center, or your local community development org that have small business advisors that are here to support you. Check out the Appendix to find someone in our community.

- 1** MANAGING CASH FLOW + DIVERSIFYING REVENUE
- 2** MARKETING DURING COVID-19
- 3** EMPLOYER + EMPLOYEE BENEFITS
- 4** NEW POLICIES THAT AFFECT YOUR BUSINESS
- 5** COVID-19 LOANS + GRANTS
- 6** APPENDIX OF RESOURCES BY NEIGHBORHOOD



1 MANAGING CASH FLOW + DIVERSIFYING REVENUE

Perhaps one of the most critical areas for businesses right now is managing current cash reserves and devising ways to keep revenue flowing. Below are a few ways businesses are evolving in both to survive social-distancing to keep their doors open.

Turn your services into products

Many businesses rely on in-person interactions to generate revenue. How can you pivot your services to be product-based to respond to your customers new stay-at-home needs?

- Consider issuing gift cards or creating membership/subscription programs. Check out [this step by step guide to offering gift cards](#) for the first time.
- Check out other great ideas for diversification strategies for common neighborhood business types [in this post](#).



Hair salons are selling "emergency kits" complete with salon products and tools and posting "how to" videos for their clients on social media.



Trim Overhead, Evaluate Inventory, and Discount Current Stock

All businesses should be determining how to cut unnecessary costs, do the most with their current inventory and maximize supply needs for the next 4-6 weeks.

- [This Shopify guide](#) walks through creative ways to address these needs and stabilize cash flow.

This bookstore in Chinatown is putting some of their "lightly used" stock on sale for the first time.

In times of social-distancing, establishing a virtual presence is critical to staying connected to your regular loyal customers and in reaching new customers. Below are a few ways to reach more people.

Get online!

We know many of our neighborhood businesses do not have a robust online presence. Now is the time to get online so that new and old customers know you are open and what you are offering during this time.

Create a free "Google My Business Account" to make sure when people google your business your information is accurate and complete. This advisor walks you through the process step by step.

Do you need a website? Check out this guide that can help you choose the best web host and web builder.

A website can be daunting. But **setting up a social media account is a cinch**. Whether you are interested in Instagram, Facebook, and/or Linked-In. Get started with this guide to help you choose which social media channel is right for your business.

Considering skipping the website and selling directly on Facebook? Check out this article on how to move to e-commerce on Facebook.

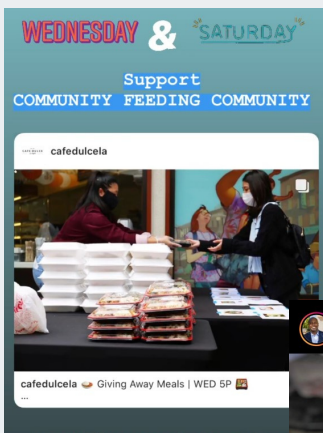
NOT A TECH-PERSON?

Phone a friend! People want to help small businesses during this time. Ask your friend's computer-whiz teen, put a call out at church, reach out to your customers or chat with your nearest Business Source Center!

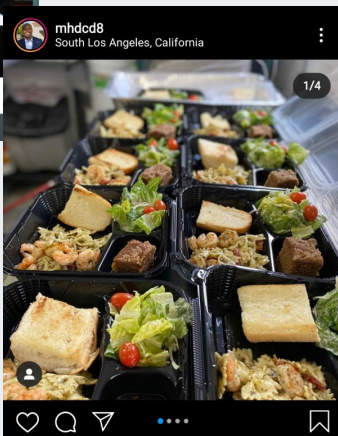
Stay Connected with your Customers

Already on social media? Great! More than 50% of business revenue comes from your most loyal customers. Find ways to reach them, understand their needs, and ask for support. Check out these resources to help you optimize your time spent on your various channels.

- Communicating in a crisis can be hard and overwhelming. This marketing expert offers tips on how businesses can talk and listen to their clients during COVID-19.
- Videos are the new way to reach people on social media. Check out these tools to help any beginner create professional videos to market their business and sell products.
- Go live and host virtual events on Instagram with this step by step guide to show off new products or offerings.



Little Tokyo residents donating meals from local small businesses to unemployed and vulnerable neighbors



Partner with your neighbors, community, or industry peers

Co-brand or market with other businesses on your block to reach new customers and boost sales.

Reach out to your local community organizations or elected official to brainstorm "shop local" campaigns.

