

Los Angeles Mayor's Office of Economic Development
Community Business

COVID-19 NEWS

June 2021

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REOPENING UPDATES

Beginning June 15, all sectors listed in the current [Blueprint Activities and Business Tiers Chart](#) may return to usual operations (with the limited exceptions noted below for Mega Events).

Guidance for Businesses

Capacity Limitations: No restrictions

Distancing Limitations: No restrictions for attendees, customers and guests

Masking: Masks are **required for unvaccinated individuals** in indoor public settings and businesses (examples: retail, restaurants, theaters, family entertainment centers, meetings, state and local government offices serving the public).


In settings where masks are required only for unvaccinated individuals, businesses, venue operators or hosts may choose to:

- Provide information to all patrons, guests and attendees regarding vaccination requirements and allow vaccinated individuals to self-attest that they are in compliance prior to entry.
- Implement vaccine verification to determine whether individuals are required to wear a mask.
- Require all patrons to wear masks.

No person can be prevented from wearing a mask as a condition of participation in an activity or entry into a business.

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Guidance for Face Covering can be found [here](#). For more information regarding reopening, please visit the [California Department of Public Health](#) and [corona-virus.la](#).

Also, please visit the LA County Public Health website at [COVID-19 Reopening LA - LA County Department of Public Health](#) to see the new Health Officer Order and all updated Los Angeles County protocols and guidance documents related to COVID-19, including information on the vaccine.

FINANCIAL RELIEF

Work Sharing Program

Work Sharing Program can be a temporary alternative to layoffs if your business' production or services have been reduced. The program helps employers minimize or eliminate the need for layoffs, keep trained employees and quickly recover when business conditions improve, and avoid the cost of recruiting, hiring, and training new employees. Employees will be paid based on the standard EDD benefit rate, multiplied by the percent of hours worked (i.e. a full time employee whose hours have been reduced to 32 hours/week would receive 20% of the standard unemployment insurance benefit). Click [here](#) for more.

Updates from the State can be found [here](#).

Shuttered Venue Operators Grant

While the Restaurant Revitalization Fund application portal is now closed for new applications, the **Shuttered Venue Operators Grant (SVOG) is still available**. The 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. [Please click here for more information, and to apply.](#)

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

Federal Tax Credits

Employee Retention Tax Credit (ERTC) a refundable, advanceable tax credit on employee wages that is available for all of 2021 in accordance with the American Rescue Plan Act (ARPA). Since savings are up to \$7,000 per employee per quarter in 2021, that's a total maximum savings of \$28,000 per employee in 2021.

For more information, please visit [here](#).

The Families First Coronavirus Response Act (FFCRA) tax credit for paid sick leave and family leave has also been extended by ARPA. The program originally expires until the end of September 2021. The maximum size of this tax credit for family leave is now \$12,000 per employee.

For more information, please visit [here](#).

LOCAL UPDATES + ASSISTANCE

LA Optimized



Does your business need help optimizing or creating a website? Do you need help optimizing or creating business listings and a digital presence? Mayor Eric Garcetti launched LA Optimized to help small businesses adapt to the rapid shifts in consumer behavior and technological advances by empowering them to boost their digital marketing, maximize their online business listings, create or optimize their websites, and increase their knowledge and presence in the e-commerce space - all at no cost to businesses.

In addition, this program will provide grants to select creatives (photographers, graphic designers, videographers, writers, etc) for providing creative and digital content services including branding, videography, photography, website copy, and graphic design to small businesses.

If you are a business owner interested in the program, please learn more [here](#).

If you are a creative professional interested in supporting businesses, please apply [here](#).



The **LA OPTIMIZED ACCELERATOR ACADEMY** launched on June 15, 2021. The Accelerator Academy is a **monthly webinar series that will provide you access to resources and experts that can help your business grow its digital presence, market online, and expand sales channels in the digital marketplace.** Webinars will be held **EVERY FIRST TUESDAY OF EVERY MONTH.** Updated information can be found at LACityOptimized.org. This program is brought to you by the Los Angeles Mayor's Office of Economic Development in partnership with the USC Sol Price School of Public Policy Center for Economic Development. Experts include representatives from major tech companies, subject-matter experts, and business support organizations.

