

COVID-19 UPDATES & INFORMATION

DUBLIN BUSINESS BRIEF



September 11, 2020 Special Notice

New State Support for Small Businesses

Governor Newsom signed new bills this week to support small businesses in California:

- AB 1577 allows small businesses to exclude Paycheck Protection Program (PPP) loans from gross income for state taxes.
- SB 1447 authorizes \$100 million Main Street hiring tax credit program for small businesses.

Paycheck Protection Program Funds That Are Forgiven Won't Be Taxed

The loan amounts that are forgiven under the PPP can be excluded from gross income. This change is in alignment with the federal CARES Act provisions that exclude from taxable income any cancellation of debt income arising from PPP loan forgiveness.

California Main Street Hiring Tax Credit

This State program is to incentivize some small businesses to restore jobs eliminated earlier this year by the coronavirus pandemic. Eligible businesses could receive a \$1,000 tax credit for each qualified employee hired between July and the end of November, up to \$100,000 per business. The business will have five years to use the credit and can apply it to any State taxes owed, including sales and use taxes.

Eligibility Requirements:

- 100 or fewer employees at the end of 2019, and
- experienced at least a 50% drop in gross receipts due to COVID-19 impacts.

Read more about these new programs and an overview of State support for small businesses in this [Fact Sheet](#) (PDF, issued 9/9/2020).

Changes to COVID-19 Paid Sick Leave Expanded to All

Employees in California

The State has extended paid sick leave protections to California's workforce. The new law eliminates coverage gaps to ensure every employee (not just food sector workers) has access to paid sick days if they are exposed or test positive to COVID-19 for the rest of the 2020 calendar year.

Additionally, the State closed the gaps in paid sick days provided in federal law by including employers with over 500 employees and public and private employers of first responders and health care employees who opted not to cover their employees under federal law.

The new law also allows California's Labor Commissioner to cite workplaces for a lack of paid sick days, a critical enforcement tool that will promote safety for employees and customers alike.

For more information, read the Governor's [press release](#).

Survey on Capping Fees for Third-Party Food Delivery Companies

The Dublin City Council is considering whether or not to establish a local COVID-19-related cap (or limit) on fees charged by third-party food delivery companies. This would place a temporary cap on the commission/service fee charged to restaurants. This matter was discussed at the September 1, 2020 City Council [meeting](#) (Item 8.1), where the City Council directed Staff to bring the item back for their consideration.

Staff has learned that the commission fee can range anywhere from 10% to 30% of the meal.

To gather feedback from the business community, Staff created a brief online survey to hear about your experience with third-party food delivery services.

Take the [survey](#).

Tips for Accessible Outdoor Dining

The California Commission on Disability Access ([CCDA](#)) has created an educational guidance to offer general disability access tips for businesses to consider when conducting operations outdoors.

Download the CCDA's [Open-air Dining and Curbside Pickup Disability Access Consideration](#) (PDF).



CCDA

California Commission
on Disability Access

Small Business Development Center Snapshot of Support to Dublin Businesses

From January 1 through June 30, the Small Business Development Center (SBDC) served 55 Dublin-based businesses with a total of 174 hours of private advising resulting in \$467,000 in capital infusion into the Dublin economy.



Many additional business people have received free, COVID-related/CARES Act support by attending SBDC webinars and connecting with advisors.

As part of the Northern California SBDC network, the Alameda County Small Business Development Center (ACSBDC) serves all of Alameda County. ACSBDC works hands-on with entrepreneurs and business owners to address challenges, seize opportunities and grow their bottom line. The ACSBDC is hosted by the Ohlone Community College District and offers long-term, in-depth, no cost advising for existing businesses and certain start-ups in Alameda County. Their services include:

- Loan and Equity Investment Advice
- Strategic Planning
- Financial Projections & Budgeting
- Marketing and Sales
- Technology Integration
- Human Resource Management
- Operations
- Exports, and
- More...

ACSBDC serves small businesses like yours. The 55 Dublin businesses served so far in 2020, came from a variety of industries, including:

- accommodation and food service
- service establishment
- retail
- research and development
- real estate
- professional, science, and behavioral sciences
- manufacturing
- information
- healthcare
- educational services
- construction

- arts and education

To request free, individualized and confidential one-on-one advising, complete the SBDC [online application](#).

To learn more about ACSBDC, visit their [website](#).

Reminder: Outsmart Disaster with the Resilient Business Challenge

**September 15th at 10:00 a.m. or
September 17th at 5:00 p.m.**



The State of California is offering a free one-hour virtual workshop to introduce Alameda and Contra Costa small businesses, economic development stakeholders, and business associations to the Outsmart Disaster campaign's Resilient Business Challenge. The Resilient Business Challenge focuses on preparing for and recovering from disasters. It covers topics such as Identifying Impacts of Disruption, Strengthening Facilities, and Structuring Your Crisis Communication Plan.

The Outsmart Disaster campaign aims to equip California businesses with the tools they need to get back to business faster in the face of any disaster.

It may be counter-intuitive to do resiliency preparedness while everyone is dealing with so many business interruptions already in play, but resiliency and recovery are inextricably intertwined.

RSVP on the Outsmart Disaster campaign [website](#) to attend either East Bay session.

Recorded Webinar: Google and Facebook Ad Strategies

The recorded video from the Dublin Chamber of Commerce's recent Economic Development Series featuring Gautam Tandon (held on September 9, 2020) is now available on the Chamber's YouTube Channel. Watch the video to hear tips and techniques for creating a strategic campaign for Facebook and Google ads, including how to determine which platform is better for your marketing campaign.

Watch the [video](#).

We Are Here for You

The City of Dublin appreciates our business community and remains committed to being your source for reliable and accessible information and resources.

In addition to the COVID-19 [Business Impacts webpage](#), we have compiled a COVID-19 [Business Resource Guide](#) (PDF, last updated 9/3/2020). Be sure to also visit the City's [COVID-19 webpage](#) with up-to-date information and resources about the pandemic.

The Economic Development Division team is available via [email](#) or by calling 925-833-6650. Language assistance is available over the phone by request.

The Dublin Business Brief is a bi-monthly publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact Economic Development via email, economic.development@dublin.ca.gov, or phone (925) 833-6650.

General Information
(925) 833-6650

City Manager
(925) 833-6650

Community Development
(925) 833-6620

Economic Development
(925) 833-6650

Environmental Services
(925) 833-6630

Administrative Services
(925) 833-6640

Fire Prevention
(925) 833-6606

Human Resources
(925) 833-6605

Parks and Community Services
(925) 556-4500

Police (non-emergency)
(925) 833-6670

Public Works
(925) 833-6630

City of Dublin

100 Civic Plaza, Dublin, CA 94568 | (925) 833-6650 | www.dublin.ca.gov

