

COVID-19 UPDATES & INFORMATION

DUBLIN BUSINESS BRIEF



October 28, 2020 Special Notice

Digital Bootcamp for California Businesses Expand Your Online Presence

The Governor's Office of Business and Economic Development (GO-Biz) and California Small Business Development Centers (SBDC) are offering a four-part series to help businesses launch or grow their online e-commerce store. Participants will develop skills to drive traffic, grow brand exposure, and reach larger audiences online while developing a strong understanding of the key elements needed to build and expand a robust e-commerce portal for their business.

There are different sessions to choose from:

- Session A: Mondays, Nov. 9, 16, 23, 30 @ 3:30 p.m. - 5:00 p.m.
- Session B: Tuesdays, Nov. 10, 17, 24, Dec. 1 @ 10:00 a.m. - 11:30 a.m.
- Session C: Wednesdays, Nov. 11, 18, 25, Dec. 2 @ 2:00 p.m. - 3:30 p.m.
- Session D: Tuesdays, Nov. 17, 24, Dec. 1, 8 @ 1:00 p.m. - 2:30 p.m.
- Session E: Wednesdays, Nov. 18, 25, Dec. 2, 9 @ 11:00 a.m. - 12:30 p.m.

The Digital Bootcamps are a series of four 1.5-hour intensive trainings to help you expand your online presence to capitalize on this year's holiday online shopping season:

- **Your Website:** What you need to build your e-commerce website, from securing your domain name to the content on your site.
- **Driving Traffic:** How you can advertise your online business through different social media platforms, emails and advertising.
- **Marketplaces:** How to know which platforms work best to sell your products. Choosing your marketplaces with pricing considerations.
- **Scalability - KPIs for your ROI:** Tracking outcomes and ensuring Return on Investment (ROI). Packing and shipping solutions, Key Performance Indicators (KPIs) for future growth and sustainability.

Spaces are limited, so [register](#) now to attend one of sessions!

Learn more about the State's [Get Digital CA](#) initiative to help businesses compete in an online marketplace.

Digital Bootcamp

Expand Your Online Presence



Statewide "Grateful Table Dine Out" Campaign

The California Restaurant Association Foundation (CRAF) is introducing "The Grateful Table Dine Out" campaign to encourage Californians to patronize restaurants in their community while also raising funds for restaurant workers facing hardships during the pandemic.

Diners can win \$500 to their favorite restaurant simply by posting a photo of their meal, tagging the restaurant, and using the hashtag #gratefultablesweepstakes.



The sweepstakes runs from November 1 to 25, 2020. See official rules at thegratefultabledineout.org.

Restaurants interested in participating can:

- Sign up to receive free [social media assets](#) to encourage customers to tag your restaurant in their posts for The Grateful Table Dine Out sweepstakes.
- Learn how to add a [guest donate button](#) or option to "round up" to make a donation to the nonprofit Restaurants Care relief fund.

Visit Tri-Valley is helping to promote the program through the month of November. So, if you are a small, independently-owned restaurant, café or brewery, check the Visit Tri-Valley [website](#) to make sure your listing on their page is up to date.

Beware of Email Phishing Scams

The Small Business Administration (SBA) is warning loan applicants about email

phishing scams where malicious actors are impersonating the SBA and its Office of Disaster Assistance to collect personally identifiable information for fraudulent purposes. The SBA is particularly concerned about scam emails targeting applicants of the SBA's Economic Injury Disaster Loan Program asking them to verify their accounts using a third-party online platform to collect personally identifiable information.

Learn more on the SBA's [website](#).



Beware of Malicious COVID-19 Phishing

Protect yourself from identity theft and fraud during pandemic recovery.

Confirm any SBA disaster assistance emails by contacting **(800) 659-2955**, TTY **(800) 877-8339**, or **disastercustomerservice@sba.gov**.

Avoid scams and fraud, visit **sba.gov/COVIDfraudalert**

SBA U.S. Small Business Administration

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 COVID-19 Dublin Business Brief is a publication highlighting the latest news and events affecting the business community. For more information or assistance, please contact the Office of Economic Development via [email](#) 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