If you missed the launch, you can still watch a recording at LACityOptimized.org. It includes keynote remarks from Mayor Eric Garcetti and from Interim Dean of Sol School of Public Policy. It also featured Marketing 101 advice from experts from USC Annenberg School for Communication and Journalism, California Manufacturing Technology Consulting, and Los Angeles Small Business Development Centers.

The next event is scheduled for:

DATE: Tuesday, July 6, 2021

TIME: Schedule is subject to change. Please visit LACityOptimized.org for the most up to date information.

10:00 AM: Facebook/Instagram

12:00 PM: Google

3:00 PM: Yelp

SUBJECT: Establish your online presence.

Speakers will be available for questions during these live events.

Register your business today at LABAVN.org for procurement opportunities



This upcoming decade represents hundreds of billions of dollars worth of events, projects, and infrastructure investments coming to the Los Angeles region. To prepare for this influx of economic activity, we are transforming the Los Angeles Business Assistance Virtual Network (LABAVN- the City's current solicitation portal) into a Regional Marketplace. This exciting platform will provide unprecedented access to a wide array of opportunities and resources from both the public and private sectors. This new marketplace will be a place for businesses to:

- View City of LA and other participating public and private agency's contracting opportunities and business resources in a centralized place
- Network and connect with other businesses
- Create a business profile that is shared across the City as well as other agencies
- Access free electronic business certifications by the City of LA

So, whether a business wants to contract with the City of Los Angeles or other agencies that join our platform, a business can go to this location and find an opportunity that's right for them.

By registering on LABAVN now, businesses will have access to the City's current and future opportunities, and will automatically be registered into the new Regional Marketplace when it launches. ***If businesses are already registered in LABAVN, there is no need to re-register.***

To register, please visit LABAVN.ORG.

LAWA and LeadersUp Present 'Equity & The Economy' Webinar on June 23



LAWA's Business, Jobs, and Social Responsibility Division and LeadersUp will cohost "Equity & The Economy," a webinar about how advancing racially equitable practices in your company can increase profitability and competitiveness. This webinar will also feature a panel of industry leaders, including LAWA CEO Justin Erbacci, who will share their insights on the importance of diversity, equity and inclusion as a corporate strategy. Visit <https://bit.ly/3bldyvQ> to register and learn more about the event.

Minimum Wage Increase

If you are a business with 25 or less employees, please note, minimum wage will increase to \$15.00 per hour on July 1st. Wages were increased to \$15.00 per hour for firms with more than 25 employees as of July 1, 2020. For more information, please visit wagesla.lacity.org.

Guidance for Ventilation at Workplace Settings

An important approach to lowering the concentrations of indoor air pollutants or contaminants including any viruses that may be in the air is to increase ventilation. This [document](#) provides information on how to improve ventilation through improving air circulation and air filtration. It's important to take steps in increasing air circulation and improving air filtration to protect staff and customers.

City of Los Angeles NotifyLA System

Beginning on April 15th, 2021, all Californians 50 or older will be eligible for vaccination. [Please click here](#) for all updated information, including vaccine appointments, FAQs, and types of vaccines.

Currently, new COVID-19 vaccine appointments are now open for:

- Those aged 16 or older with certain high risk health conditions or disabilities.
- Essential workers in healthcare, emergency services, food/agriculture, education/childcare, those who live/work in congregate residential settings, and janitorial/custodial services.
- All people aged 50 years and older.

There are multiple City of Los Angeles vaccine sites, including (but not limited to) USC University Park Campus, Crenshaw Christian Center, Lincoln Park, San Fernando Park, and Pierce College.

