CPP Presents:
“Small Business Survival Tips for Managing through COVID-19”

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A Word From CPP

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Cincinnati, Ohio
Today’s Presenter

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Cincinnati, Ohio
Focus of Session:

• Provide public resources to access for assistance
• Share local resources to help navigate the new standards
• Offer strategies on how to survive during this pandemic shut-down
Impact of COVID-19 on small business

• Stay at home order
• Unable to work (unless designated essential)
• No definite return to work date
Impact on workforce

• Loss of income
• Lack of clarity on how to determine unemployment benefit eligibility
• Uncertainty of how to file for unemployment
Coronavirus Aid, Relief, and Economic Security Act (CARES)

PUBLIC RESOURCES
Types of Public Resources through the Small Business Administration (SBA)

• Paycheck Protection Program loan
  • Can apply at lending institutions that are approved to participate in the program through the existing U.S. Small Business Administration
  • Small businesses with 500 employees or less (must not lay off employees)
  • Sole proprietors, independent contractors, and self-employed individual are eligible

• Economic Injury Disaster Loan & Emergency economic injury grants
  • Low interest loan
  • Used to cover expenses that were directly impacted by COVID-19
  • Sole proprietors (with/without employees)
  • Independent contractors
  • Must have been in operation since Jan. 31, 2020

• Small business debt relief
  • Will provide a financial reprieve to small businesses
  • The SBA will pay the principal and interest of new 7(a) loans issued prior to September 27, 2020
  • The SBA will pay the principal and interest of current 7(a) loans for a period of six months
The Small Business Owner’s Guide to the CARES Act
https://www.sbc.senate.gov/
Local Resources: Business

Small Business Development Center (SBDC)
Provides information and assistance on business assistance under the CARES ACT (Coronavirus Aid, Relief, & Economic Security Act)

Local office:
Hamilton County Small Business Development Center
440 East McMillan Street Suite 124A
Cincinnati, Ohio 45206
wwalkersmith@ulgso.org
513-487-1274

https://clients.ohiosbdc.ohio.gov/reg.aspx?mode=counsel&center=17052&subloc=0
Local Resources

• United way
  https://www.uwgc.org/211

• 4C
  https://www.4cforchildren.org/about/covid-19-information/

• Greater Cincinnati Chamber of Commerce

• African American Chamber of Commerce
  http://www.african-americanchamber.com/
UNEMPLOYMENT ASSISTANCE

• An executive order issued by Governor DeWine expands flexibility for Ohioans to receive unemployment benefits during Ohio's emergency declaration period. This includes self-employed and sole proprietors.

• The requirement that claimants actively search for work each week that they receive benefits has been waived. However, claimants still must be “able and available for work.”

• If you are out of work due to COVID-19 and need to file an unemployment application, please use the mass-layoff number #2000180 when you file your application.

• After filing you will receive information by direct mail or email from OJI@odjfs.state.oh.us.

http://jfs.ohio.gov/ouio/CoronavirusAndUI.stm
Resources: Unemployment

  Jobs & Family Services - Provides information on how to apply for unemployment benefits

• [www.unemployment.ohio.gov](http://www.unemployment.ohio.gov)
  Includes a list of FAQ’s to answer questions regarding level, frequency and calculations of benefits

• [https://benefits.ohio.gov/](https://benefits.ohio.gov/)
  Resources to provide food, cash and medical assistance to individuals and families in need

• [http://jfs.ohio.gov/ouio/CoronavirusAndUI.stm](http://jfs.ohio.gov/ouio/CoronavirusAndUI.stm)
  For additional eligibility information and filing instructions
Resources: Health and business information

In demand jobs during the pandemic

CincyJobportal
https://cincyjobportal.com/

Corona virus latest Developments on a local and state level
https://coronavirus.ohio.gov/

Corona virus updates on a national level
https://www.cdc.gov

School meals
Decisions on how free breakfast and lunches are distributed to students is being made by each district. Contact your local district.
http://education.ohio.gov/Topics/Student-Supports/Coronavirus
Local & State Resources: Business

Groundwork Ohio-

provides resources and information geared to child-care providers

Has dedicated information & resources related to COVID-19

https://www.groundworkohio.org/
Resources: Small Business Administration

Coronavirus (COVID-19): Small Business Guidance & Loan Resources

What do you need???

- Capital to cover the cost of retaining employees?
  The **Paycheck Protection Program** might be right for you

- A quick infusion of a smaller amount of cash to cover you right now?
  Consider an **Emergency Economic Injury Grant**

- Information managing payments on your current or potential SBA loan?
  The **Small Business Debt Relief Program** could help

- Free counseling to help you navigate and understand available resources
  Contact your local **SBDC Office** for assistance
Next steps

• Review and determine appropriate resources for your situation (unemployment, loan, grant)

• Make contact with resources (websites, email, phone)

• Keep in touch with your clients/customers if you plan to resume providing services (email, phone calls, text messages)

• Practice self-care (exercise, rest, stay in touch with others)
Need further information?

Contact Tina Macon Tina.macon@allmacassoc.com

or your CPP representative

THANK YOU AND STAY SAFE!
THANK YOU!