



To our Valued Clients, Partners and Friends:

The Pasadena SBDC has expert advisors available to help you with your business. Contact us for NO-COST advising, and please share this information with your friends and colleagues. We are here to help.

We have added a few new workshops beginning this month. For those with more than 5 employees, you will want to check out "Covid-19 Aftermath for Employers." Xiomara Palma is an HR expert, and she will walk you through important post-pandemic considerations. We are also offering a "Social Media 101" workshop hosted by Deborah Deras for those looking to build a solid foundation for their social media strategy. Deborah is an International keynote speaker and marketing consultant. And finally, those with a physical location will want to attend the "Google My Business" workshop. GMB is essential for driving customers to your store, and it is often overlooked. Colin Smith will help you understand what you might be missing. Thanks and here's to a successful summer of recovery!

The Pasadena SBDC Team

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Pasadena City College SBDC NEWSLETTER



California
Rebuilding
Fund®

Supporting California's Small
Businesses to Promote Equity and
Resiliency in Recovery

The California Rebuilding Fund is a loan program to support California's small businesses—especially those located in economically disadvantaged and historically under-banked areas of the state. Businesses who employed 50 or less full-time equivalent employees (FTEs) and had gross revenues of less than \$2.5 million or below in 2019 are eligible to apply.

The loans are flexible, transparent and are designed to help businesses access the capital and advisory services they need to get through these challenging economic times.

Please note, this program is not associated with the federal Paycheck Protection Program (PPP) or any other SBA program. The loans are not forgivable in part or whole. The loans will need to be paid back over a 3 or 5 year term with a fixed annual interest rate that is currently 4.25%. Please see the Loan Terms tab for details.

To fill out a pre-application and match with a participating community lender, **[please click here](#)**



SBA Increases EIDL Amounts

The U.S. Small Business Administration has increased the maximum amount small businesses and non-profit organizations can borrow through its COVID-19 Economic Injury Disaster Loan (EIDL) program. Starting the week of April 6, 2021, the SBA raised the loan limit for the COVID-19 EIDL program from 6-months of economic injury with a maximum loan amount of \$150,000 to up to 24-months of economic injury with a maximum loan amount of \$500,000.

To apply for additional funds, use the portal <https://covid19relief1.sba.gov/> and look for the Green Button – “Request More Funds”

SBA Extends Deferment Period for all COVID-19 Disaster Loans until 2022

WASHINGTON – The U.S. Small Business Administration announced extended deferment periods for all disaster loans, including the COVID-19 Economic Injury Disaster Loan (EIDL) program, until 2022.

- All SBA disaster loans made in calendar year 2020, including COVID-19 EIDL, will have a first payment due date extended from 12-months to 24-months from the date of the note.
- All SBA disaster loans made in calendar year 2021, including COVID-19 EIDL, will have a first payment due date extended from 12-months to 18-months from the date of the note.

Questions on SBA COVID-19 EIDL and disaster loan payments can be answered by email at DisasterCustomerService@sba.gov or by calling SBA's Customer Service Center at (800) 659-2955 (TTY: 1-800-877-8339).



Application is OPEN!

Shuttered Venue Operators Grant



The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act. The program includes over \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance.

Eligible applicants may qualify for grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. \$2 billion is reserved for eligible applications with up to 50 full-time employees.

Eligible entities include:

- Live venue operators or promoters
- Theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos and aquariums who meet specific criteria
- Motion picture theater operators
- Talent representatives
- Each business entity owned by an eligible entity that also meets the eligibility requirements

Other requirements of note:

- Must have been in operation as of February 29, 2020
- Venue or promoter who received a PPP loan on or after December 27, 2020, will have the SVOG reduced by the PPP loan amount

[**Learn More**](#)

Webinars

Small Business Town Hall Webinars (Small Business Q&A - PPP2 & other funding updates)

Hosted by LA SBDC Associate Director Ted Hiatt, and financial expert GB Bajaj:

We'll answer questions about PPP forgiveness, the Employee Retention Tax Credit Process, and Self Employed Sick and Family Leave Credit.

Join us!



Thursday, June 3rd @ 1:00 PM
Thursday, June 10th @ 1:00 PM
Thursday, June 17th @ 1:00 PM
Thursday, June 24th @ 1:00 PM

[Register Here](#)

COVID-19 Aftermath for Employers

The Covid-19 pandemic has unquestionably left its mark on the workplace. With the re-opening of the economy, employers will need to learn how to adapt to the new demands of hiring and managing their employees in this post Covid-19 workplace environment.

In this seminar, we will be covering:

- Labor market trends
- Retention strategies
- Post Covid-19 hiring compliance & best practices
- Wage & hour pitfalls
- Latest risk & safety guidance for employees



A Q&A session will follow the presentation.

Thursday, June 10th 10:00 AM

[Register Here](#)

Google My Business

Google My Business (GMB) has become one of the most important tools in a local search strategy and companies need to fully understand how to utilize Google's GMB toolset to drive more customers to their store.

In this seminar, we will be covering:

- Introduction to GMB and its perks
- How to create and validate your listings
- How to optimize your listings to get the most out of them



Tuesday, June 15th 11:00 AM

[Register Here](#)

Social Media 101



We all know we have to be on Social Media but how do we create a Social Media strategy that targets our revenue goals and turn likes into sales, comments into customers, and shares into raving fans that can become brand ambassadors for our company. This comprehensive and interactive workshop will give you the playbook of how to use Social Media for Sales.

During this interactive Webinar you will discover:

- How to clarify Social Media marketing goals
- Which social media platform to be on
- How to authentically connect with your audience so they like and trust you
- How to schedule posts on various platforms
- Where to find great content that will engage your audience and encourage sharing
- Discover a powerful tool to immediately get engagement without spending a dime

A Q&A session will follow the presentation.

Presented by: Deborah Deras

Thursday, June 17th 10:00 AM

[Register Here](#)

Thursday, July 1st 10:00 AM

[Register Here](#)

Post COVID-19 Business Plan Webinar



A business planning process is a necessity whether you are trying to build an internal roadmap for your business concept or looking for funding. In this current and post COVID-19 landscape, a business plan is more important than ever. This workshop will cover all aspects of creating a business plan, as well as emphasize the importance of setting measurable strategies to achieve these goals.

Wednesday, June 23rd 10:00 AM

[Register Here](#)

Basics of SEO & Web Analytics

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 how to build an effective SEO strategy as well as a dive into the tools and metrics that are used to measure SEO success. 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 measure the success of your SEO and marketing campaigns.



In this seminar, we will be covering:

- 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
- How to measure website traffic and success
- An overview of Google analytics and Google search console
- Conversions and conversion measurement

Thursday, June 24th 3:00 PM

[Register Here](#)

Bolstering Your Business Through E-Commerce

For business owners looking to get an overview of the current e-commerce landscape.

In this seminar, we will be covering:

- Review of the e-commerce landscape
- Emerging trends in e-commerce
- Overview of the different e-commerce platforms
- Evaluating the marketing channels
- Discussion of content strategies



Open to all experiences but most ideal for business owners just getting started with e-commerce and setting up their first store. Come with ideas and inspiration. Feel free to ask questions.

Friday, June 25th 10:00 AM

[Register Here](#)



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