Supply is limited, sign up now at: <https://carbonhealth.com/covid-19-vaccines>

A list of those eligible in the healthcare, emergency services, education/childcare, and food/agriculture essential worker categories can be found here: <http://publichealth.lacounty.gov/acd/ncorona2019/vaccine/hcwsignup/>

People aged 16 and up with certain severe underlying health conditions or disabilities are now eligible for the vaccine. The list of those eligible for the vaccine can be found here: <http://publichealth.lacounty.gov/acd/ncorona2019/vaccine/hcwsignup/>

If you are 65 or older, have a disability or do not have access to the internet and need assistance making your vaccination appointment, you can contact the County's Call Center — open seven days a week from 8 a.m. to 8:30 p.m. — at (833) 540-0473.

The COVID vaccine is safe and effective in lowering the chance of death and severe illness from COVID-19. Vaccination is free and available to all Los Angeles County residents, regardless of immigration status.

If you are experiencing COVID-19 symptoms, you can sign up for a free COVID test here: coronavirus.lacity.org/testing. You are not eligible for a vaccine unless you are symptom-free. If you have tested positive, you should wait 90 days from the date of the positive test to receive the vaccine. Please consult your healthcare provider if you have further questions.

For more information on COVID vaccinations and a list of vaccine sites countywide, go to: vaccinatelacounty.com

To sign up for alerts go to: <https://emergency.lacity.org/notifyla>.

SafePass - Contact Tracing

SafePass will allow users to self-report their symptoms for COVID-19 and receive notifications and alerts directly from the Los Angeles County Department of Public Health. All contact tracing data is anonymous, private, encrypted, and deleted after 30 days by Citizen. Officials encouraged residents to download the app to expand local efforts to track COVID-19 for L.A. County's 10 million residents.

Using Bluetooth technology and anonymized data, SafePass tracks any close contacts with other users, and alerts them to potential exposures. Any users who have meaningful contact with another user who later tests positive for COVID-19 will receive a notification to get tested. The app also offers immediate access to eligible users for a free at-home testing kit for those who have been notified of exposure through the app and provides up to date information about all active testing sites in L.A. County. All location data is anonymized and deleted after 30 days. To learn more about SafePass, visit citizen.com/safepass.



L.A. Represents

Services include helping vulnerable tenants, domestic violence victims, and low-income Angelenos with employment, consumer debt, and bankruptcy matters. Click [here](#) for more.



Free Covid-19 Testing

Angelenos can find 100+ testing sites at <http://coronavirus.lacity.org/Testing>. The City and County's [contact tracers](#) reach out by phone to everyone who is a close contact of someone who tests positive to collect potentially life-saving information. Please answer the call if you get a phone call from "[L.A. Public Health](#)".



Enforcement of COVID-19 Regulations

Both the City and County remain committed to prioritizing the safety of Angelenos during this time. As such, the City is working with business and community partners to ensure the requirements and regulations for operations within the City's Safer at Home Order are being observed. If you witness a business that is in violation of requirements for operation, please feel free to report that potential violation within the [City's complaint portal](#). All reported potential violations will be reviewed by the City Attorney's office. While responding City personnel will always start by educating businesses that are found in violation of any operating protocols or requirements, businesses found to be repeat violators will be subject to progressive enforcement penalties, ranging from citation, to fines, to DWP shut off. In addition to business violations, the complaint portal can also be used to file complaints related to misuse of parks or public space, violations within skilled nursing facilities, construction sites, or landlords.

Eviction Protections

Eviction protections are still in effect in LA City and not expiring. As protections are staying in place locally, we need our state and federal legislators to extend renter protections and provide financial relief for tenants and landlords across the state.

Eviction Protections



Protections are in place in the City of L.A. to safeguard Angelenos from eviction during the COVID-19 crisis. Visit [HCIDLA.LACity.org](https://www.hcidla.lacity.org) or call 866-557-RENT for more information.

For legal assistance, visit: [Coronavirus.LACity.org/LARepresents](https://www.coronavirus.lacity.org/LARepresents).