

EDC COVID-19 OUTREACH VIDEO – APRIL 2020
TRANSCRIPT

1. Introductions

Speaker: *Kaitlin Lewis, Assistant Deputy Director, Communications*

SLIDE 1: Hello and welcome to the Governor's Office of Business and Economic Development's (GO-BIZ) COVID-19 webinar. Now, and always, we appreciate your partnership as we work to meet this moment together. This webinar will be one of multiple we plan to provide to the Economic Development community as we work to share the most recent information and resources available to our California businesses, as well as the work we are doing to address the COVID-19 epidemic.

Slide 2: Before we begin, we want to thank you all for your tireless energy and effort to assist your communities. We would also like to remind you about our GO-Biz newsletter which goes out every Friday. We encourage you sign up to receive the newsletter, as more information is shared during this quickly changing time.

SLIDE 3: On this webinar, you will hear updates from our Office of the Small Business Advocate, Business Investment Services, International and Sustainable Freight and Goods Movement teams on resources, guidance and state actions taken to assist businesses impacted by the COVID-19 pandemic.

SLIDE 4: And now I'd like to introduce our first speaker, Isabel Guzman our Director for the Office the Small Business Advocate for an update on how her team is assisting in the COVID-19 response effort and who will also share information on the financial resources available for our small business community.

2. Office of Small Business Advocate (OSBA)

Speaker: *Isabel Guzman, Director, Office of the Small Business Advocate*

SLIDE 5: Small Business COVID-19 Resources

Thank you to all of you who are listening – we know how incredibly busy you all are supporting the needs of businesses in your communities and I just want to acknowledge the tremendous efforts you are taking today to gain insights on programs and partner with us to help the communities and businesses you serve access resources they need during this time of COVID 19.

The state's 4 million small businesses represent 99.8% of all businesses in the state, and employ 48.8% of the state's private workforce – this is why they are referenced as the backbone of our economy and its' critical that we help them to connect to resources.

Cal-OSBA's mission is to help support economic growth and innovation by supporting California small businesses with resources, advocating on their behalf's, and helping them achieve greater resilience.

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During this unprecedented COVID19 response, we have been working diligently to ensure business owners have access to the most up-to-date information - to take advantage of government programs and financial relief during Coronavirus Disease (COVID-19). We have developed a business response team across GO-Biz units to respond to individual requests, participated in numerous community webinars and educational forums, partnered to develop programs and initiatives. We are tracking new resources daily and have developed a comprehensive listing of the state's actions and resources at business.ca.gov to share them with you. And we have launched a rapid response virtual series featuring the Entrepreneurship Task Force members – a group of diverse and successful ambassadors of entrepreneurship and small business who are sharing insights, information and strategies on responding to COVID19. We invite you to engage with us, follow us and join upcoming Spanish and English sessions that we are featuring with the ETF

SLIDE 6: Small Business Center Network

Above all, please know that the State of California funds a network of small business centers who are a critical to our offerings and help us ensure small businesses and entrepreneurs have someone to advise them about the resources and special COVID19 programs available. I know many of you already partner with these centers which include the SBDCs, WBCS, MBDA Centers, VBOCs, PTACs and other federally contracted centers.

The centers have experienced advisors who can help businesses figure out which loans and programs are best for them, develop adaptive and resilience strategies, and find other resources. To find the closest center, go to: business.ca.gov/centers.

SLIDE 7: Small Business Covid-19 Resources

Finally, I would like to highlight a few recently announced State programs for California businesses. I'm going to run through these points quickly, but know that you can go to covid19.ca.gov to look up the details.

Financial Relief

Early on, the Governor announced measures for financial and tax relief – including FTB tax filing and payment extensions through 7/15, 90 day mortgage payment forbearance by many banks for consumers (contact your lender), a moratorium on residential evictions through 5/31, and a call for local governments to implement commercial renter protections as well – and to date LA, Marin, SF, SLO, San Mateo, Santa Barbara, Santa Clara, Santa Cruz and cities of Fresno, Long Beach, Oakland, Sacramento and Santa Ana have implemented specific measures and we encourage you to contact local government to find out more. Again full details on these actions available at covid19.ca.gov and we encourage you to track actions there.

Federal

On federal programs first.

As many of you may have heard, federal funding for key small business lending programs has run out.

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While it is unclear if these programs will be funded again, I would like to provide a brief overview and share information in the event these or similar programs are funded in future stimulus. Further, it's important that businesses are aware and meet with lenders now to be prepared for any future programs.

