



The first weeks of the new year have been very active with multiple funding sources available for small businesses. Round 1 of the California Small Business Covid-19 Relief Grant Program closes Wednesday night; the new round of PPP launched this morning along with Round 2 of the Found/LA Small Business Recovery Fund; and the SBA EIDL program has been extended for 2021. In addition, the City of Pasadena will open a new grant on January 25th for qualified storefront businesses in Pasadena.

The Pasadena SBDC has advisors available to help you with these or any other aspects of your business. Contact us for NO-COST advising, and please share this information with your friends and colleagues who may not know about us yet. We are excited about 2021 and looking forward to seeing you.

The Pasadena SBDC Team

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Pasadena City College SBDC
NEWSLETTER

Resources



CA Small Business Relief Grant

The **deadline to apply** for the grant has been extended to

January 13, 2021 at 11:59pm.

The California Relief Grant is available to California-based businesses with annual gross revenues between \$1000 and \$2,500,000. This includes home-based businesses, Independent Contractors and Nonprofits 501 C(3), C(6) or C(19). This is NOT a first-come, first-served process, and all applicants will be reviewed. The Pasadena SBDC has advisors who can help you with the application. Please email us at sbdc@pasadena.edu for assistance. For technical support with the Lendistry application, you may also contact them at careliefgrant@lendistry.com, or call them at (888) 612-4370.

Daily Webinar @ 11:00 AM

How to apply for
The CA Relief Grant



Learn more about the grant including:

- Eligibility
- Required Documentation
- Tips with the Application

To apply for the grant [click here](#)

For technical issues with the application, please contact Lendistry:

CAReliefGrant@lendistry.com

[Register for the Webinar](#)

(888) 612-4370

PPP ROUND 2



SBA, in consultation with the U.S. Treasury Department, will open the Paycheck Protection Program loan portal on Monday, January 11, 2021 at 9 am ET. When the PPP loan portal system opens, it will initially accept First Draw PPP loan applications from participating CFIs, which include Community Development Financial Institutions (CDFIs), Minority Depository Institutions (MDIs), Certified Development

Companies (CDCs), and Microloan Intermediaries.

Round 2 of the PPP opened this morning for first-time PPP applicants borrowing through participating Community Finance Institutions (CFIs). It is very similar to the original PPP loan, but there new definitions and rules that you should know about. Here are just a few examples....

- First Draw refers to businesses that did not receive the original PPP and the requirements and terms are the same as the original PPP.
- Second Draw refers to businesses that previously received a PPP loan. They are eligible for a second PPP loan, under certain circumstances.
- Maximum loan amounts for Accommodation and Food Service Businesses seeking a Second-Draw loan have increased from 2.5 to 3.5x average monthly payroll costs.
- Use of funds now includes worker protection costs related to COVID-19, uninsured property damage costs caused by looting or vandalism during 2020, and certain supplier costs and expenses for operations.

- Loan forgiveness requires 60% spend on payroll costs.

For a thorough review of your eligibility and the required documentation, contact the Pasadena SBDC at sbdc@pasadena.edu.



PASADENA
COMMUNITY
FOUNDATION

2021 CITY OF PASADENA SMALL BUSINESS COVID-19 RELIEF GRANT PROGRAM



ABOUT THE PROGRAM

The City of Pasadena's Small Business COVID-19 Relief Grant Program opens January 25, 2021 and will provide pandemic-relief grant funding to **Pasadena-based**, storefront

small businesses impacted by COVID-19. The program will be administered by the Pasadena Community Foundation (PCF) and will provide approximately 50 reimbursable grants of \$7,500 each to qualifying small businesses. Source of funds for the program are provided by the City's annual allocation of Community Development Block Grant (CDBG).

Grant application period: **Monday, January 25th to Friday, February 12 at 5pm.**

[Learn More](#)

FOUND/LA Small Business Recovery Fund

ROUND 2

Opens January 11, 2021



With a generous donation from FOUND/LA, an initiative of Wurwand Foundation, and the outreach support from Small Business Majority, we are launching a new grant program called the FOUND/LA Small Business Recovery Fund to protect small businesses across Los Angeles County that make our neighborhoods feel like home. [Learn more](#)





Main Street Small Business Tax Credit

California Department of Tax and Fee Administration

[Senate Bill 1447](#) was enacted on September 9, 2020, and allows a small business hiring credit against California state income taxes or sales and use taxes to certain California qualified small business employers that receive a tentative credit reservation.