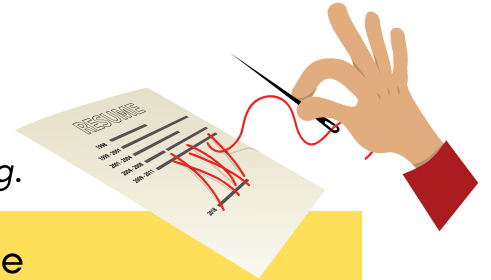
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EMPLOYER + EMPLOYEE BENEFITS

With the passage of the CAREs Act* and other state and local legislation, it is important to know what resources are out there to help support you and your employees during this time.

Benefits for Workers

Knowing what benefits employees are entitled to can be confusing.



Check out this handy chart to help employees navigate Disability Insurance, Paid Family Leave, Unemployment Insurance, Paid Sick Leave or Worker's Compensation.

With unemployment surging, recently laid-off employees can access a host of public benefits including MediCal and CalFresh.

LA County Residents can apply here.

Managing Staff Remotely

For some business owners, this may be the first time you are staff are working from home. Check out these tools and tips for keeping employees engaged and successfully working remote.

If your employees live in the City of LA they can connect with a WorkSource Center to help them navigate both the worker benefits and public support system. See Appendix for local service providers.



4

NEW POLICIES THAT AFFECT YOUR BUSINESS

Federal Policies

Employee Retention Tax Credit

The CAREs Act created a new employee retention tax credit for employers who are closed, partially closed, or experiencing significant revenue losses as a result of COVID-19. *This is only available for businesses who do not receive a loan from the Paycheck Protection Program.*

[Read more about who is eligible and how the credit gets paid here.](#)

Coronavirus Paid Leave Programs

The CAREs Act created new temporary paid sick leave and paid Family and Medical Leave Act (FMLA) programs that are 100% reimbursable by the federal government.

Businesses with less than 50 employees are likely exempted from the new law.

[Read more about employer exemptions here.](#)

Local Policies

LA County Social Distancing Protocol

The Safer at Home order sets forth a number of new policies for operating businesses in LA County, including signage and postings on the entrances and enact measures to protect employee health, to keep people 6-ft apart, and prevent social gathering. [Use pages 9-11 of the policy](#) to comply with social distancing protocols.

Eviction Moratorium

Under current law in the City of LA and unincorporated LA County, commercial evictions are forbidden. It is important to know what rights you have as a commercial tenant under this law. [Read more here](#) or reach out to [Bet Tzedek](#) or [Public Counsel](#) to be matched with a pro bono legal team.



[Find printable signage here.](#)

The state of the federal funding sources—Economic Injury Disaster Loan (EIDL) and Paycheck Protection Program (PPP)—are ever-changing and are confusing for many. Below we've included information about these programs and other local sources to help your businesses at this time.




EIDL

This SBA loan provides businesses affected by COVID-19 with emergency loans up to \$2 million, with an interest rate of 3.75% for businesses, with anywhere between 15 to 30 year loan terms. Up to \$10,000 of this loan is forgivable. [Learn how to apply for the EIDL loan here.](#)


PPP

This SBA loan is available to small businesses who maintain their payroll during this emergency. It includes loan forgiveness of up to 8 weeks of payroll based on employee retention and salary levels. The loan may be used for a variety of purposes, including payroll costs, rent, utilities, mortgage interest (not principal) and interest on debt existing prior to 2/15/2020.

- [Learn what you need to apply for a PPP loan here.](#)
- [FAQ](#) on CAREs Act loans.
- The PPP loan is being administered by various banks and alternative lending institutions across the country. [Check out this guide](#) to see which lenders will have application portals open during Round 2.
- Get in contact with a FREE advisor at your local business-service organization if you have questions or need help. (You guessed it: check out the Appendix).



If you applied for either of these emergency loans, your loan will still be processed on a first-come first-serve basis when more funding become available. If you did not apply, get all of your application materials ready for the next round.



Other available grants and loans...

City of LA Small Business Emergency Loan

The City will provide loans between \$5,000 to \$20,000 with no interest for a term of up to 18 months, with payments deferred for up to 6 months. It also provides the option of an interest rate of 3% for a term of up to 5 years with repayment deferred for up to 12 months. [Apply Here.](#)

KIVA Loans

The Kiva crowdfunding platform offers 0% interest, no fee loans up to \$15,000 to small businesses across the country. LISC LA has a matching “accelerator” fund to support those borrowers working with LISC Partners.

[Learn more here.](#)



Grants!!

Grants available to small businesses change daily.

[Check out the updated list here.](#)

Here is a list of local technical assistance providers that can help you re-tool your business plan, apply for loans, learn new business skills, get online and so much more. They are small business owners themselves, subject-matter experts, and looking forward to hearing from you!