The SBA's Paycheck Protection Program or PPP offered low-cost forgivable loans for employers up to \$10 million and were available through participating banks, credit unions, nonprofit lenders and online fintech companies. While the SBA is not taking loan applications, some lenders continue to process in case funds become available so it's important to urge your small businesses to work with their lenders or visit a center.

SBA's Economic Injury Disaster Loans or EIDL are also closed as of 4/16. EIDL loans are deployed for all disasters and are direct loans up to \$2million. This is the program that the SBA had been awarding advance grants up to \$10,000 (which did not have to be repaid). It is unclear if additional funds will be given to support this program or the advance grants.

You may hear more references to alternatives now that PPP and EIDL are depleted - including the US Treasury's Main Street Lending Program which was funded at 600 billion and is available through banks. While it meant for medium and large firms up to 10k, firms under 500 can apply if they meet the criteria that the loan amount plus borrower's existing outstanding and committed by undrawn debt, does not exceed four times the borrower's 2019 earnings (before interest, taxes, depreciation, and amortization) = so basically with 1 million minimum loan size, a small business would have to have 0 debt plus \$250k in EBITDA or debt with higher EBITDA.

We encourage you to track updates to learn more about shifts in these federal programs. We will post at business.ca.gov as well.

The state recognizes that regardless of additional PPP funding or EIDL or some other new program, not all small businesses will be able to successfully access federal programs. In order to provide immediate relief, the Governor recently launched two important programs:

CDTFA launched a new program to allow small business taxpayers, those with less than \$5 million in taxable annual sales, to take advantage of a 12-month, interest-free, payment plan for up to \$50,000 of sales and use tax liability. In effect, this could serve as an immediate bridge loan until federal funding can be secured. You will need to apply for this at cdtfa.ca.gov. This is on top of the automatic extension on sales tax through 7/15 for small businesses who are filing a return under \$1 million. While on the topic of taxes, of course as referenced previously, FTB extended filing/payment deadline to 7/15 and a small business can also request an extension on state payroll taxes through EDD

The Governor announced a new capital assistance program for businesses that do not qualify or are not eligible for federal funds. The focus is on low wealth and

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undocumented immigrant businesses who have a business entity but may not have the required SBA documentation.

The Governor allocated \$50 million to the Small Business Finance Center at California's Infrastructure Economic Development Bank (IBANK) to fund the Small Business Disaster Relief Loan Guarantee Program for microloans up to \$50,000 at low rates.

California Treasurer's Office also has CalCAP, a small business loan program with special disaster assistance that is available through CDFIs and other lenders.

Employers and Workers

And for employers, there is a work sharing program, run out of EDD for employers facing reduced production, services, or other conditions causing them to seek an alternative to layoffs.

If you are an independent contractor or self-employed, the Pandemic Unemployment Assistance program passed through the CARES Act outlines specific benefits for you – as Labor is finalizing this program at this time, please visit their website for current status.

Again, we recognize all of this is a lot to balance for small businesses so we encourage you to partner with our centers at business.ca.gov/centers or contact us at osba@gobiz.ca.gov.

Keep in mind that program are being updated regularly so visit our website, get more details, reach out, look for a webinar and make sure you stay informed to share these programs with your businesses and access any new federal or state programs.

Thank you appreciate your time.

I would now like to turn this back over to my colleague, Kaitlin Lewis.

Speaker: *Kaitlin Lewis, Assistant Deputy Director, Communications*

SLIDE 8: Thank you Isabel. We appreciate all the critical support you are providing to assist the small business communities in California and now I'd like to turn it over to Kaina Pereira, Deputy Director of the California Business Investment Services Unit, the Offices of Permit Assistance and the International Affairs & Trade Unit. Kaina will be providing an update on his teams programs and COVID-19 initiatives.

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3. Business Investment Services Unit (CalBIS)

Speaker: *Kaina Pereira, Deputy Director, CalBIS, Office of Permit Assistance, International Affairs & Trade*

SLIDE 9: Thank you Kaitlin.

As many of you know, On March 19th, Governor Gavin Newsom issued a stay at home order to protect the health and well-being of all Californians and to establish consistency across the state to slow the spread of COVID-19. The order identifies certain services as essential. These services can continue in order to maintain continuity of operation of the federal critical infrastructure sectors.

We encourage you to refer to the list of Essential Infrastructure Workers on the GO-Biz COVID-19 website. This list is subject to updates and if yours is a business not on the list, please contact our office with your questions. We recommend that you check these links at regular intervals, as guidance continues to evolve.