Qualified small business employers must apply with the CDTFA for a credit reservation. The credit reservations will be allocated to qualified small business employers on a first-come, first-served basis. The reservation system will be available from December 1, 2020 through January 15, 2021.

Please note, this credit only applies to California small businesses that meet the following qualifications:

- Employed 100 or fewer employees as of December 31, 2019, and
- Suffered a 50 percent decrease or more in income tax gross receipts (generally, all income less returns and allowances), when comparing second quarter 2020 to second quarter 2019.

If you need assistance, please call the CDTFA's Customer Service Center at

(800) 400-7115. Customer service representatives are available Monday through Friday from 8:00 a.m. to 5:00 p.m. (Pacific time), except state holidays.

[Apply Here For Credit Reservation](#)

PPE Unite

 PPE Unite



PPE Unite™ provides free Personal Protective Equipment to LA small businesses.

Businesses with fewer than 50 employees can apply to receive a one-month supply of face masks, hand sanitizer, and face shields through the [PPE Unite](#)™ distribution program.

These supplies are offered on a first come, first served basis, so don't delay.

[Sign up here to get your free PPE](#)



PPE Unite™ is a unique partnership between State, local and private entities created to distribute PPE to

the LA small business community. For more information, contact the

LA County Disaster Help Center at 833.238.4450 or disasterhelpcenter@lacounty.gov.

This PPE has been made available to California small businesses through the California Governor's Office of Emergency Services (CalOES) in collaboration with the Office of the Small Business Advocate (CalOSBA). For additional resources, visit business.ca.gov.

Webinars

Small Business Town Hall

(Financial Discussion including cash flow, taxes, PPP forgiveness & more)

Hosted by LA SBDC Associate Director Ted Hiatt, these webinars are an opportunity to learn about resources available through local and federal governments, as well as to ask questions about cash flow, PPP forgiveness, EDD, and more.



Wednesday's webinars will feature advice from Lori Williams, SBDC Business Advisor and Small Business Finance Expert, who will address your PPP/EIDL, EDD and cash-flow-related questions.

Thursday's webinars will feature advice from GB Bajaj, SBDC Business Advisor. Topics will include PPP/EIDL and tax-related information.

Wednesday, January 13th @ 1:00 PM

Thursday, January 14th @ 1:00 PM

Wednesday, January 20th @ 1:00 PM

Thursday, January 21st @ 1:00 PM

[Register Here](#)

Post COVID-19 Business Plan Webinar

In the post-COVID-19 landscape, it is important to have a plan for your business.

This workshop will cover all aspects of updating your business plan, and emphasize the importance of creating strategies and tactics to help achieve your goals.



Wednesday, Jan 13th 10:00 AM

Friday, Jan 29th 10:00 AM

[Register Here](#)

[Register Here](#)

Basics of Search Engine Optimization (SEO)

Are you looking to get more traffic to your website from Google search? Curious how to measure the effectiveness of your SEO activity? Join us for a seminar on the two main types of SEO and which can have the biggest impact on your search rankings. We will provide vital techniques that any small business can use to attract more visitors, drive more leads, and ultimately drive sales. We'll help you find valuable keywords, optimize your website for Google, and improve your backlink profile. These techniques can be used both for local businesses and e-commerce businesses alike.



In this seminar:

- What is SEO?
- On-page vs. off-page SEO
- The importance of rankings
- How to identify profitable keywords
- The difference between local and national SEO
- Link-building techniques
- Free must-have SEO tools

Thursday, Jan 14th 10:00 AM

Thursday, Feb 4th 10:00 AM

[Register Here](#)

[Register Here](#)

Shopify Webinar

Shopify is one of the leading platforms for small business owners to sell their products and services online.

This is an entry-level course aimed at users who have minimal experience with e-commerce. This workshop will benefit those who already have products they wish to sell.



What you will get from this workshop:

- How to get started with Shopify
- How to design your online store
- How to ship your product and get paid
- How to create happy, repeat customers
- How to launch your store

You will also receive suggestions on how to kickstart your sales with a \$0 budget.

Friday, January 15th 10:00 AM

Friday, February 5th 10:00 AM

[Register Here](#)

[Register Here](#)

Facebook & Instagram Advertising Webinar

Get started with Facebook & Instagram and start running your first campaign this week. This webinar is for those who are just getting started, or have never advertised before.



- Audience Settings
- Setting Budgets
- Reviewing Insights
- How to Run Contests & Sweepstakes

Wednesday, Jan 20th 3:00 PM

Wednesday, Feb 10th 3:00 PM

[Register Here](#)

[Register Here](#)



The Small Business Development Center at Pasadena City College

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