CENTRAL LA

DTLA / LITTLE TOKYO / CHINATOWN / KOREATOWN/ HISTORIC FILIPINO TOWN / PICO-UNION / THAI TOWN

Asian Pacific Islander Small Business

Program

213.473.1605

smallbiz@apisbp.org

SMALL BUSINESS COUNSELORS:

Elaine Pang

Chinatown Service Center

epang@cscla.org

Languages: English, Cantonese, Mandarin

Stanley Moy

Chinatown Service Center

smoy@cscla.org

Languages: English, Cantonese, Mandarin

John Swing

Search to Involve Pilipino Americans

213.382.1819 x103

jswing@esipa.org

Languages: English, Tagalog

Myung "Andy" Kim

Koreatown Youth & Community Center

213.365.7400 x5103

myungkim@kyccla.org

Languages: English, Korean

Thanuttha "Eve" Hubbard

Thai Community Development Center

323.468.2555

thanuttha@thaicdc.org

Languages: English, Thai

Mariko Lochridge

Little Tokyo Service Center

213.473.1658

mlochridge@ltsc.org

Languages: English, Japanese

CENTRAL LA

**DTLA / LITTLE TOKYO / CHINATOWN / KOREATOWN/ HISTORIC
FILIPINO TOWN / PICO-UNION / HOLLYWOOD**

Bixel Exchange SBDC

bixelexchange@lachamber.com

Languages: English, Spanish, French, Mandarin, Tagalog+

MCS Business SourceCenter

(323) 454-6115

hollywoodbsc@mcslosangeles.com

Languages: English, Spanish, Mandarin, Cantonese+

Pacific Asian Consortium in Employment LA (PACE LA)

(323) 293-6284

Languages: English, Korean, Mandarin, Cantonese

EAST LA

**BOYLE HEIGHTS / EL SERENO / UNINCORPORATED EAST LA /
NORTHEAST LA**

East LA Region Business SourceCenter

(323) 264-9020

info@barrioplanners.com

Languages: English and Spanish

East LA Entrepreneurship Center

(323) 881-3964

conciierge@dcba.lacounty.gov

Languages: English and Spanish

SBDC East LA

Claudia Shah

cshah@smallbizla.org

Languages: English and Spanish

SAN FERNANDO VALLEY**PACOIMA/ PANORAMA CITY/ CANOGA PARK/ SHERMAN OAKS/
SUN VALLEY/STUDIO CITY**Collective Strategies LA

(818) 438-0840

lriviera@collectivestrategiesla.com

Languages: English and Spanish

South Valley Business SourceCenter

(818) 894-8800

info@iconcdc.org

Languages: English and Spanish

North Valley Business SourceCenter

818-302-6114

mflores@iconcdc.org

Languages: English and Spanish

SAN GABRIEL VALLEYPasadena City College SBDC

626.585.3105

SOUTH LA**CRENSHAW/ WEST ADAMS/ EXPO PARK/ LEIMERT PARK/ WATTS/
UNINCORPORATED COUNTY/ SLAUSON / SOUTH BAY**Conaxion

Alex Lam, alex@conaxion.org

Languages: English and Spanish

El Camino College Business Training Center

310.225.8277

Harbor Watss BusinessSource Center

(310) 221-0644

harborbsc@mcslosangeles.com

Vermont Slauson BusinessSource Center

(323) 789-4515

hq@vsedc.org

LONG BEACHLong Beach SBDC

562.938.5100

United Cambodian Community

Counselor: Sinara Sagn

562.433.2490

sinara.sagn@ucclb.org

LanguaGES: English, Khmer

OTHER HELPFUL RESOURCES

CARES Act

The Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress and signed into law on March 27th, 2020. This over \$2 trillion economic relief package provides direct economic assistance for workers, families, and small businesses. [Read more about what it covers here.](#)

LISC LA Economic Development Toolkit for Local Governments

LISC LA has developed a toolkit that offers several small business policy agenda ideas and innovative solutions for local governments to consider. Compiled through in-depth research and reports from LISC LA's dozens of community-based partners on the front lines of this crisis, the toolkit includes seven immediate recommendations for mitigating the impact of the pandemic. Share with your local elected official!

QUESTIONS?

Email: LALISC@lisc.org

Tel: 213-250-9550

Website: www.lisc.org/los-angeles

Twitter: @LISC_LA

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KEEPING NUESTROS SHOPS ON THE BLOCK

KEEPING ATING SHOPS ON THE BLOCK

KEEPING 우리의 SHOPS ON THE BLOCK

KEEPING ບ້ານເຮົາ SHOPS ON THE BLOCK

KEEPING 我們的 SHOPS ON THE BLOCK

KEEPING 私たちの SHOPS ON THE BLOCK



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