At this point, the State of California does not issue waivers, permits or protocols to identify essential vs. non-essential. We encourage you to work with local county and/or city officials for any further guidance on these questions.

SLIDE 10: Which brings me to the next topic. I know a number of you have already been contacted by manufacturers in your area that want to help support or contribute. If there are companies that have reached out to you sharing that they can make needed products, please refer those companies to the State's COVID-19 website. The State has developed an online portal to have companies submit information about what resources can be contributed, see link here: <https://covid19supplies.ca.gov/>.

On this portal you will also find a specifications guide for needed medical supplies that has been provided by the California Department of Public Health. This guide can be accessed under the "What resources are you offering?" section.

Here is a link to the PDF specifications document that has been posted:
https://covid19supplies.ca.gov/specs_20200330b.pdf

GO-Biz is currently working with the Office of Emergency Services and other State partners to provide guidance to help manufacturers with the intent of pivoting to produce other goods. There are a number of moving parts and supply chain considerations to pivot successfully. So, we ask for your patience in getting those interested involved and mobilized in a targeted way.

SLIDE 11: Governor Newsom also announced the launch of an online resource website to assist those whose income has been affected by COVID-19. The website, OnwardCA.org, will help recently displaced workers access emergency resources,

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training for new job skill sets and connections to employers seeking people to employ. We encourage you to share this portal with your network.

Speaker: *Kaitlin Lewis, Assistant Deputy Director, Communications*

SLIDE 12: Thank you Kaina, and now we will hear from Max Oltersdorf, Deputy Director of our International Affairs & Trade Unit to give an update on the impacts to International businesses and other relevant updates from his team.

4. International Affairs & Trade Updates on Incentive / Resource Programs

Speaker: *Max Oltersdorf, Deputy Director, International Affairs and Trade*

SLIDE 13: Thank you Kaitlin. Before I begin, I would like to again recommend that you sign up for our GO-Biz newsletter, which is released every Friday now and shares the most up-to-date announcements and resources available during the COVID-19 pandemic. Now, I'd like to provide an update on international business and what we're doing to try to mitigate some of the impact.

First of all, it's important to note that, according to the Port of Los Angeles, as the Chinese economy gets back up to capacity, additional ships will be sailing to California ports. For exporters in California, this means more containers available for shipping and more ships leaving port. In addition, the folks who help get your goods to the ports remain essential. In fact, on Wednesday, April 1, Governor Newsom shared a tweet thanking all logistics workers for their tireless and dedicated efforts.

Our border with Mexico remains open, however tourism and other nonessential travel is not allowed. Goods, workers, and essential travel continues to happen through our southern border.

It's also worth noting that the emergency programs from the SBA that Isabel talked about are based on where the business is incorporated, not whether the owner is an American Citizen or legal resident. We're here to help foreign business owners navigate the various relief programs that may be available to them and could possibly provide support.

Additionally, for those interested in our State Trade Expansion Program, (aka STEP program), please visit www.californiaexport.org. Funding is available through this program to help companies with their export expansion efforts. We have many companies right now utilizing the program to support their e-commerce efforts. They are also internationalizing their websites with search engine optimization and translation of their sites. If you are interested in learning more, we are happy to connect you to Diana Dominguez in our office who administers the program

As we continue to share real-time changes, we would like to share that Select USA, the foreign direct investment conference in Washington, DC, will not take place this year. We look forward to the next event, and, if you were planning on participating, please contact our office for information on refunds.

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Lastly, we're in close contact with our State's consular corps. They have been amazing in offering support to us during this COVID-19 pandemic. I particularly want to call out the Mexican Consulates and the Chinese Consulates, both of which have provided offers of masks and other key medical supplies as we all meet this moment together. Thank you again for your continued partnership. Once again, I recommend that you sign up for our newsletter and please do not hesitate to reach out to our office with any questions you may have.

5. Conclusions

Speaker: *Kaitlin Lewis, Assistant Deputy Director, Communications*

SLIDE 14: Thank you Max. And that concludes our COVID-19 update presentation, one of many we plan to have to make sure we are keeping you all updated with the latest information from our office.

We can't thank you enough for being so responsive and eager to work with us to find targeted and sustainable solutions in the midst of this epidemic and we hope you and your families are safe and in good health.

Below is a summary of the resource links that we have been referencing on this webinar. Again, as we have stated multiple times in this presentation, please check these links regularly as they are continuously being updated.

SLIDE 15: If you have any questions or want to reach out, please do so. Contact information for the CalBis specialists has been provided below.

We hope you are all safe, healthy and in good spirits! Until next time, thank you and good bye!